



STAFF REPORT ACTION REQUIRED

Sign Variance Report 361 Queen Street East

Date:	August 1, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	07-221113

SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

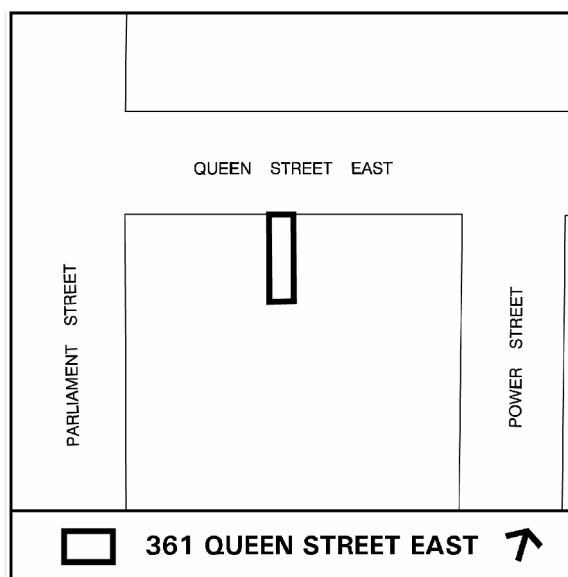
This report reviews and makes recommendations on a request by David Adam, with Zip Signs Ltd., on behalf of 2014441 Ontario Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, four illuminated fascia signs in the form of a corporate logo to represent “TD Canada Trust” on the east, west, north and south elevations of an architectural feature that extends above roof line of the two-storey building at 361 Queen Street East.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for variances to permit, for identification purposes, four



- illuminated fascia signs in the form of a corporate logo to represent “TD Canada Trust” on the east, west, north and south elevations of an architectural feature that extends above the roof line of the two-storey building at 361 Queen Street East, and require that energy efficient lights be used; and
2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located east of Parliament Street, on the south side of Queen Street East in a MCR zone. The property contains a two-storey building, which is being occupied by a TD Canada Trust. The applicant is requesting permission to erect four illuminated fascia signs in the form of a corporate logo to represent “TD Canada Trust” on the east, west, north and south elevations of an architectural feature that extends above the roof line of the building. Each sign is 1.74m wide and 1.59m high with an area of 2.77m².

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
1. Chapter 297-10D (5)(c)(1)	The signs facing east, west and south would not be facing a street.	An identification fascia sign is required to face a street.
(2) Chapter 297-10D (5)(e)	The signs would be located above the second storey level and at a height of 11.50m above grade.	An identification fascia is required to be located within the first two storeys of the building or at a maximum height of 10.0m above grade.

COMMENTS

The signs are designed as part of an architectural feature. The feature integrates well with the building. It is staff’s opinion that permitting the proposed small and well designed identification signs would not adversely impact the building to which they are attached, surrounding uses or the streetscape.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

