

**Sign Variance Report
150 King Street West**

Date:	February 21, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	08-100706

SUMMARY

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

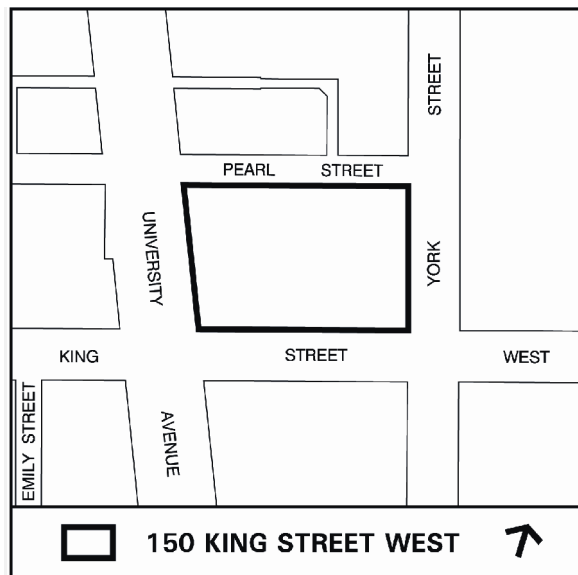
To review and make recommendations on a request by Matthew Gilas of King Architectural on behalf of Sun Life Financial for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign, in the form of a corporate name and a logo, to represent “Sun Life Financial” on the northwest corner of the building at 150 King Street West.

Staff recommends approval of the application. The variance is 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 requested variance to permit, for identification purposes, an illuminated fascia sign, in the form of a corporate name and



a logo, to represent “Sun Life Financial” on the northwest corner of the building at 150 King Street West; 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 the block between King Street West, University Avenue, Pearl Street and York Street and is in a CR zone. The property contains a multi-storey office building. The applicant is requesting permission to install, for identification purposes, an illuminated fascia sign in the form of a corporate name and a logo to represent “Sun Life Financial” on the northwest corner of the building. The proposed illuminated fascia sign is 10.06m wide and 1.83m high with an area of 18.41m².

The sign does 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
Chapter 297-2 definitions-fascia sign.	The proposed fascia sign would be mounted onto the building structure, at the northwest corner of the building.	The Municipal code requires that a fascia sign be fully mounted against the wall of a building.

COMMENTS

The Municipal Code requires that a fascia sign be mounted against the wall of a building. In this case, the sign would be mounted onto the building structure, and not totally fixed directly against the wall of the building. The variance is considered to be technical and therefore acceptable.

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

CONTACT

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SIGNATURE

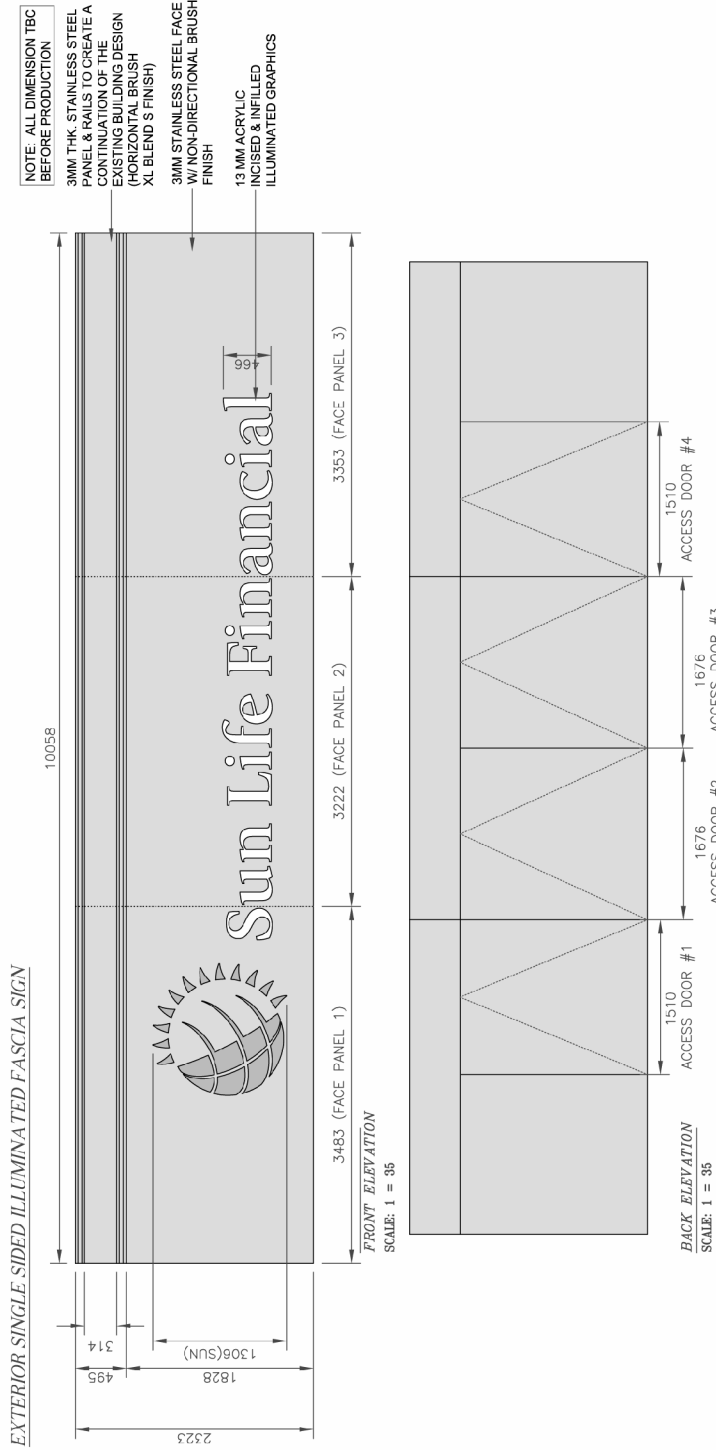
Raymond David, Acting Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Details
Attachment 2: Elevation

Attachment 1: Sign Details



150 King Street West

Sign Details
Applicant's Submitted Drawing

File # 08_100706

Not to Scale
01/28/08

Attachment 2: Elevation



Elevation

150 King Street West

Applicant's Submitted Drawing

Not to Scale
01/28/08

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