

**Sign Variance Report
225 King Street West**

Date:	February 28, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	08-104555

SUMMARY

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

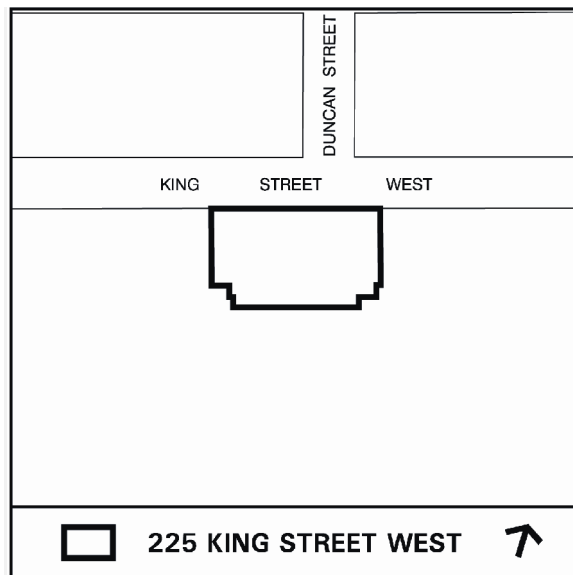
This report reviews and makes recommendations on a request by Dexter Caparas of WZMH Architects on behalf of Oxford Properties, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of an existing illuminated pedestal sign located along the King Street frontage of the property with a newly designed illuminated pedestal sign at 225 King Street West.

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 requested variances to permit, for identification purposes, replacement of an illuminated existing pedestal



sign with a newly designed illuminated pedestal sign located along the King Street West frontage of the property at 225 King Street West 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 a variance, 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 John Street on the south side of King Street West in a “CR” zone. The property contains a multi-storey office building with a restaurant at the grade level. The King Street West frontage of the property contains an illuminated ground sign and a pedestal sign for identification purposes. The existing pedestal sign is set back 0.52m from the property line. The applicant intends to remove the existing pedestal sign and replace it with a newly designed illuminated pedestal sign. The replacement pedestal sign would be located approximately 18.5m east of the existing pedestal sign location. The replacement pedestal sign would have the same set back as the existing sign. The replacement pedestal sign is 1.3m wide and 3.5m high with an area of 4.55m².

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
1. Chapter 297-10D (12)(a)	<p>The King Street West frontage of the property contains an illuminated ground sign and a pedestal sign for identification purposes.</p> <p>The applicant intends to replace the existing pedestal sign with a newly designed pedestal sign, along the King Street West frontage of the property.</p>	Only one pedestal sign or a ground sign per frontage of a property is permitted.
2. Chapter 297-10D (12)(c)	The replacement pedestal sign would also set back 0.52m from the property line.	The 0.52m sign set back would be 1.48m less than the required set back of 2.0m from the property line.

COMMENTS

With respect to the first variance, the Municipal Code permits one ground sign or one pedestal sign per frontage of the property. The intent of the By-law is to prevent sign

clutter along any frontage of a property. The proposal is to remove the existing pedestal sign and replace it with a newly designed pedestal sign. The replacement pedestal sign would be located about 18.5m east of the existing sign location along the King Street West frontage of the property. It is staff's opinion that the lot frontage, in this case is large enough to accommodate the proposed pedestal sign and existing ground sign without causing clutter.

With regards to the second variance, the Municipal Code requires a pedestal sign to set back 2.0m from the property line, in order to ensure that streetscape and view corridors are preserved and that sight lines for motorists, cyclists and pedestrians are maintained. The existing pedestal sign set backs 0.52m from the property line. The replacement pedestal sign would also set back 0.52m from the property line. It is staff's opinion that the pedestal sign at the new location would not obstruct the view corridor, or obscure sight lines and it would not adversely impact the property and 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

Raymond David, Acting Director
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ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Elevation
Attachment 3: Elevation
Attachment 4: Sign Detail