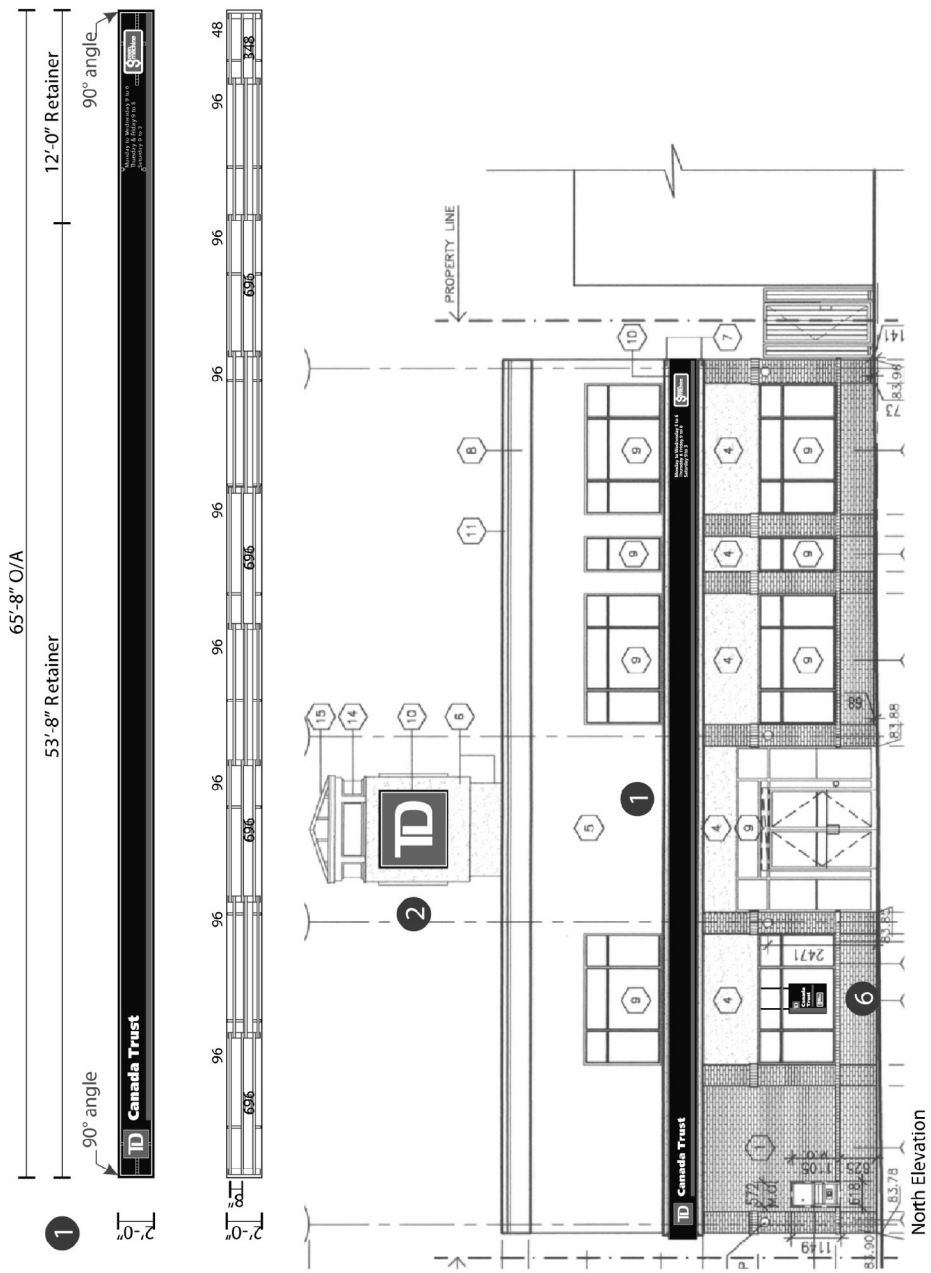
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevation & Sign Details
Attachment 2: Sign Details
Attachment 3: Sign Details
Attachment 4: Elevations & Sign Details
Attachment 5: Elevation & Sign Details
Attachment 6: Sign Details

