

## Sign Variance - 1100 King St W

<b>Date:</b>	December 16, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 19 – Trinity-Spadina
<b>Reference Number:</b>	2008TE045

### SUMMARY

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

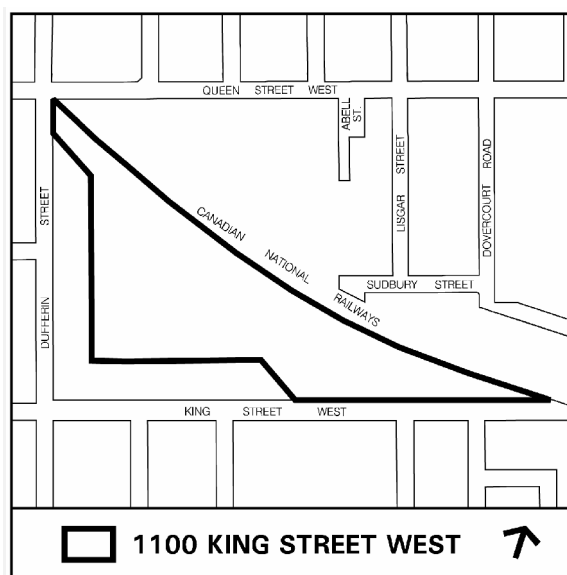
This report reviews and makes recommendations on a request by Ann Lam of Urbancorp, on behalf of Urbancorp the Bridge Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, a non-illuminated ground sign along the south frontage of the property at 1100 King Street West.

Staff recommends approval of the application on condition that the sign is permitted for a period of only one year from the date of approval by the Toronto and East York Community Council. 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 maintain, for identification purposes, a non-



- illuminated ground sign along south frontage of the property at 1100 King Street West, on condition that sign is permitted for a period of only one year from the date of approval by the Toronto and East York Community Council; and
2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of variances, 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 east of Dufferin Street on the north side of King Street West in a CR zone. Urbancorp intends to build a multi-storey high rise residential condominium building on this site. The applicant is requesting permission to maintain, for the purpose of marketing the sale of residential units in the proposed building, a non-illuminated ground sign located along the south frontage of the property. The sign is 6.1m high and has an area of 24.2m<sup>2</sup>. The sign has been built in conjunction with the sales office on premises at 1100 King Street West.

The sign does 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>
Chapter 297-10D(19)(a)	The non-illuminated ground sign has an area of 24.2m <sup>2</sup> .	The 24.2m <sup>2</sup> sign area exceeds by 19.2m <sup>2</sup> , the maximum 5.0m <sup>2</sup> sign area permitted.
Chapter 297-10D(19)(b)	The non-illuminated ground sign is 6.1m high.	The 6.1m sign height exceeds by 0.6m, the maximum 5.5m permitted height for a ground sign at this location.

### **COMMENTS**

The height and area of ground signs are regulated in order to prevent their adverse impact on the property where they are located and it is aimed at ensuring that, where possible, commercial streetscapes and view corridors are preserved and enhanced, and sight lines for motorists, cyclists and pedestrians are improved. In this case, the non-illuminated ground sign is well designed and positioned along the King Street frontage of the property. The sign is temporary for a period of only one year from the date of approval by the Toronto and East York Community Council.

It is staff's opinion that the non-illuminated first party ground sign at this location does not obstruct the view corridor, or obscure sight lines and it does not adversely impact the property or the streetscape.

Staff recommends approval of the application on condition that the sign is approved for a period of one year from the date of approval by the Toronto and East York Community Council. The variance is minor and within the general intent and purpose of the Municipal Code.

## **CONTACT**

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## **SIGNATURE**

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

## **ATTACHMENTS**

Attachment 1: Sign Location  
Attachment 2: Elevation and Sign Details

Staff report for action – Sign Variance - 1100 King St W



**1100 King Street West**

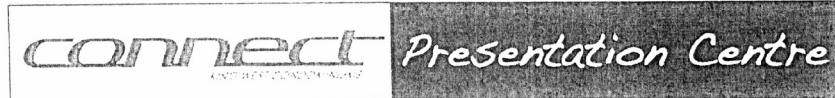
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## Attachment 2: Elevation and Sign Details



20'x4'

↓  
FASCIA SIGN



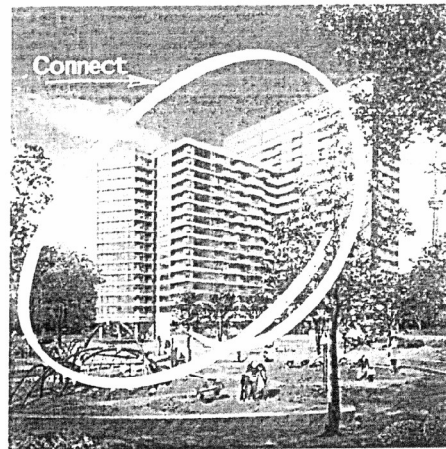
34'x4'

↓  
FASCIA SIGN



13'w x 20'h

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GROUND SIGN



16'10" w x 17'1" h

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FASCIA SIGN

### Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale  
12/02/08

1100 King Street West

File # 08\_213729