

Sign Variance - 77 King St W

Date:	October 16, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	P:\2008\Cluster B\BLD\Toronto and East York\2008TE030

SUMMARY

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

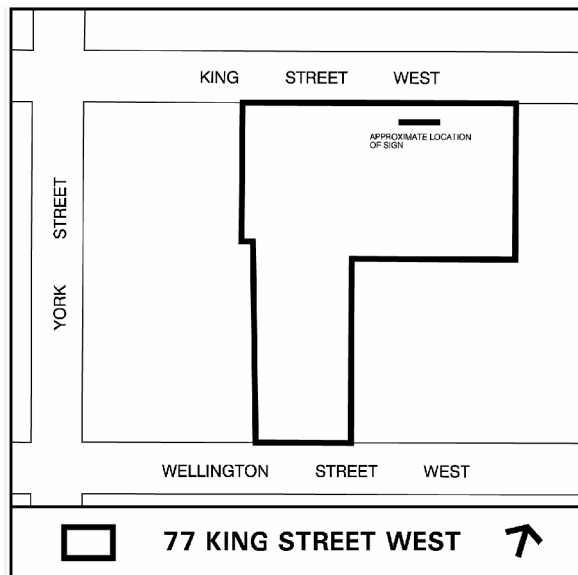
This report reviews and makes recommendations on a request by Glenn Walters of Excellent Signs & Displays on behalf of Cadillac Fairview Corporation, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated ground sign along the King Street frontage of the property, at 77 King Street West.

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 requested variances to permit, for identification purposes, an illuminated ground sign along the King Street West frontage of the property at 77 King 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 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 west of Bay Street, on the south side of King Street West in a “CR” zone. The building forms an integral part of one of the City’s major land mark office complex’s, which is known as Toronto Dominion Centre. The property contains an existing ground sign at the northwest portion, along King Street West frontage of the property. The applicant is seeking permission to install an additional illuminated ground sign to identify the building address on the northeast portion of the property, along King Street West frontage of the property at 77 King Street West. The proposed ground sign is 2.08m wide and 0.46m high with an area of 0.96m². The height from grade to the top of the sign is 1.22m.

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 (8)(a)	With the addition of the proposed ground sign, the property would have a total of two identification ground signs located along the King Street West frontage of the property.	Only one ground sign or a pedestal sign along any frontage of a property is permitted.

COMMENTS

The variance is required because only one ground sign or a pedestal sign per frontage of a property is permitted. The intent of the By-law is to prevent sign clutter along any frontage of a property. In this instance, the lot frontage is large enough to accommodate more than one sign without causing a sign clutter. It is staff’s opinion that the relatively small size ground sign for the purpose of identifying the municipal address at this location would not adversely impact the property, surrounding uses or the streetscape.

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

CONTACT

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SIGNATURE

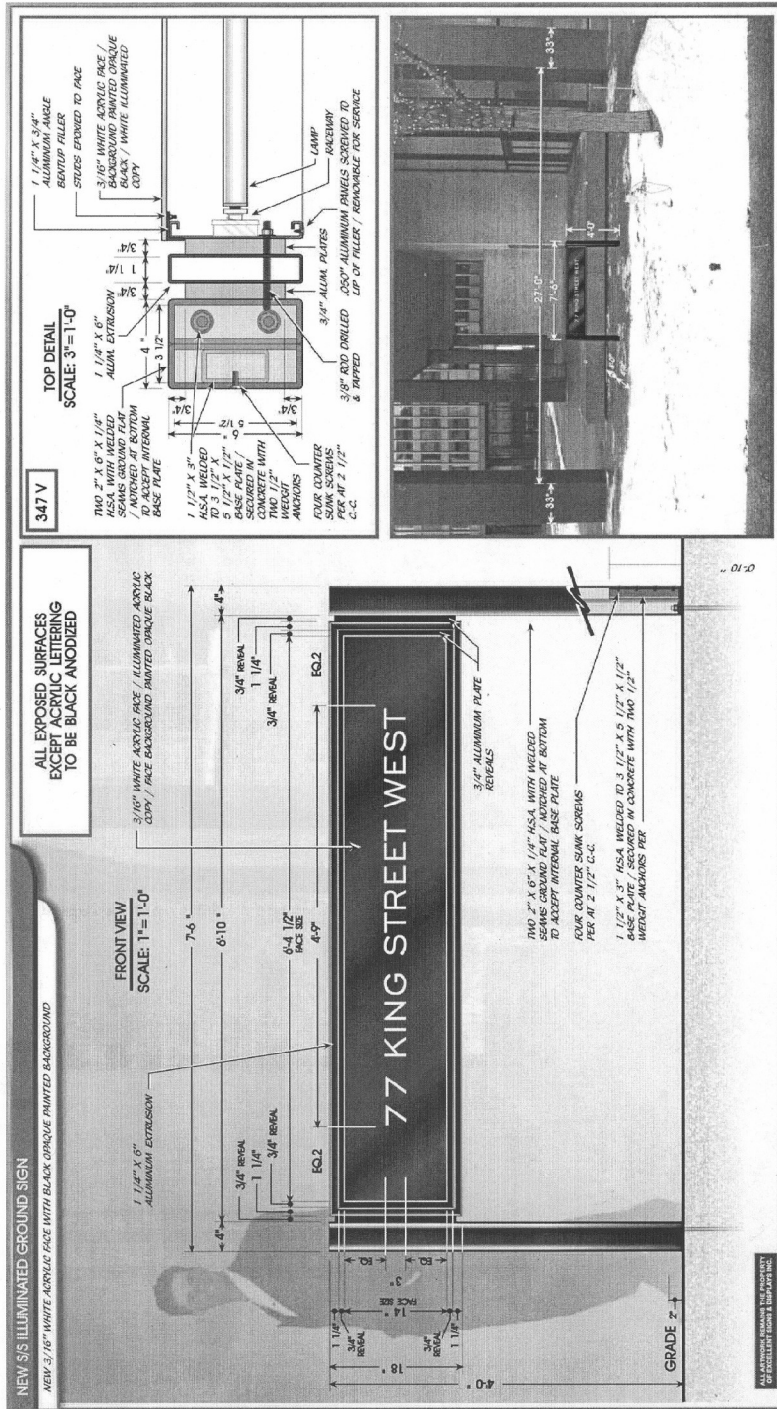
Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Elevations & Sign Details