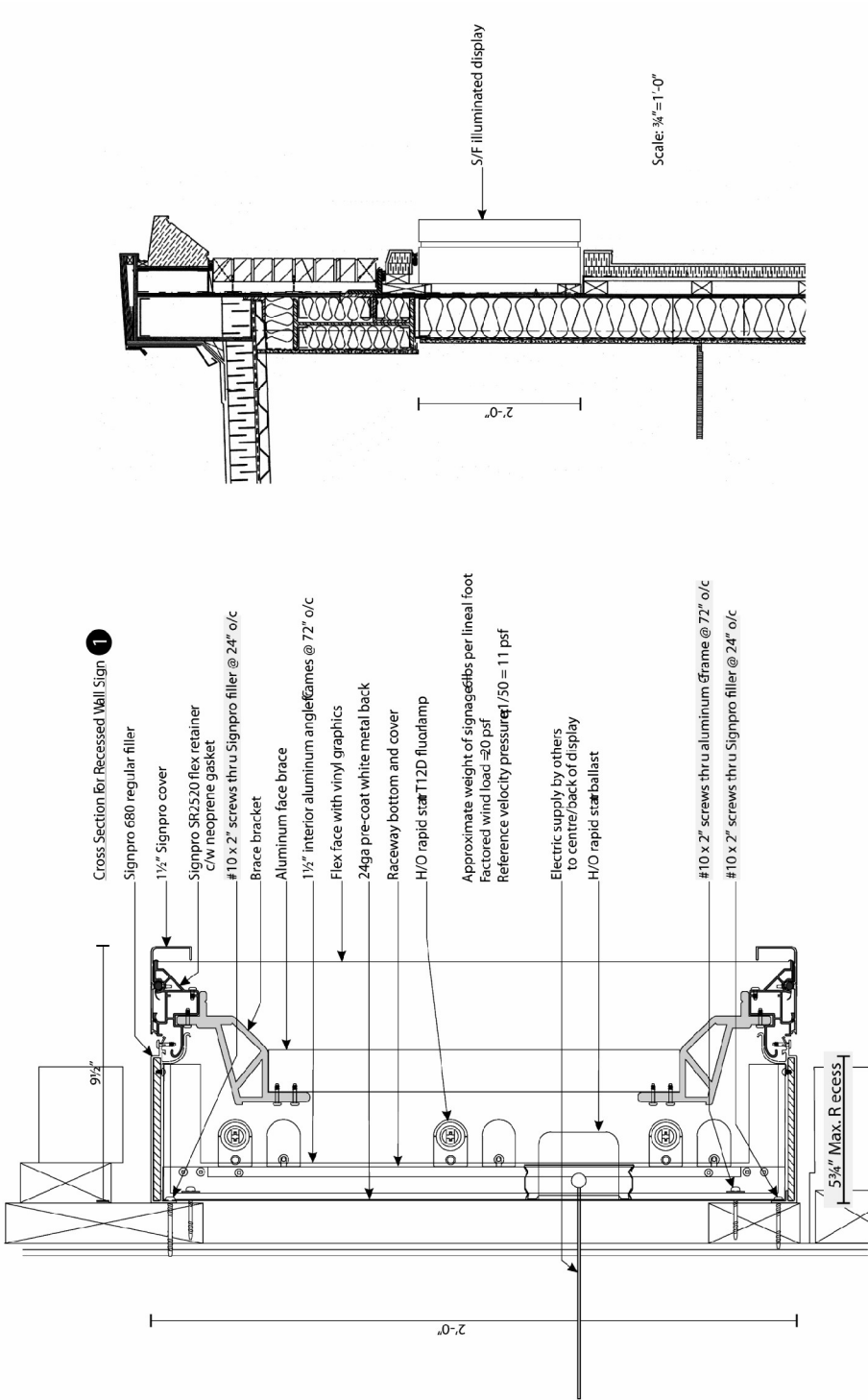
Attachment 1: Elevation & Sign Details



Elevation & Sign Details
Applicant's Submitted Drawing
Not to Scale
06/21/07

361 Queen Street East
File # 07_221113

Attachment 2: Sign Details



