

**Sign Variance - 155 Wellington Street West**

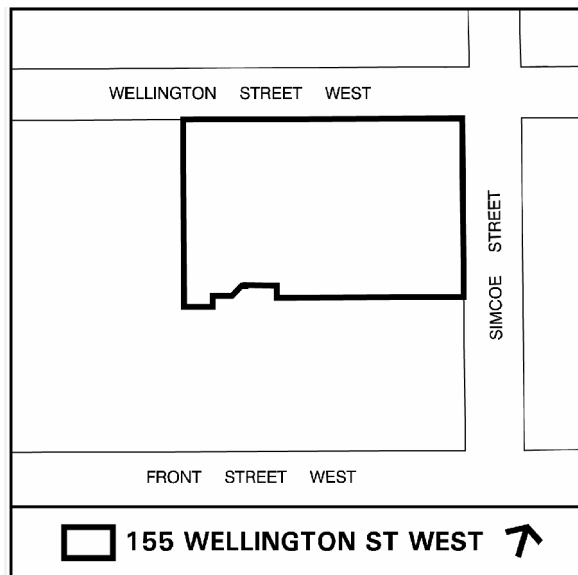
<b>Date:</b>	October 24, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Acting Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	P:\2008\Cluster B\BLD\Toronto and East York\2008TE037

**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 Isabella Cerelli of Pride Signs Ltd. on behalf of Cadillac Fairview Corporation, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to represent “RBC DEXIA” at the top floor level, on the north and south elevations of the building, two illuminated fascia signs in the form of a corporate name and a logo to represent “RBC” at the top floor level, on the east and west elevations of the building and two non-illuminated fascia signs in the form of corporate names and logos to represent “RBC” and “RBC DEXIA” at the first floor level, on the north elevation of the building at 155 Wellington Street West.

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



## **RECOMMENDATIONS**

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### **The Toronto Building Division recommends that:**

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo, to represent “RBC Dexia” at the top floor level, on the north and south elevations of the building, two illuminated fascia signs in the form of a corporate name and a logo, to represent “RBC” at the top floor level, on the east and west elevations of the building and the two non-illuminated fascia signs in the form of corporate names and logos to represent “RBC” and “RBC Dexia” at the first floor level on the north elevation of the building at 155 Wellington 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 southwest corner of Wellington Street West and Simcoe Street in a “CR” zone. A forty two-storey office tower is currently under construction on the subject property. The applicant is requesting permission to install, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to represent “RBC Dexia” at the top floor level, on the north and south elevations of the building and two illuminated fascia signs in the form of a corporate name and a logo to represent “RBC” at the top floor level, on the east and west elevations of the building. Also, the applicant intends to install two non-illuminated fascia signs in the form of corporate names and logos to represent “RBC” and “RBC Dexia” at the first floor level, on the north elevation of the building. Each “RBC Dexia” sign has an area of 76.87m<sup>2</sup> and each “RBC” sign has an area of 34.36m<sup>2</sup>. The non-illuminated fascia sign in the form of a corporate name and a logo to represent “RBC” at the first floor level has an area of 1.81m<sup>2</sup> and the non-illuminated fascia sign in the form of a corporate name and a logo to represent “RBC Dexia” at the first floor level has an area of 2.10m<sup>2</sup>.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. Chapter 297-10E (6)	To install two non-illuminated fascia signs in the form of Corporate names and logos to represent "RBC" and "RBC Dexia" at the first floor level on the north elevation of the building.	A sign obstructing or interfering with a door or window of a building is not permitted.
2. Chapter 297-10D (4)(b)	To install an illuminated fascia sign in the form of a corporate name and a logo to represent "RBC Dexia" at the top floor level on the north elevation of the building.	A sign obstructing or interfering with a door or window of a building is not permitted.
3. Chapter 297-10D (4)(d)	The corporate name and logo sign to represent "RBC Dexia" at the top floor level, on the north elevation would have a height of 6.70m.	The 6.70m sign height would exceed by 3.70m, the maximum 3.0m sign height permitted.
4. Chapter 297-10D (4)(e)	The corporate name and logo sign to represent "RBC Dexia" at the top floor level, on the north elevation would have an area of 76.87m <sup>2</sup> .	The 76.87m <sup>2</sup> sign area would exceed by 51.87m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.
5. Chapter 297-10E (6)	The corporate name and logo sign "RBC Dexia" at the top floor level on the north elevation may obstruct or interfere with the windows of the building.	A sign obstructing or interfering with a door or window of a building is not permitted.
6. Chapter 297-10D (4)(d)	The corporate name and logo sign to represent "RBC" would have a height of 6.70m.	The 6.70m sign height would exceed by 3.70m, the maximum 3.0m sign height permitted.
7. Chapter 297-10D (4)(e)	The corporate name and logo sign to represent "RBC" would have an area of 34.36m <sup>2</sup> .	The 34.36m <sup>2</sup> sign area would exceed by 9.36m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.
8. Chapter 297-10E (6)	The corporate name and logo sign "RBC" at the top floor level on the east elevation may obstruct or interfere with the windows of the building.	A sign obstructing or interfering with a door or window of a building is not permitted.
9. Chapter 297- 2 -	The corporate name and logo sign "RBC"	A fascia sign

