

**Sign Variance - 180 Queen Street West**

<b>Date:</b>	March 27, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Acting Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	08-102349

**SUMMARY**

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

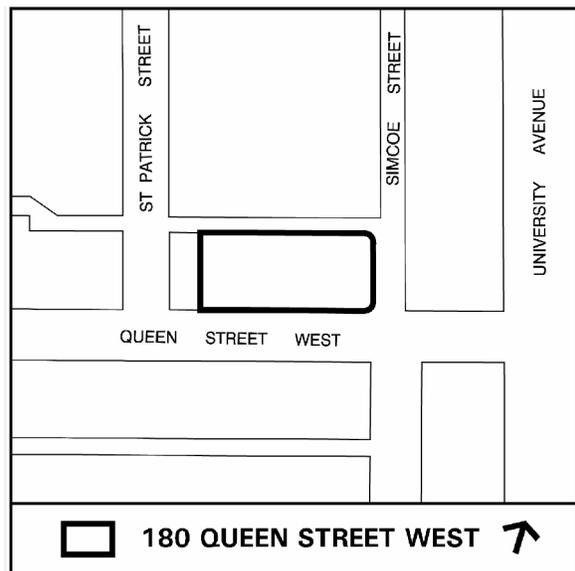
To review and make recommendations on a request by Dominic Rotundo with Pattison Sign Group on behalf of Mackenzie Financial Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign, in the form of a corporate name and a logo, to represent “Mackenzie Investments” at the top floor level on the south elevation of the building at 180 Queen Street West.

Staff recommends approval of the application on a condition that the overall area of the proposed sign does not exceed 80.0m<sup>2</sup> and the overall sign height does not exceed 4.5m. The variances as modified by staff are acceptable 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, an illuminated fascia sign, in the form of a corporate name and a logo, to represent “Mackenzie Investments” at the top floor level, on the south elevation of the building at 180 Queen Street West on a condition that the overall area of the proposed sign does not exceed 80.0m<sup>2</sup>; that the overall sign height does not exceed 4.5m and 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 MCR zoned property is located at the northwest corner of Queen Street West and Simcoe Street. The property is located in a Designated Heritage Conservation District under By-law No. 979-2007. The property contains a sixteen-storey office building with retail uses at the grade level. 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 “Mackenzie Investments” at the top floor level, on the south elevation of the building at 180 Queen Street West.

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 297-2 Definitions	The proposed fascia sign would project 0.78m from the wall of the building.	A fascia sign is required to be mounted wholly against the wall or parapet wall of a building.  The 0.78m sign projection from the wall of a building for a fascia sign would exceed by 0.33m, the maximum 0.45m sign projection permitted.
2. Chapter 297-10D (4)(d)	The sign would have a total height of 5.70m.	The 5.70m sign height would exceed by 2.70m, the maximum 3.0m sign height permitted.
3. Chapter 297 – 10D (4)(e)	The proposed corporate name and a logo sign would have an area of 115.65m <sup>2</sup> .	The 115.65m <sup>2</sup> sign area of proposed sign would exceed by 90.65m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.

## **COMMENTS**

The variances relate to the proposed height and area of the sign, and the sign's projection from the face of building wall. The height, area and projection of fascia signs are regulated in order to reduce the visual impact of signs on the building to which they are attached, surrounding uses and on the streetscape. The proposed "Mackenzie Investments", a corporate name and a logo sign, is very large at almost five times the permitted size. Although, planning staff has no objection to the design or the location of the sign on the building, the sign is too large for the size and height of the building. Staff has completed a review of similar signs in the downtown placed on the top floor of buildings of similar height. Based on that analysis, staff is recommending a smaller size sign. To size and position the sign to complement the building façade, staff recommends that the height of the sign not exceed 4.5m and the overall area of the sign not exceed 80.0m<sup>2</sup>. Staff of Preservation Services has advised that the sign at this location has no impact on the Heritage Conservation District.

Staff recommends approval of the application on a condition that the overall area of the proposed sign not exceed 80.0m<sup>2</sup> and the height of the sign not exceed 4.5m. The variances as modified by the staff recommendations are acceptable and within the general intent and purpose of the Municipal Code.