Sign Details

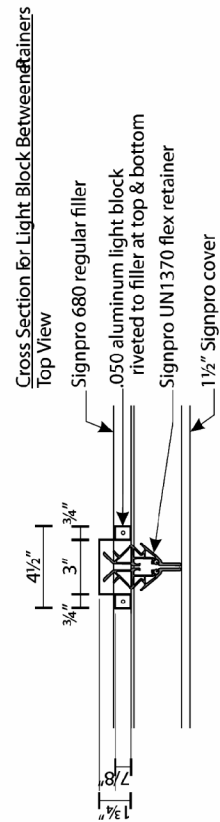
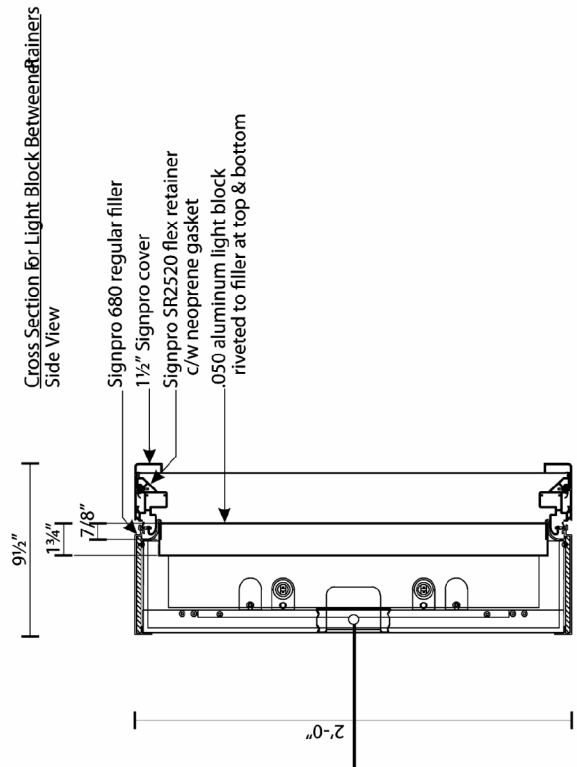
Applicant's Submitted Drawing

Not to Scale
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361 Queen Street East