Definitions	at the top floor level on the east elevation may project more than 0.45m from the wall.	projecting more than 0.45m from the wall is not permitted.
10. Chapter 297-10D(4)(d)	The corporate name and logo sign to represent "RBC Dexia" at the top floor level, on the south elevation would have a height of 6.70m.	The 6.70m sign height would exceed by 3.70m, the maximum 3.0m sign height permitted.
11. Chapter 297-10D(4)(e)	The corporate name and logo sign to represent "RBC Dexia" at the top floor level, on the north elevation would have an area of 76.87m <sup>2</sup> .	The 76.87m <sup>2</sup> sign area would exceed by 51.87m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.
12. Chapter 297-10E (6)	The corporate name and logo sign "RBC Dexia" at the top floor level on the south elevation may obstruct or interfere with the windows of the building.	A sign obstructing or interfering with a door or window of a building is not permitted.
13. Chapter 297-10D(4)(d)	The corporate name and logo sign to represent "RBC" at the top floor level, on the west elevation would have a height of 6.70m.	The 6.70m sign height would exceed by 3.70m, the maximum 3.0m sign height permitted.
14. Chapter 297-10D(4)(e)	The corporate name and logo sign to represent "RBC" at the top floor level, on the west elevation would have an area of 34.36m <sup>2</sup> .	The 34.36m <sup>2</sup> sign area would exceed by 9.36m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.
15. Chapter 297-10E (6)	The corporate name and logo sign "RBC" at the top floor level on the west elevation may obstruct or interfere with the windows of the building.	A sign obstructing or interfering with a door or window of a building is not permitted.
16. Chapter 297- 2 - Definitions	The corporate name and logo sign "RBC" at the top floor level on the west elevation may project more than 0.45m from the wall.	A fascia sign projecting more than 0.45m from the wall is not permitted.

## COMMENTS

The first variance is required because the proposed fascia signs at the first floor level, on the north elevation of the building may interfere with the window of the building. In this instance, the signs would not adversely impact the people in the building because they would be attached onto the glass façade of the stairwell, at the first floor level on the north elevation of the building.

The variances No. 2, 5, 8, 12 and 15 are required because the proposed fascia signs in the form of corporate names and logos at the top floor level interfere with the windows of the building. The top floor level of the building is a mechanical penthouse and the windows do not serve office or other occupancies where windows are required to remain unobstructed. It is staff's opinion that the proposed signs would not adversely impact the occupants of the building.

The variances No. 3, 4, 6, 7, 10, 11, 13 and 14 relate to the proposed height and the area of the illuminated corporate name and logo fascia signs at the top floor level, on the four elevations of the building. The height and area of the signs are regulated in order to limit the visual impact of signs on the building to which they are attached, the surrounding uses and on the streetscape. Although the signs are taller and larger than permitted by the by-law, their location relative to grade (42 storeys high) together with their overall design are acceptable.

The variances No. 9 and 16 relate to the projection of fascia signs from the wall of the building being approximately 0.9m which is greater than the permitted 0.45m. Although the fascia signs project less than 0.45m from the glazing (curtain wall) attached to the wall of the building, it does project greater than 0.45m from the main wall. These variances are technical in nature. It is staff's opinion that the proposed corporate names and logo signs are designed, sized and positioned to complement the building facades, surrounding uses and 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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Fax No. 416-392-7536  
E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

