

**Sign Variance - 145 Richmond St W**

<b>Date:</b>	January 9, 2009
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	P:\2009\Cluster B\BLD\Toronto and East York\2009TE002

**SUMMARY**

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

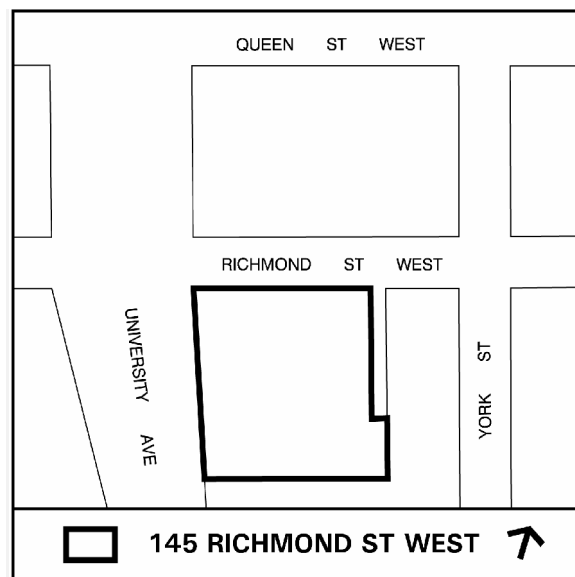
This report reviews and makes recommendations on a request by Dominic Rotundo of Pattison Sign Group on behalf of Ruth’s Chris Steak House for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of two existing awning signs with two illuminated fascia signs to represent Ruth’s Chris Steak House on the north and west elevations of the building at 145 Richmond 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 request for a variance to permit, for identification purposes, replacement of two existing awning signs with two illuminated fascia signs to represent



Ruth’s Chris Steak House on the north and west elevations of the building at 145 Richmond Street West.

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 southeast corner of Richmond Street West and University Avenue in a “CR” zone. The property contains a thirty two-storey Hilton Hotel building. The Ruth’s Chris Steak House restaurant is located at the sub-grade level of the building and the entrance to the restaurant is located at the first floor level on the northwest corner of the property. As a part of improvement and renovation to the restaurant’s entrance, the applicant intends to replace the two existing awning signs with two newly designed illuminated fascia signs on the north and west elevation of the building at 145 Richmond Street West. The proposed fascia sign on the north elevation is 7.01m wide and 1.52m high with an area of 10.66m<sup>2</sup>. The proposed illuminated fascia sign on the west elevation is 10.36m wide and 1.52m high with an area of 15.75m<sup>2</sup>.

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 297-11JJ (10)	<p>The proposed fascia sign on the north elevation would have an area of 10.66m<sup>2</sup>.</p> <p>The proposed fascia sign on the west elevation would have an area of 15.75m<sup>2</sup>.</p>	<p>The 10.66m<sup>2</sup> sign area of the proposed sign on the north elevation would exceed by 3.61m<sup>2</sup>, the maximum 7.05m<sup>2</sup> sign area permitted.</p> <p>The 15.75m<sup>2</sup> sign area of the proposed fascia sign on the west elevation would exceed by 5.33m<sup>2</sup>, the maximum 10.42m<sup>2</sup> sign area permitted.</p>

## **COMMENTS**

The variance is required because the area of the proposed fascia signs on the north and west elevations would exceed the permitted size. In this area, a fascia sign is permitted to have a maximum area of 15% of the building face of its related business unit frontage in the building. The size of fascia signs on a building face is regulated in order to minimize any adverse impact the signs may have on the buildings to which they are attached, surrounding uses and on the streetscape. In this case, these are replacement signs and the signs are well designed, sized and positioned to complement the building, surrounding uses and the streetscape.

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

## **CONTACT**

Norm Girdhar, Assistant Planner  
Tel. No. 416-392-7209  
Fax No. 416-392-7536  
E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