File # 07_221113

Attachment 3: Sign Details



Sign Details

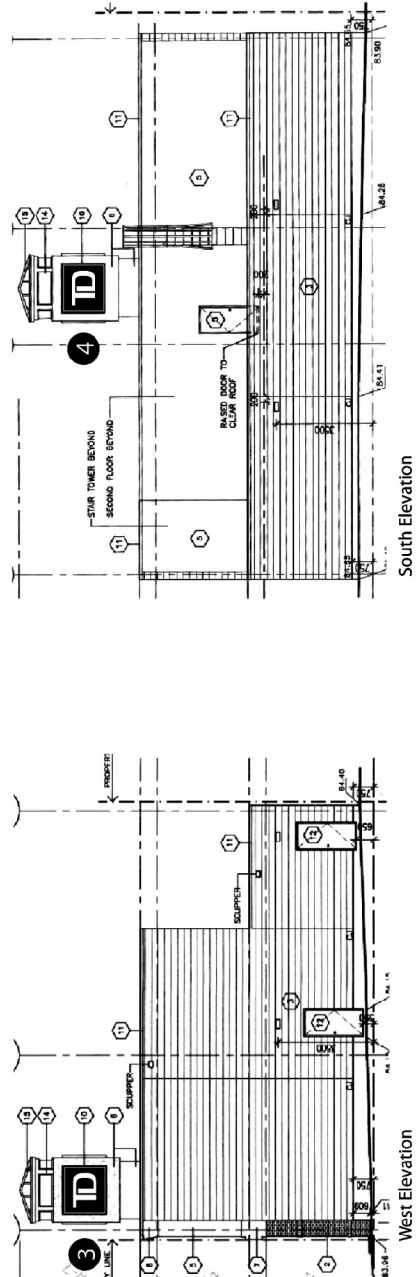
Applicant's Submitted Drawing

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06/21/07

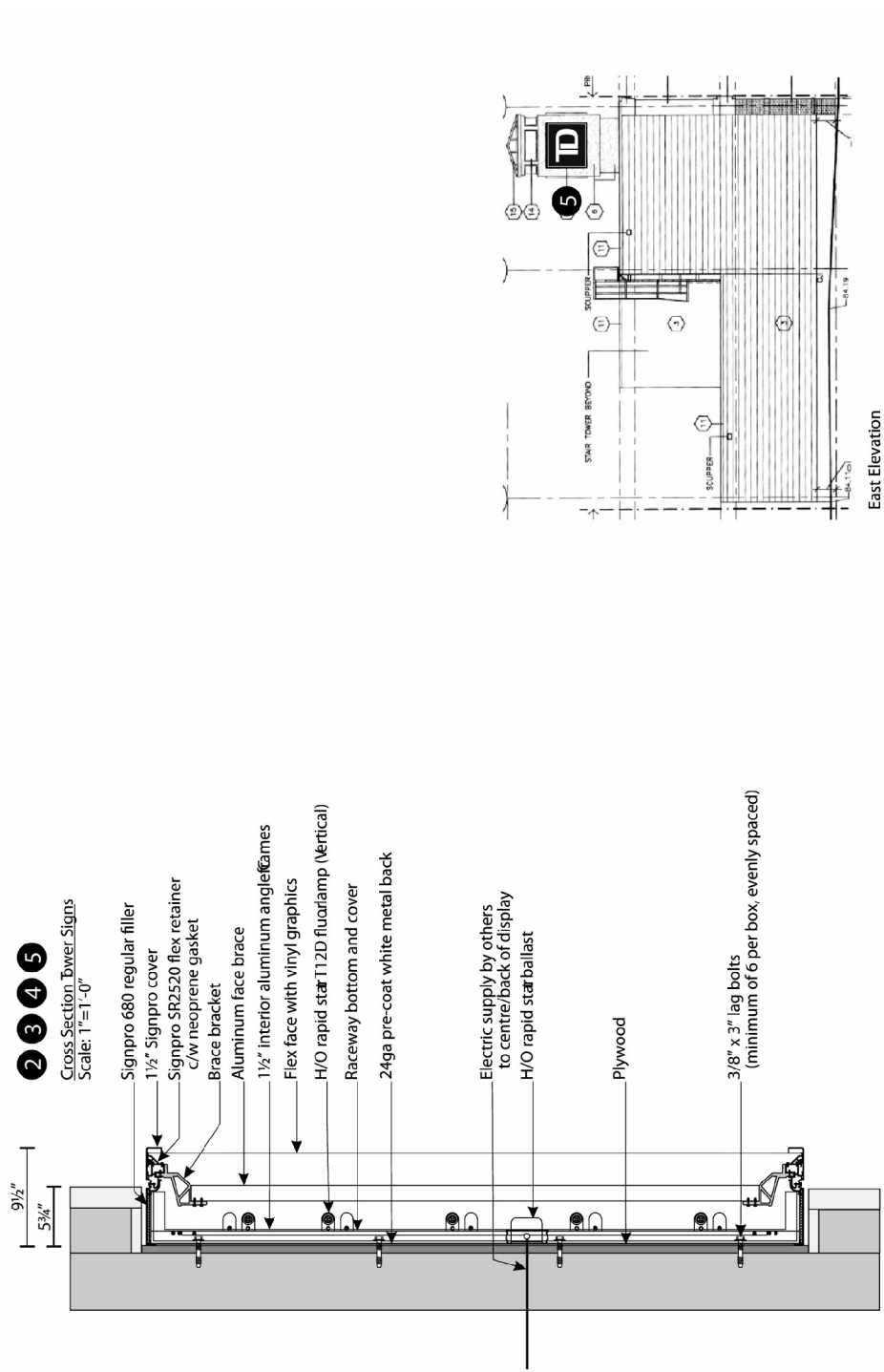
361 Queen Street East

File # 07_221113

