

Sign Variance - 490 Church Street (70 Alexander Street)

Date:	July 25, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 - Toronto Centre-Rosedale
Reference Number:	08-167976

SUMMARY

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

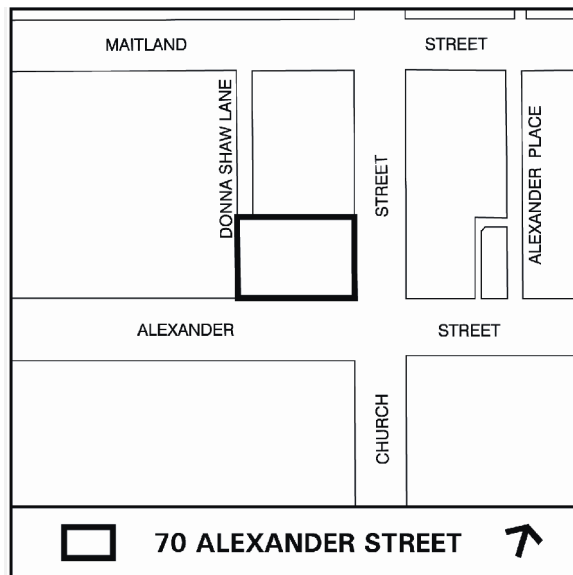
This report reviews and makes recommendations on a request by Ryan Moore of MHBC Planning Ltd., on behalf of BMO Financial Group for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, an illuminated fascia sign on the south elevation of the building at 490 Church Street (70 Alexander Street).

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

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the request for a variance to maintain, for identification purposes, a non-illuminated fascia sign at the first floor level, on the south elevation of the building at 490 Church Street



(70 Alexander Street) conditional upon the sign being turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device and energy efficient lights are 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 on the northwest corner of Church and Alexander Streets in a CR zone. The property contains a thirteen-storey building with retail uses at the grade level. The applicant is seeking permission to maintain, for identification purposes, an illuminated fascia sign that identifies Bank of Montreal at the first floor level on the south elevation of the building. The sign is 3.40m wide and 0.79m high with an area of 2.68m².

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter 297-11 (1)(3)- Restrictive Exceptions	The illuminated fascia sign has an area of 2.68 m ² .	The 2.68 m ² sign area would exceed by 2.18 m ² , the maximum 0.5m ² sign area permitted.

COMMENTS

The variances are required because the area of illuminated signs is regulated in order to minimize the adverse impact on the residential uses in the vicinity and on the streetscape. In this case, the sign is a back-lit fascia sign. The illumination from back-lit type signs is least intrusive and the sign in this case has been sized, designed and positioned to complement the south façade of the building. In order to mitigate any concern from its illumination, planning staff has required that the sign be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. It is staff’s opinion that with this condition in place, the sign is acceptable.

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

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax No. 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

(P:\2008\Cluster B\pln\teycc17138540059.doc) - smc

ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations
Attachment 3: Sign Details
Attachment 4: Elevations & Sign Details

