

Sign Variance - 600 Fleet Street

Date:	September 15, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Toronto Building, Toronto and East York District
Wards:	Ward 19 – Trinity-Spadina
Reference Number:	2008TE020

SUMMARY

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

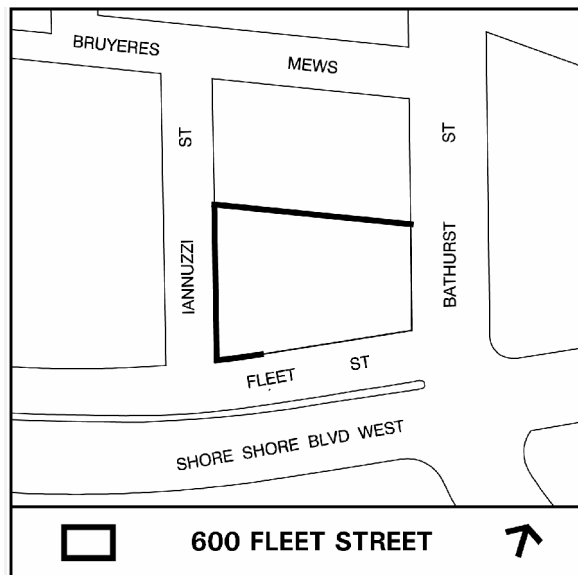
This report reviews and makes recommendations on a request by Dominic Rotundo on behalf of Scotia Bank for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal code to permit, for identification purposes, four illuminated fascia signs on the south elevation of the building at 600 Fleet Street.

Staff recommends approval of the 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 permit, for identification purposes, four illuminated fascia signs on the south elevation of the building at 600 Fleet Street, on a 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 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 Bathurst and Fleet Streets in a R4 zone. The property contains a multi-storey residential condominium building with a retail banking branch of Scotia Bank located at grade level. The Scotia Bank is seeking permission to install four illuminated fascia signs on the south elevation of the building. The fascia signs in the form of corporate name and logo to identify “Scotia Bank” are shown as A1, A2, A3 and B on the attached graphics. The fascia signs A1, A2 and A3 each are 5.26m wide and 0.82m high with an area of 4.31m². The fascia sign B is 2.74m wide and 0.43m high with an area of 1.18m².

The signs do 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 297-9D (2) Chapter 297-11B (6) Chapter 297-11 II (1)	To install four illuminated fascia signs at the first floor level, on the south elevation of the building to represent “Scotia Bank” in the building.	The proposed identification fascia signs are not permitted in an R4 zone and in this area.

COMMENTS

The R4 zoned property contains a multi-storey residential condominium building and a retail banking branch of the Scotia Bank is located at the first floor level of this building. The Scotia Bank does require signs to display their presence in this newly emerging area of high rise residential developments. The proposed four illuminated fascia signs would be located at the first floor level on the south elevation of the building.

The property is located in R4 zone and in close proximity of Lake Shore Boulevard, where commercial uses are permitted but the signage is restricted. The commercial uses in these buildings do require signage for their business establishments. The permitted signs in a residential zone are required to be small and low in order to limit any negative impact the signs may have on the neighbouring residential uses or on the streetscape. The proposed signs are relatively small and they are designed and positioned to blend in with the building façade and surrounding uses. The closest residence that would have a direct view of the signs on the south elevation is on the south side of Lakeshore Boulevard West, is more than 20.0m away.

The signs are sized, designed and positioned to complement the building façade, surrounding uses and streetscape. It is staff's opinion that the proposed fascia signs on the south elevation would not adversely impact the building, surrounding uses or streetscape.

CONTACT

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SIGNATURE

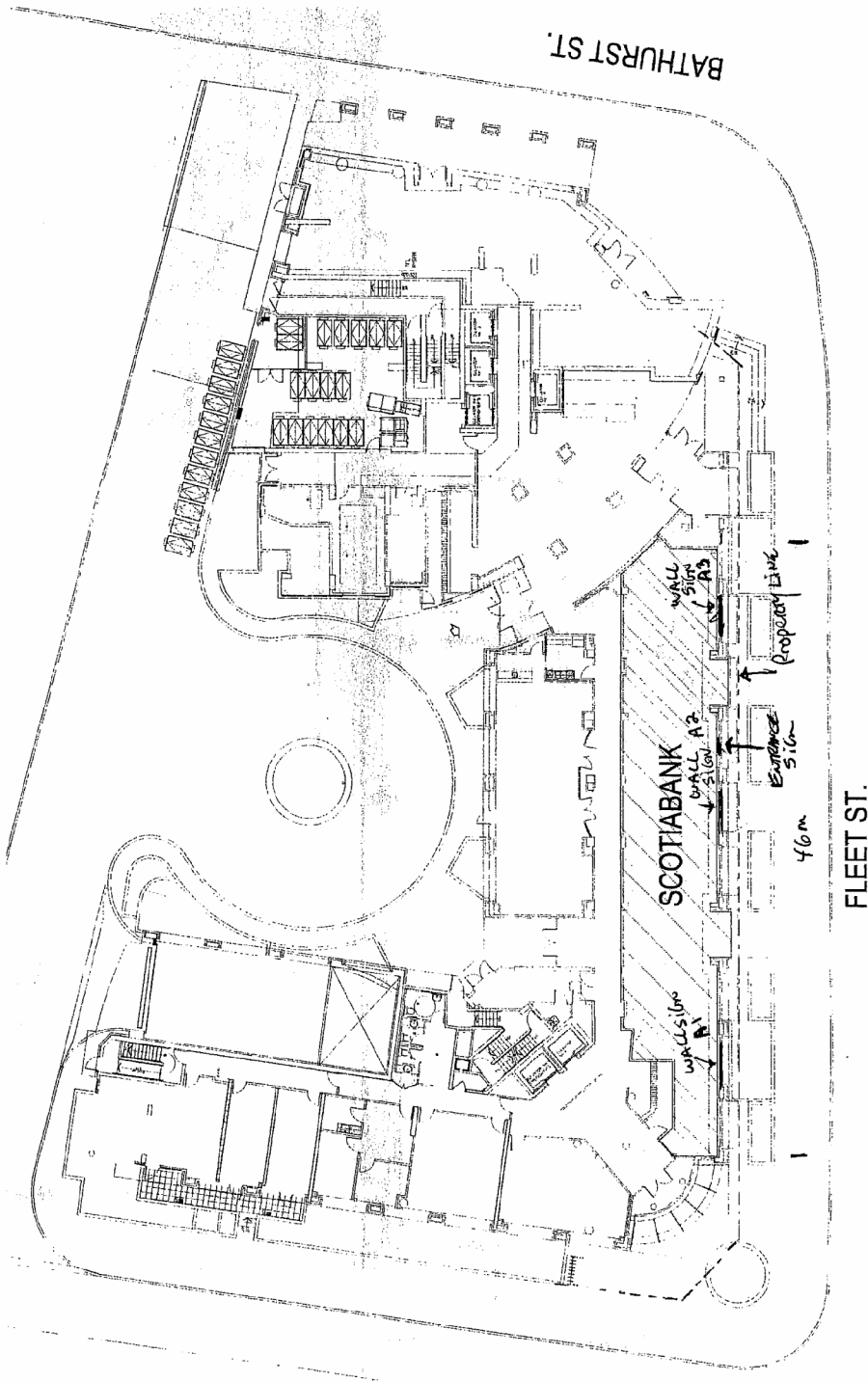
Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Location Plan
Attachment 2: Elevation & Sign Details
Attachment 3: Elevation & Sign Details