Staff report for action – Sign Variance Report – 361 Queen Street East



Attachment 5: Elevation & Sign Details



Elevation & Sign Details

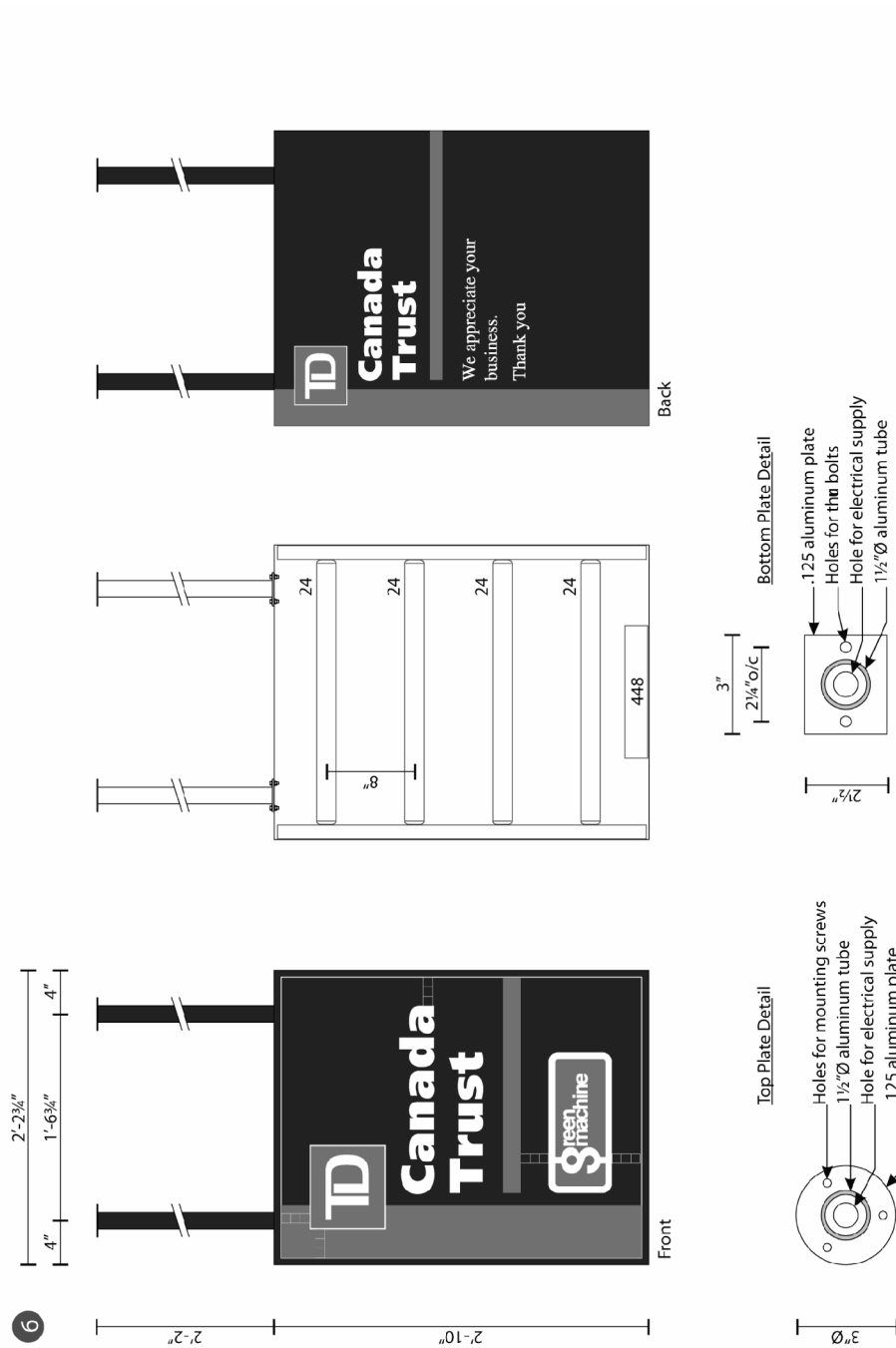
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Attachment 6: Sign Details



Sign Details

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