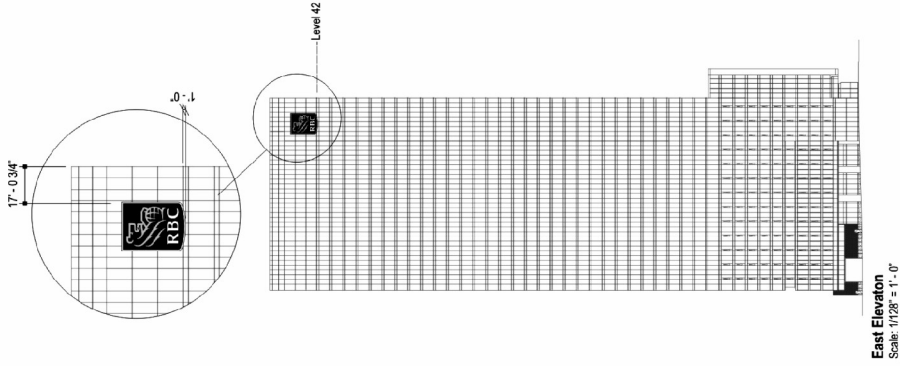
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Mario Angelucci, Acting Director, Toronto Building, Toronto and East York District

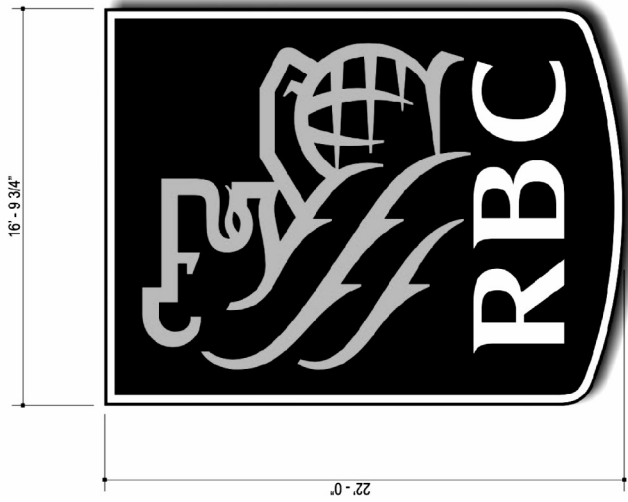
## **ATTACHMENTS**

Attachments #1 - #5: Elevation and Sign Details

**Attachment 1:**



**East Elevation**  
Scale: 1/128" = 1' - 0"



**Material Specifications**

Scale: 3/16" = 1' - 0"

- Formed aluminum sign box returns and Pride pils cover frame primed and painted RBC Dark Blue\*
- White flex face with translucent vinyl graphics applied to 1st surface
- Logo to be illuminated with T-8 fluorescent lamps

**Graphic Colours:**

- Lion graphic to be RBC Yellow 3m VCF#16599
- "RBC" to be white
- Background to be RBC Medium Blue 3m VCF#16600 with a white keyline around perimeter