Attachment 1: Elevations



Elevations

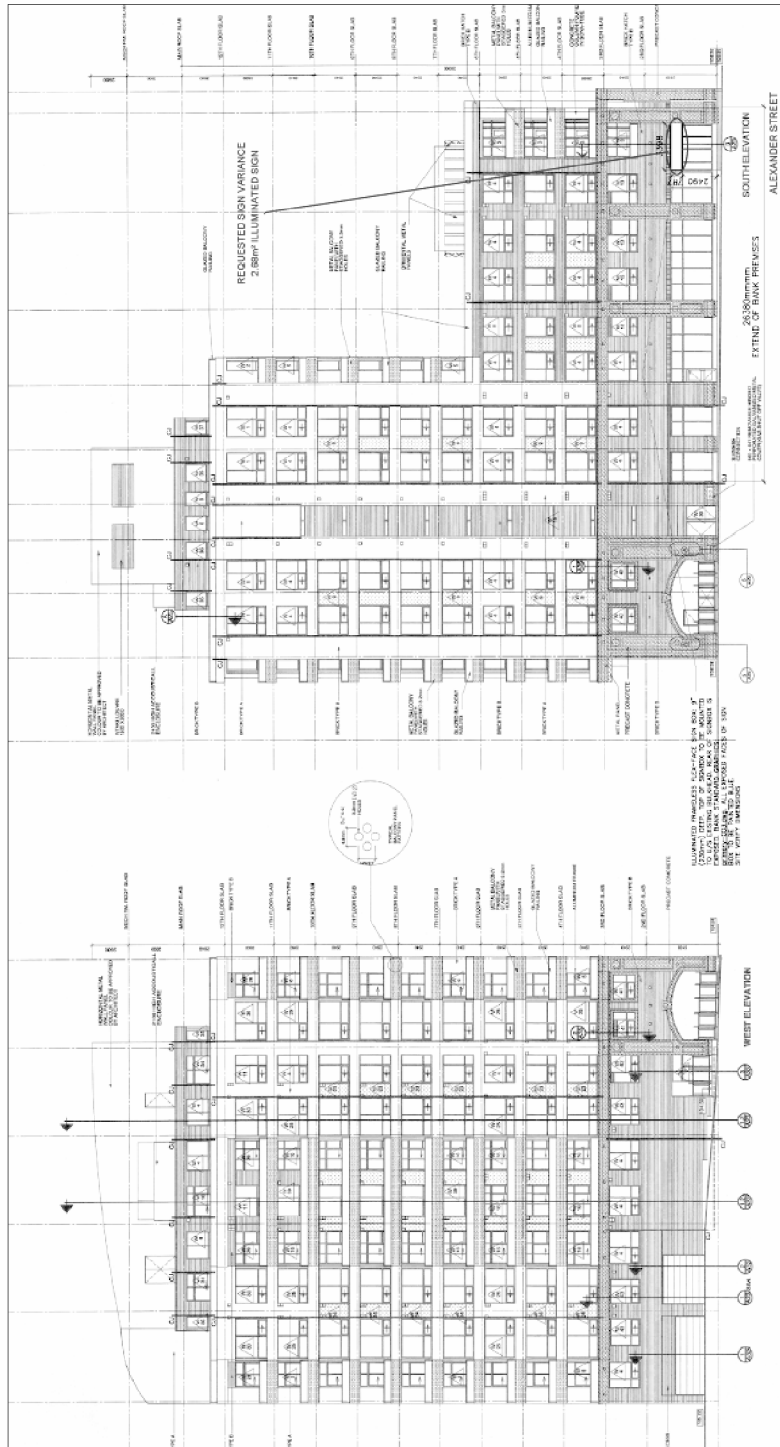
Applicant's Submitted Drawing

Not to Scale
06/26/08

70 Alexander Street

File # 08_167976

Attachment 2: Elevations



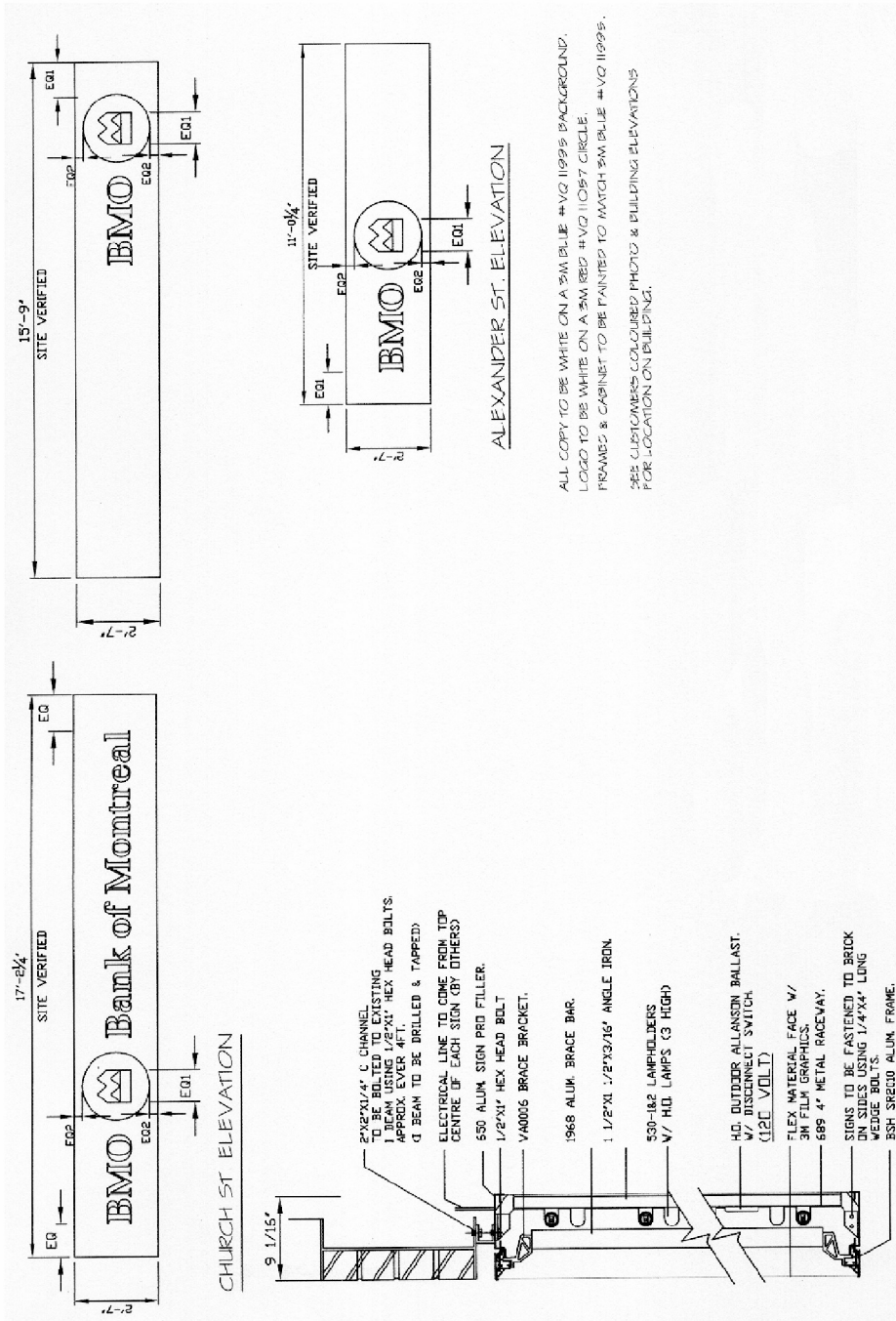
70 Alexander Street

File # 08_167976

Elevations
 Applicant's Submitted Drawing

Not to Scale
 06/26/08

Attachment 3: Sign Details