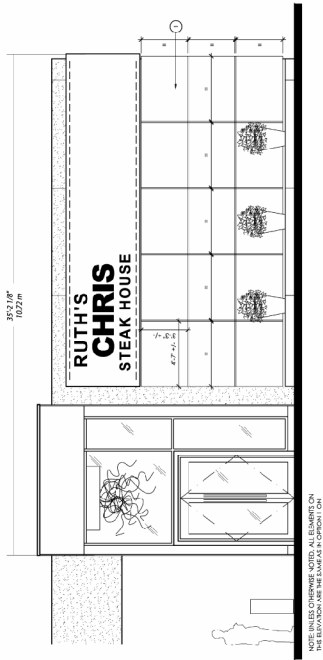
---

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

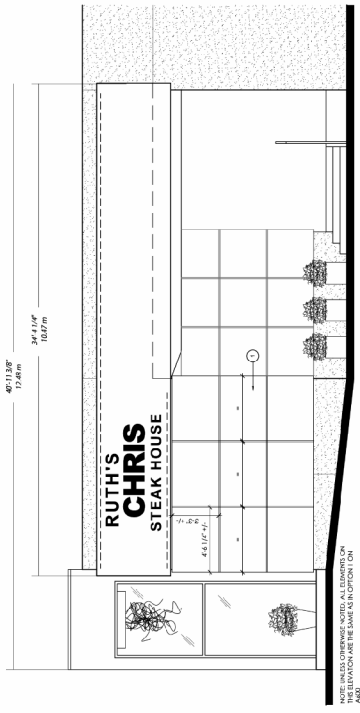
## **ATTACHMENTS**

Attachment 1: Elevations  
Attachment 2: Elevation and Sign Details

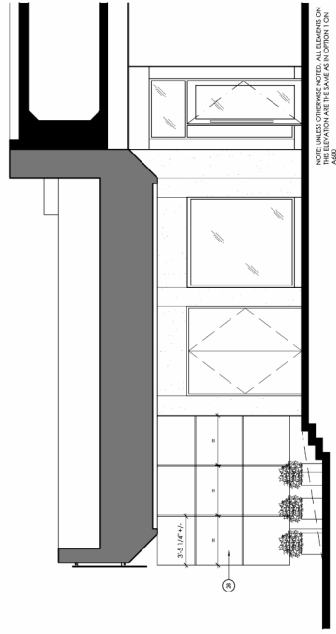
# Attachment 1: Elevations



1 INT. ELEVATION  
 1/8" = 1'-0"  
 12.48 m



2 RICHMOND STREET ELEVATION: OPTION 2  
 1/8" = 1'-0"  
 12.48 m



3 UNIVERSITY AVE ELEVATION: OPTION 2  
 1/8" = 1'-0"  
 12.48 m

**Elevations**  
 Applicant's Submitted Drawing  
 Not to Scale  
 12/05/08

**145 Richmond Street West**

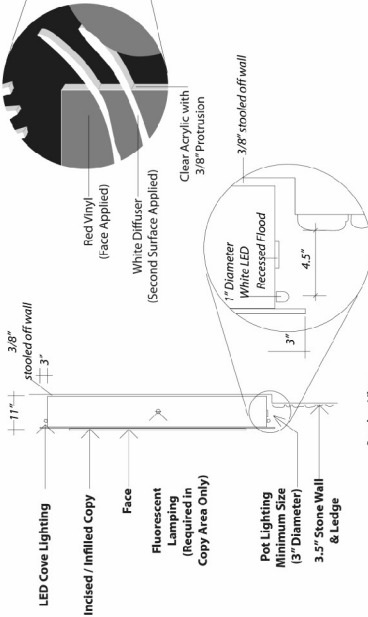
File # 08\_221663

# Attachment 2: Elevation and Sign Details



**Graphic Detail**

Showing U.S. Prime Stamp & "RIS" Fused as One Piece Clear Plex Component With 3/8" Protrusion, White Diffuser Second Surface & Red Vinyl First Surface Edge Glow Occurs

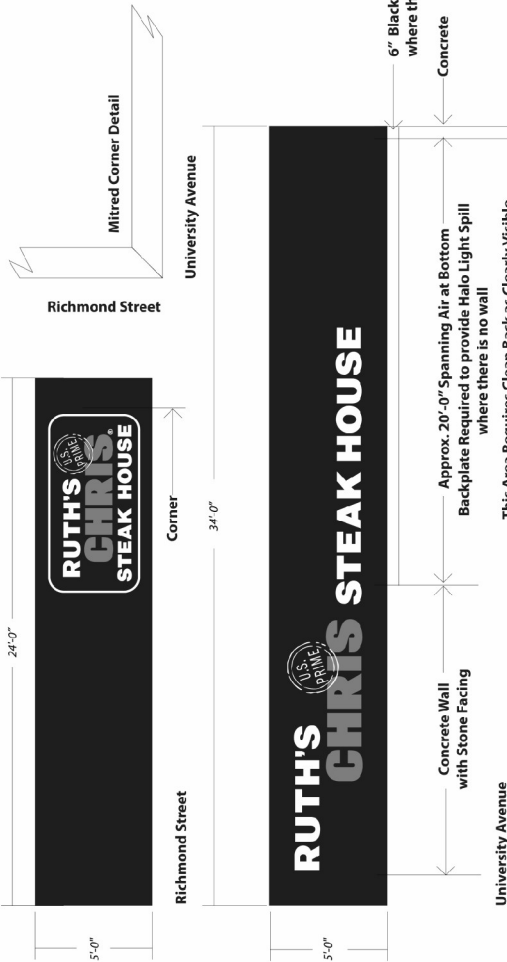


**Specifications:**

- Supply & Install Two (2)
- Frameless Aluminum Facade Signs
- Finished Satin Black
- Mitred Corners where Signs Meet
- Face Is 3" larger all around than cabinet to accommodate White LED Cove Lighting
- 1/2" Clear Plex Wall, 3/8" Protrusion
- All Areas Where Back Of Sign Is Exposed, Sign To Be Made With Back Clean
- Internally Illuminated with HO Fluorescent Lamping
- White LED Cove Lighting (Positioning to be Discussed)

**COLOURS:**

- 3M 3600-33 Red
- All Exposed Metal Finished Satin Black



145 Richmond Street West

Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale  
12/05/08

File # 08\_221663