**Elevation & Sign Details**

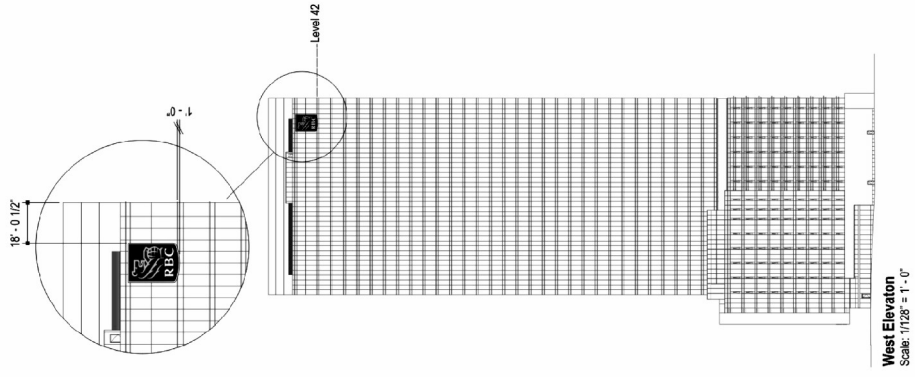
Applicant's Submitted Drawing

Not to Scale  
10/07/08

**155 Wellington Street West**

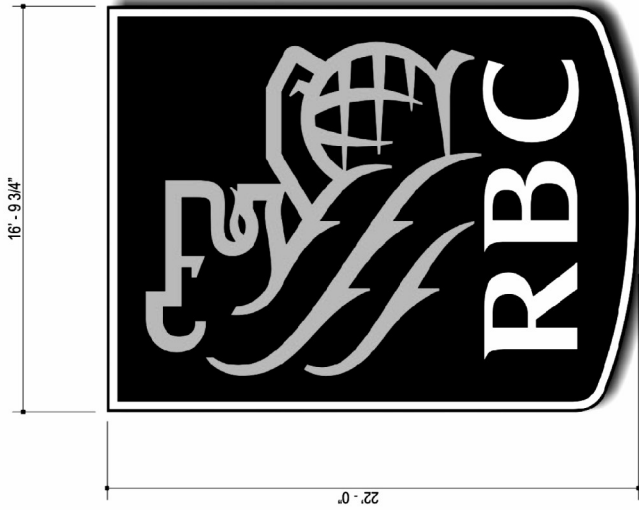
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# Attachment #2



### Material Specifications

- Scale: 3/16" = 1'-0"
- Formed aluminum sign box returns and Pride pts cover frame primed and painted "RBC Dark Blue"
  - White text face with translucent vinyl graphics applied to 1st surface
  - Logo to be illuminated with T-3 fluorescent lamps
- Graphic Colours:
- Lion graphic to be RBC Yellow 3m VQ#16589
  - "RBC" to be white
  - Background to be RBC Medium Blue 3m VQ#10800 with a white keyline around perimeter



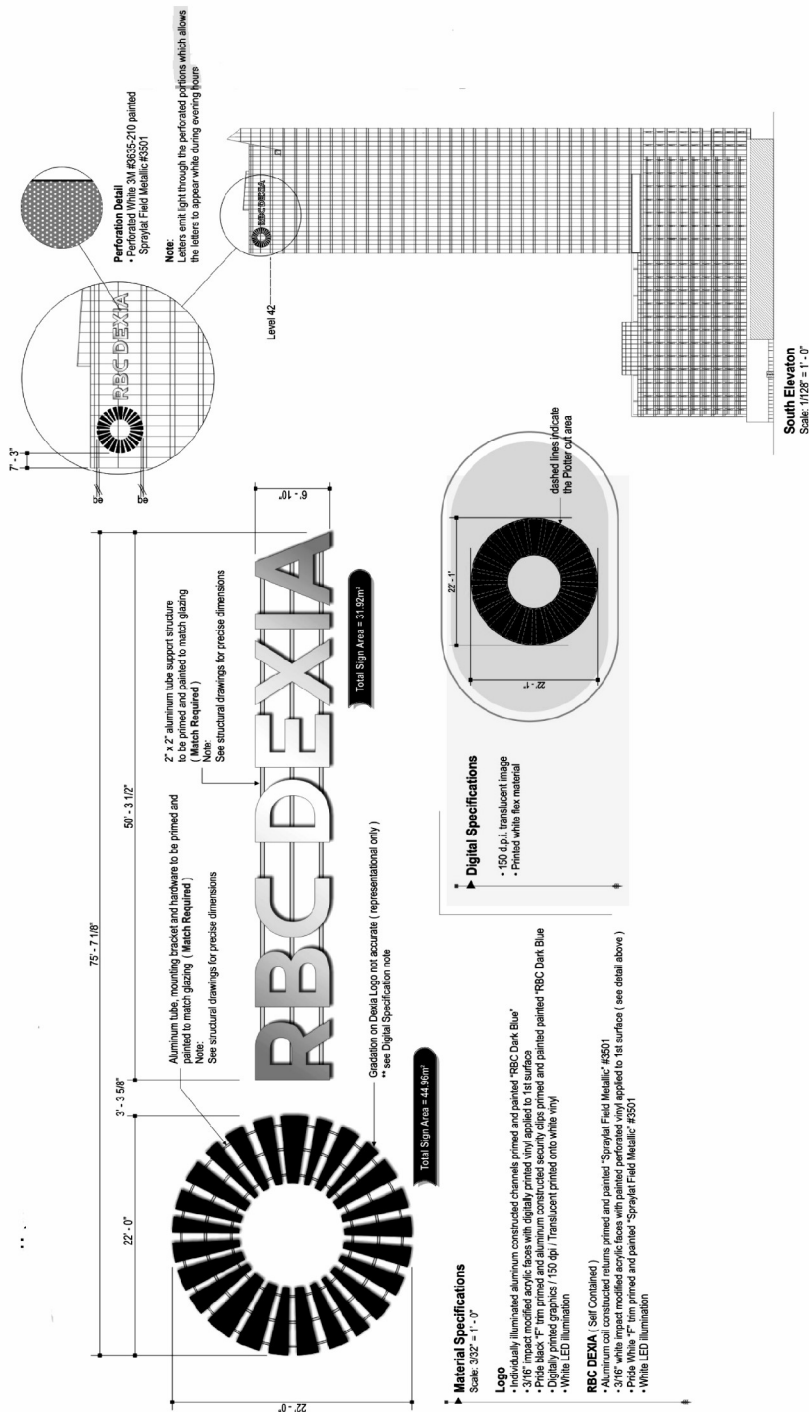
## Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale  
10/07/08