## **CONTACT**

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## **SIGNATURE**

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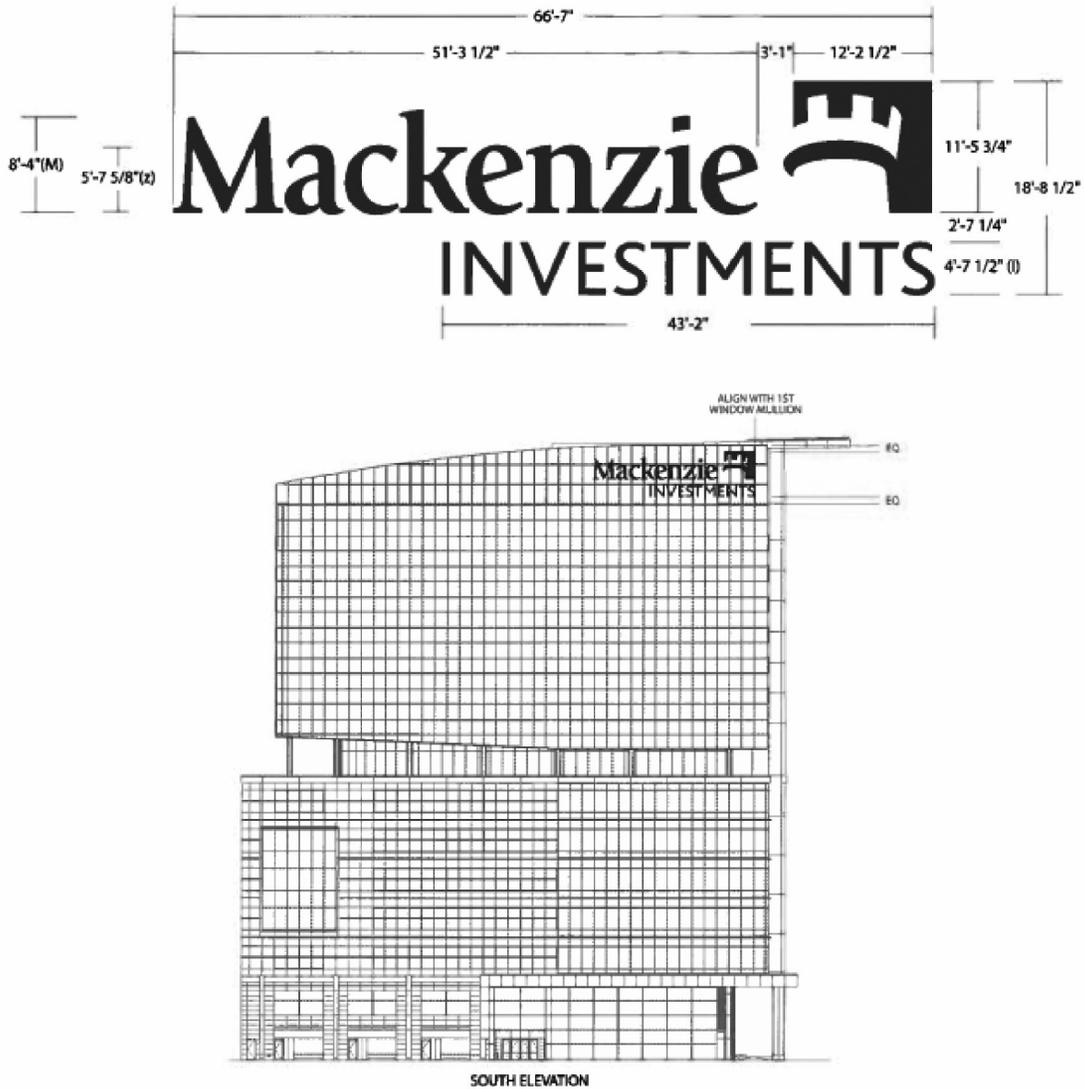
Raymond David, Acting Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation & Sign Details  
Attachment 2: South Elevation

# Attachment 1: Elevation & Sign Details



## Elevation & Sign Details

180 Queen Street West

Applicant's Submitted Drawing

Not to Scale  
02/06/03

File # 08\_102349

