

Sign Variance - 200 King Street West

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|--------------------------|---|
| Date: | October 1, 2008 |
| To: | Toronto and East York Community Council |
| From: | Acting Director, Toronto Building, Toronto and East York District |
| Wards: | Ward 20 – Trinity-Spadina |
| Reference Number: | P:\2008\Cluster B\BLD\Toronto and East York\2008TE031 |

SUMMARY

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

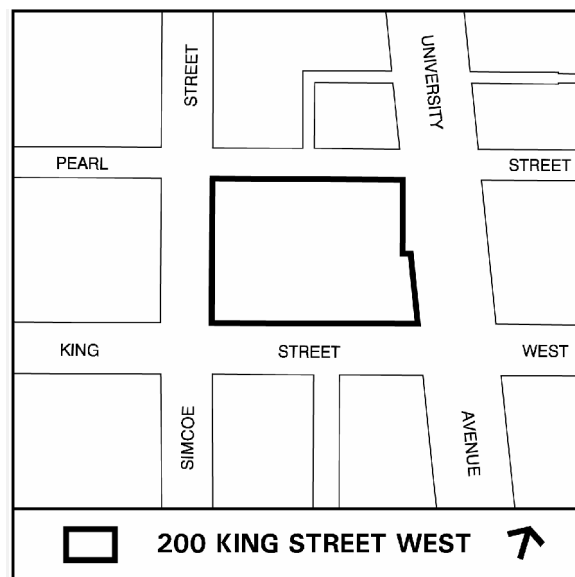
This report reviews and makes recommendations on a request by Adam Kelly of Kramer Design Associates on behalf of David Serravale, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit the replacement of an existing illuminated pedestal sign, for identification purposes, with a newly designed pedestal sign along the King Street frontage of the property, at 200 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 variance to permit, the replacement of an existing illuminated pedestal sign located at the southeast corner of the property with a newly designed illuminated pedestal sign,



for identification purposes, at 200 King Street West; 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 King Street West and University Avenue in a “CR” zone. The property contains a multi-storey office building. The property contains two existing first party pedestal signs, one at the southeast corner and one at the southwest corner, along the King Street West frontage of the property. The applicant is seeking permission to replace the existing pedestal sign located at the southeast corner of the property with a newly designed illuminated pedestal sign to display property address and main corporate tenants in building. The proposed replacement pedestal sign is 1.39m wide and 3.35m high with an area of 4.66m².

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 (12)(a) | There are two illuminated pedestal signs located along the King Street West frontage of the property. | Only one pedestal sign along any frontage of a property is permitted. |

COMMENTS

The variance is required because only one 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 long enough to accommodate more than one sign and the positioning of the two signs is such that sign clutter will not occur. The replacement pedestal sign, for identification purposes, is designed to enhance the southeast corner of the property and will blend in well with the building and the streetscape. It is staff's opinion that the sign 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