Attachment 2: Elevations & Sign Details

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77 King Street West

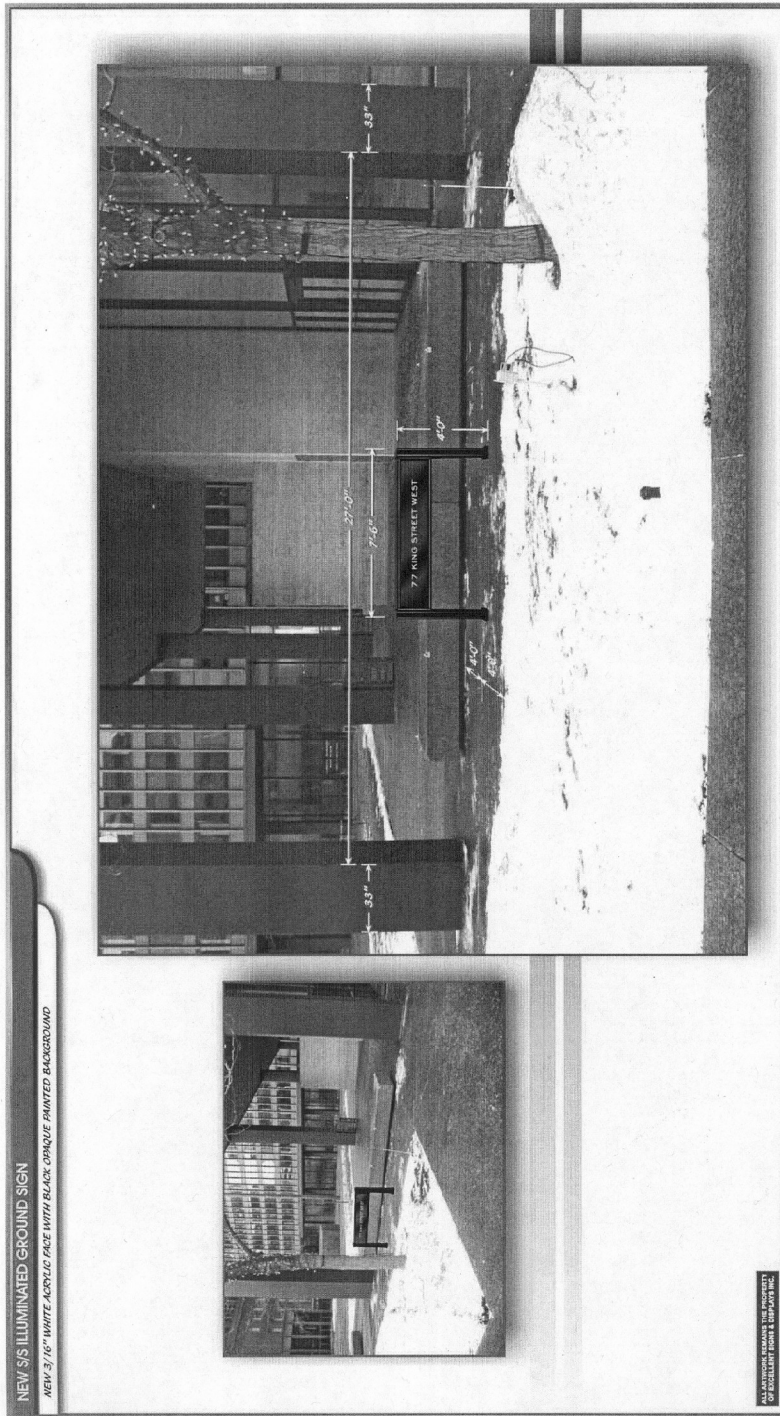
Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale
 09/26/08

File # 08_198338

Attachment 2: Elevations & Sign Details



Elevations & Sign Details

Applicant's Submitted Drawing

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