

Sign Variance - 123 Queen Street West

Date:	April 4, 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:	08-102356

SUMMARY

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

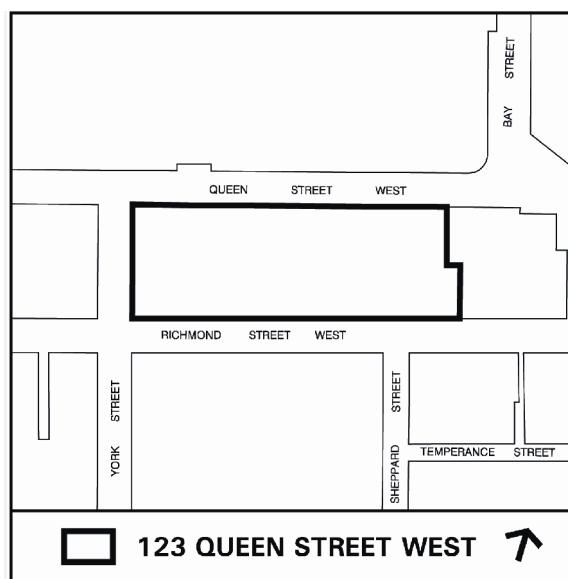
To review and make recommendations on a request by Dominic Rotundo with Pattison Sign Group on behalf of Sheraton Centre Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign in the form of a corporate logo to represent “Sheraton Hotel” at the top floor level, on the east elevation of the building at 123 Queen 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, an illuminated fascia sign in the form



of a corporate logo to represent “Sheraton Hotel”, at the top floor level on the east elevation of the building at 123 Queen Street West on condition 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 on the southeast corner of Queen Street West and York Street in a CR zone. The property contains a thirty-four storey hotel tower and a three storey high podium that extends to the east along the Queen Street frontage. The retail uses are located at the grade and sub-grade levels of the building. The Sheraton Centre has recently gone through a major renovation. As part of this exercise, the applicant is seeking permission to install, for identification purposes, an illuminated fascia sign in the form of a corporate logo to represent “Sheraton Hotel” at the top floor level, on the east elevation of the hotel tower. The proposed logo sign is 6.10m wide and 6.10 high with an area of 37.21m².

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(4)(d)	The proposed corporate logo sign on the east elevation of the building is 6.1m wide and 6.1m high with an area of 37.21m ² .	The 6.1m sign height would exceed by 3.1m, the maximum 3.0m sign height permitted.
2. Chapter 297-10D(4)(e)	The proposed corporate logo sign on the east elevation of the building would have an area of 37.21m ² .	The 37.21m ² sign area would exceed by 12.21m ² , the maximum 25.0m ² sign area permitted.

COMMENTS

The variances relate to the height and the area of the sign. The height and the area of signs are regulated in order to minimize the visual impact of signs on the building to which they are attached, surrounding uses and the streetscape. In this instance, the proposed logo sign is sized, designed and positioned to complement the east elevation of

the building. It is staff's opinion that the proposed sign would not adversely impact the building to which it is 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

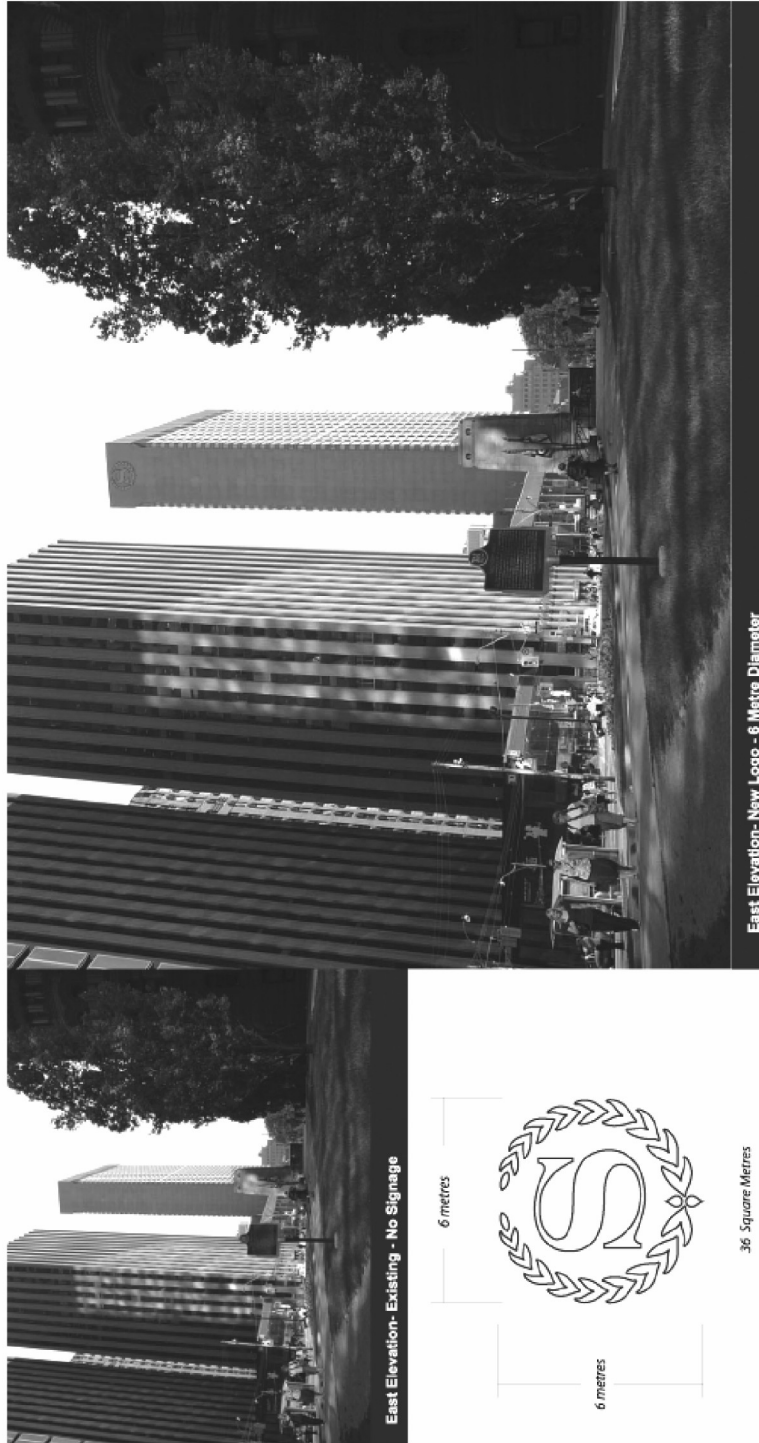
Raymond David, Acting Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations

Attachment 1: Elevations



Elevations

123 Queen Street West

Applicant's Submitted Drawing

Not to Scale
04/07/08

File # 08_102356