70 Alexander Street

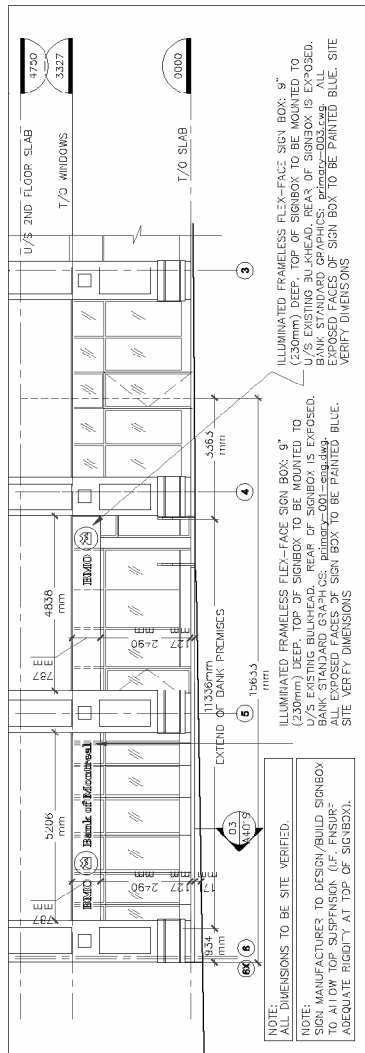
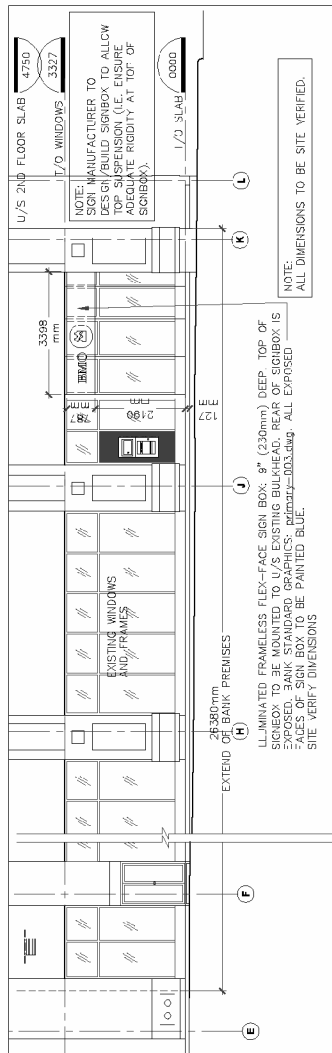
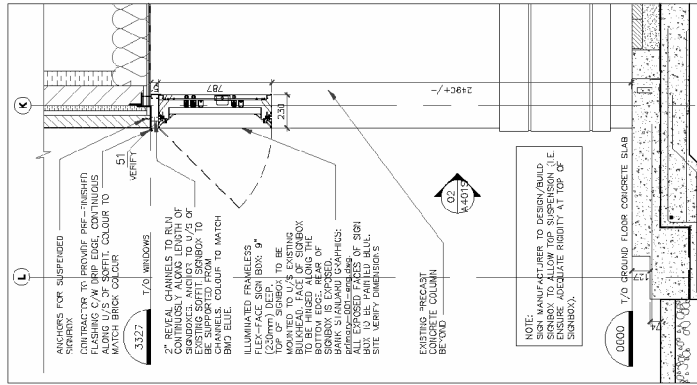
File # 08_167976

Sign Details

Applicant's Submitted Drawing

Not to Scale
 06/26/08

Attachment 4: Elevations & Sign Details



70 Alexander Street

File # 08_167976

Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale
06/26/08