Attachment 1: Elevation



PHOTO #1 – SIGNAGE TO BE DEMOLISHED

Elevation

Applicant's Submitted Drawing

Not to Scale
02/06/08

225 King Street West

File # 08_104555

Attachment 2: Elevation



PHOTO #2 – SIGNAGE TO REMAIN

Elevation

Applicant's Submitted Drawing

Not to Scale
02/06/08

225 King Street West

File # 08_104555

Attachment 3: Elevation



PHOTO #3 – PROPOSED LOCATION OF NEW SIGNAGE LOOKING WEST

Elevation

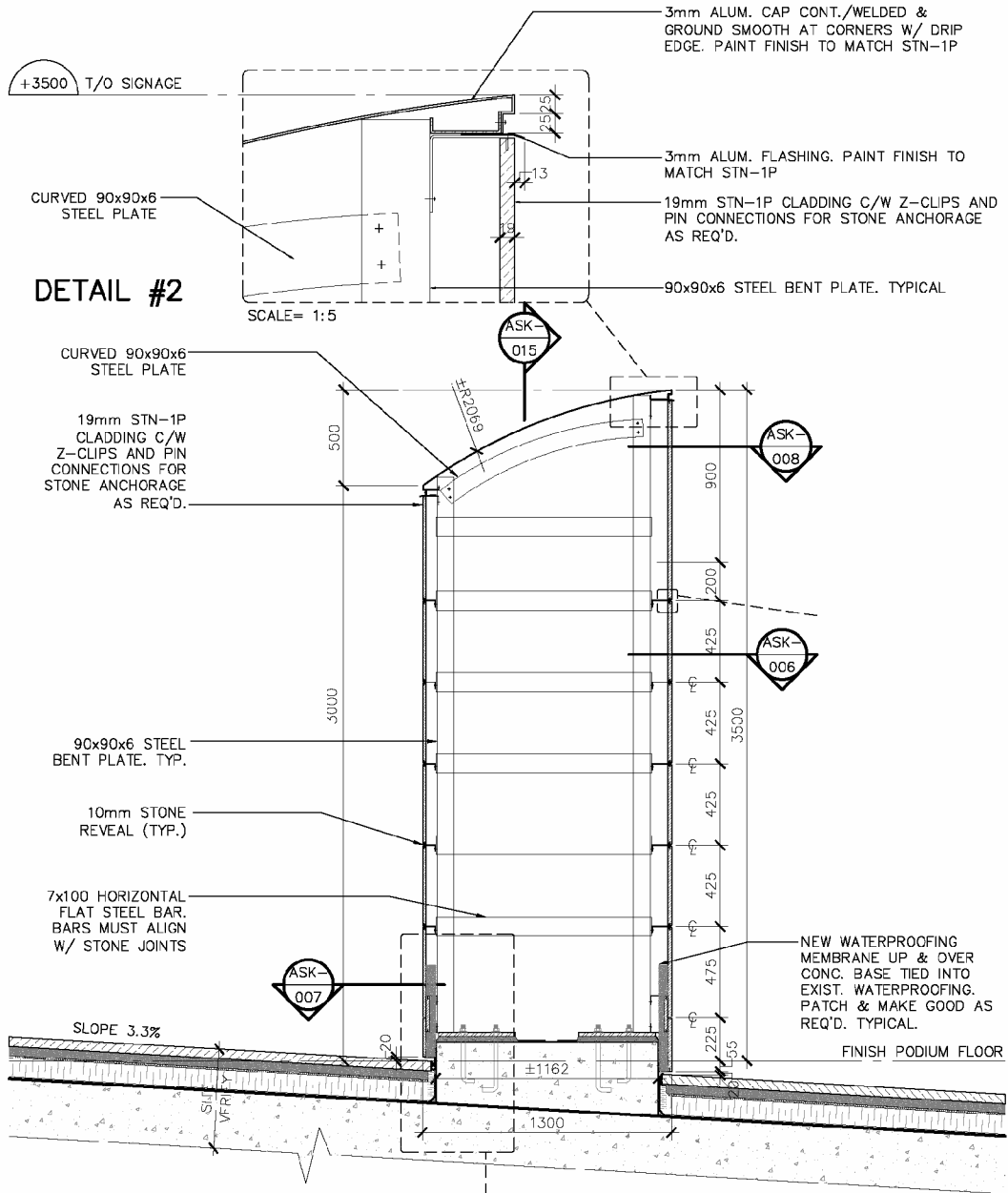
225 King Street West

Applicant's Submitted Drawing

Not to Scale
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File # 08_104555

Attachment 4: Sign Detail



Sign Detail

Applicant's Submitted Drawing

Not to Scale
02/06/08

225 King Street West

File # 08_104555