Attachment 1: Sign Location Plan



600 Fleet Street

File # 08_198449

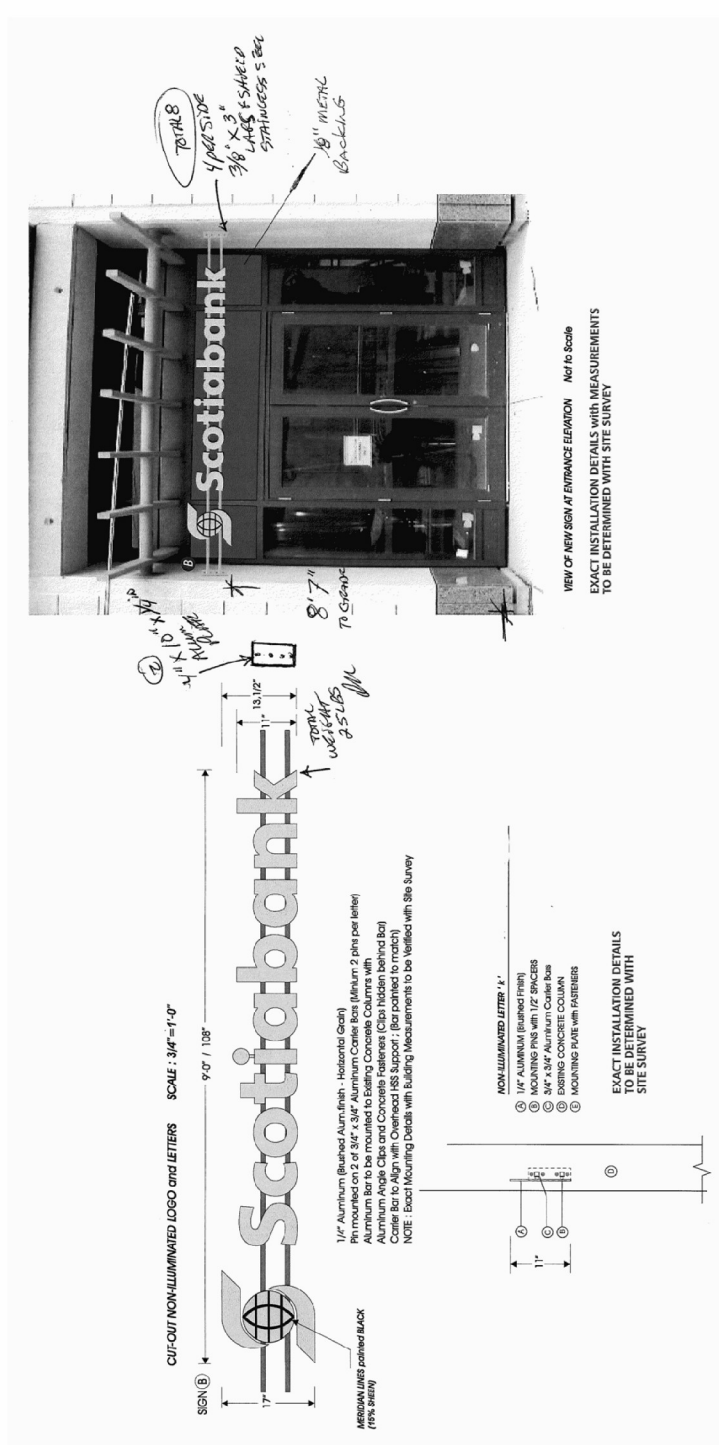
Sign Location Plan

Applicant's Submitted Drawing

Not to Scale
09/09/08



Attachment 2: Elevation & Sign Details



Elevation & Sign Details

Applicant's Submitted Drawing

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