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

ATTACHMENTS

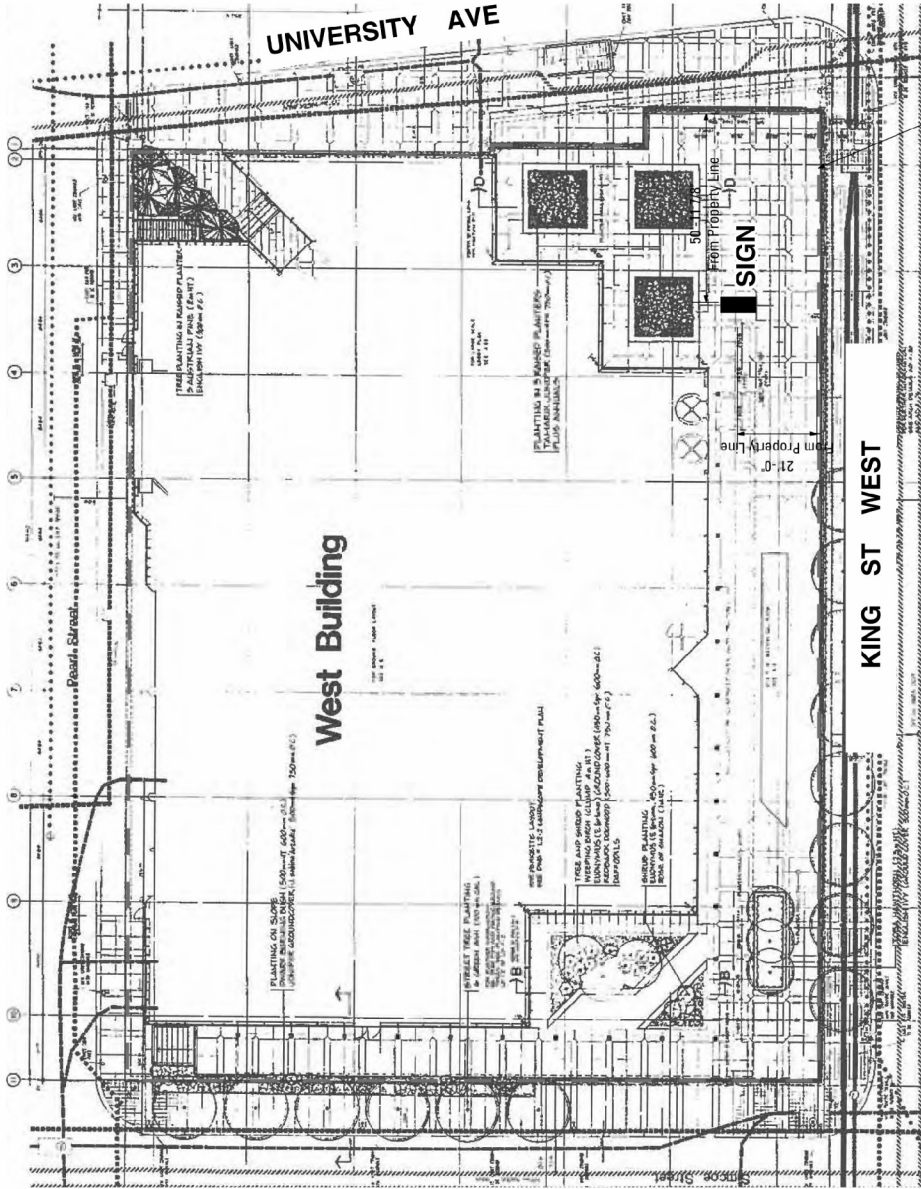
Attachment 1: Sign Location

Attachment 2: Elevations

Attachment 3: Elevations

Attachment 4: Sign Details

Attachment 1: Sign Location



200 King Street West

Sign Location
 Applicant's Submitted Drawing

File # 08_207343

Not to Scale
 09/30/08



Attachment 2: Elevations



Elevations

200 King Street West

Applicant's Submitted Drawing

Not to Scale
09/30/08

File # 08_207343

Attachment 3: Elevations



South West Elevation



South Elevation



South East Elevation



West Elevation



East Elevation



South West Elevation

200 King Street West

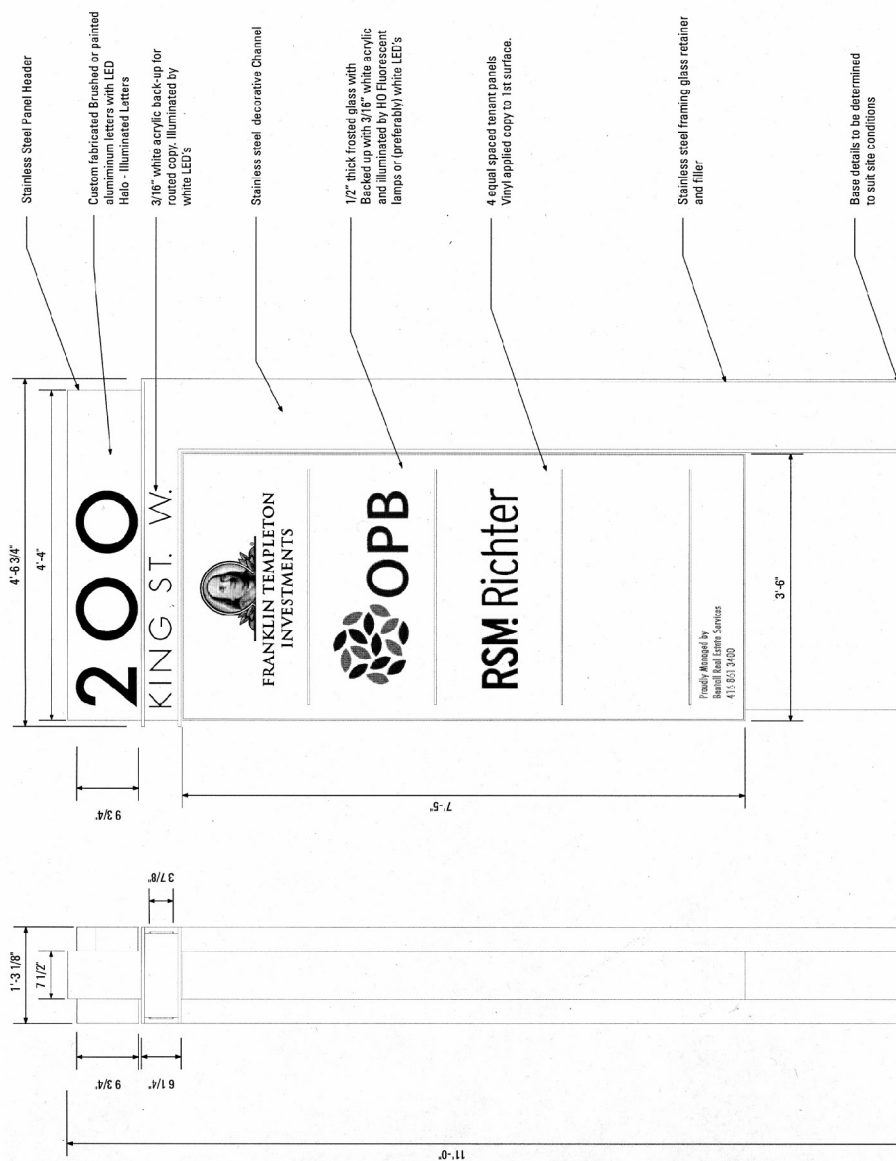
Elevations

Applicant's Submitted Drawing

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Attachment 4: Sign Details



200 King Street West

Sign Details
 Applicant's Submitted Drawing

Not to Scale
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