## 155 Wellington Street West

File # 08\_196000



155 Wellington Street West

Elevation & Sign Details

Applicant's Submitted Drawing

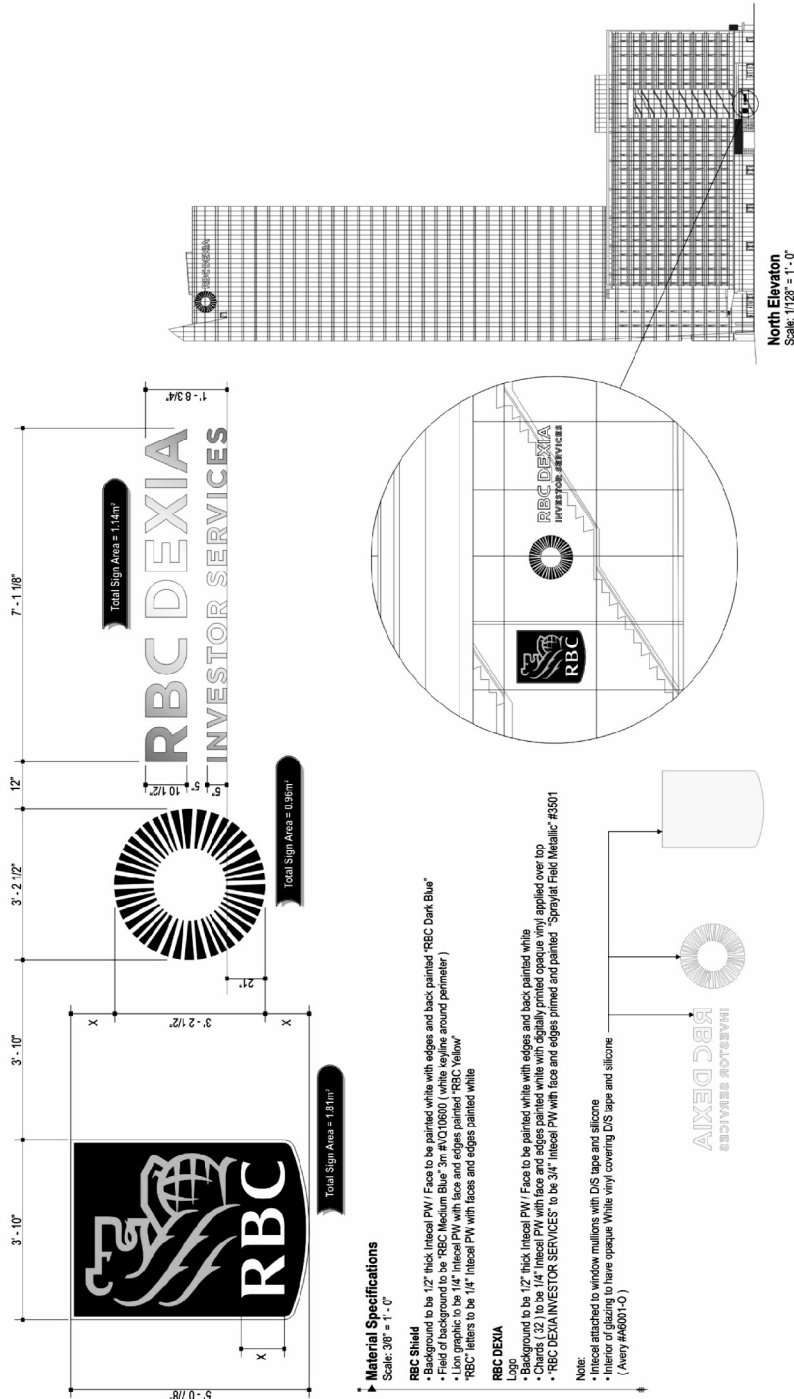
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File # 08\_196000





# Attachment #5



## 155 Wellington Street West

## Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale  
 10/07/08

File # 08\_196000