

## Sign Variance - 155 Wellington St W

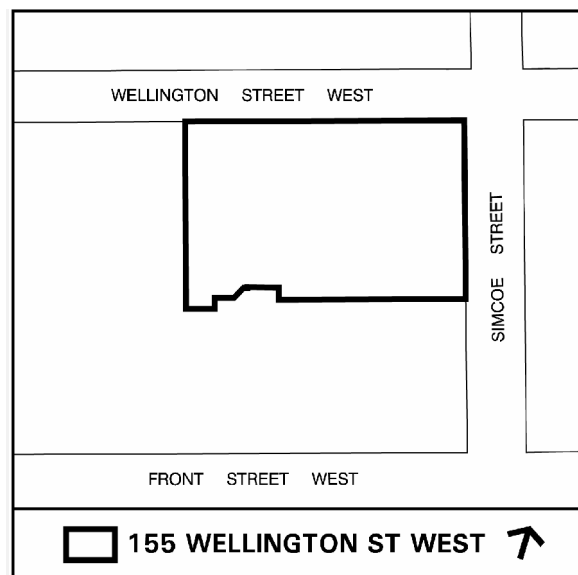
|                          |                                                            |
|--------------------------|------------------------------------------------------------|
| <b>Date:</b>             | February 9, 2008                                           |
| <b>To:</b>               | Toronto and East York Community Council                    |
| <b>From:</b>             | Director, Toronto Building, Toronto and East York District |
| <b>Wards:</b>            | Ward 20 – Trinity-Spadina                                  |
| <b>Reference Number:</b> | P:\2009\Cluster B\BLD\Toronto and East York\2009TE015      |

### 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 Andy Stretch of Kramer Design Associates 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, three illuminated Wind Baffles / pedestal signs on the northeast corner of the property and one illuminated pedestal sign containing a small LED display panel, located just west of the entrance to the under ground parking along Wellington Street West frontage of the property. Further proposed is one illuminated overhead fascia sign over the entry and exit ramps to the underground parking on the Wellington Street West frontage of the building and one illuminated overhead fascia sign for shipping and receiving area on the Simcoe Street frontage of the building at 155 Wellington Street West. All of the proposed signs are for first party identification purposes.

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, three illuminated Wind Baffles / pedestal signs (functional architectural features) on the northeast corner of the property, one illuminated pedestal sign containing a LED display panel located just west of the entrance to the under ground parking along Wellington Street West frontage of the property, one illuminated overhead fascia sign over the entry and exit ramp to the underground parking on the Wellington Street West frontage of the building, one illuminated overhead fascia sign for shipping and receiving on the Simcoe Street frontage of the building at 155 Wellington Street West on condition that the 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 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 seeking permission to install three illuminated Wind Baffles / pedestal signs (functional architectural features) on the northeast corner of the property and one illuminated pedestal sign containing a LED display panel to display information about the under ground public parking along the Wellington Street West frontage at west portion of the property. Further proposed, is one illuminated fascia sign over the entry and exit ramps to the underground parking on the Wellington Street West frontage of the building and one illuminated overhead fascia sign for shipping and receiving on the Simcoe Street frontage of the building and architectural lighting W 1.5, W1.6a, W 1.6d and W1.6e (as shown on the plans) at 155 Wellington Street West. All of the proposed signs are for first party identification purposes. Each pedestal sign located at the northeast corner of the property is 0.99m wide and 6.0m high with an area of 5.94m<sup>2</sup>. The pedestal sign for under ground parking is 0.62m wide and 3.18m high with an area of 1.97m<sup>2</sup> and the attached pedestal with an LED information panel is 1.08m wide and 1.45m high with an area of 1.57m<sup>2</sup>. The LED information panel is 1.08m wide and 0.51m high with an area of 0.55m<sup>2</sup>. The overhead fascia sign over the underground parking ramp is 7.02m wide and 1.79m high with an area of 12.57m<sup>2</sup> and the overhead shipping and receiving fascia sign on the Simcoe Street façade of the building is 7.07m wide and 1.11m high with an area of 7.85m<sup>2</sup> (see attached graphics).

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 297-2-Definitions                | The three proposed pedestal signs located at the northeast corner of the property would be 1.09m wide and 6.0m high.                                                                                                               | The 6.0m sign height would exceed by 1.5m, the maximum 4.5m sign height permitted for a pedestal sign.                                                                                                      |
| 2. Chapter 297-10D (12)                     | The three pedestal signs at the northeast corner of the property would set back 1.0m from the north property line and would set back less than 6.0m from the intersection of two property lines.                                   | The 1.0m sign set back from the property line would be 1.0m less than the required 2.0m. Also, the pedestal signs would not meet the 6.0m set back requirement from the intersection of two property lines. |
| 3. Chapter 297-10D (12)                     | A total of four pedestal signs would be located on this lot.                                                                                                                                                                       | The Municipal Code permits a maximum of two pedestal or ground signs per lot, provided two frontages of the lot are greater than 30.0m in length.                                                           |
| 4. Chapter 297-10 B (2) & 10 D(12)          | The illuminated pedestal sign located at the west portion of the Wellington Avenue West frontage of the property would contain an electronic message display panel to disperse information concerning under ground public parking. | A sign containing an electronic message display copy is not permitted.                                                                                                                                      |
| 5. Chapter 297-10D & 9D                     | The proposed over head fascia sign would be located over the entrance and exit ramps for the under ground parking garage along Wellington Avenue West frontage of the building.                                                    | The proposed sign is not a defined type sign in the Municipal Code.                                                                                                                                         |
| 6. Chapter 297-10D & 9D                     | The proposed over head fascia sign would be located over the shipping and receiving docks along the Simcoe Street frontage of the building.                                                                                        | The proposed sign is not a defined type sign in the Municipal Code.                                                                                                                                         |

## **COMMENTS**

With respect to the first and second variances are required because the proposed pedestal signs located at the northeast corner of the property would exceed the permitted 4.5m height by 1.5m and they do not set back 2.0m from the property line and 6.0m from the intersection of two property lines. In this case, the proposed height and set back location was established after conducting a Pedestrian Wind Study for the Simcoe Centre-Commercial Tower at 155 Wellington Street West. The proposed pedestal signs at this location are functional architectural features to act as Wind Baffles. It is staffs opinion that the proposed height and sign set back would not obstruct or block the view corridors or the sightlines for the motorists, cyclists or the pedestrians.

The third variance is required because Municipal Code permits only two pedestal signs provided two frontage of the lot are greater than 30.0m in length. In this case, three pedestal signs at the northeast corner of the property are the functional architectural features to act as Wind Baffles. The pedestal sign is required to display information about the under ground parking garage in the building. The purpose of limiting the number of pedestal signs or ground signs on a lot is to avoid sign clutter. In this instance, the property frontages are long enough to accommodate proposed signs without creating a sense of clutter.

The fourth variance is required because the pedestal sign at the west portion of Wellington Avenue West frontage would contain an electronic message display panel. In this case, the electronic message display panel is very small and it would display daily and hourly rates and the information about the availability of the parking space in the under ground parking garage in the building. It is staff's opinion that the sign would not adversely impact the building or the streetscape.

The fifth and sixth variances are required because the overhead signs on the north and east elevations of the building do not meet the definition of a fascia sign. As defined in the Municipal Code, a fascia sign is required to be mounted wholly against the wall or parapet wall of a building. In this case, the proposed signs closely resembles fascia signs except that they would be attached against the overhead panels instead of against the wall or parapet wall of a building. These variances are technical in nature. It is staff's opinion that the overhead signs on the north and east elevations 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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## **SIGNATURE**

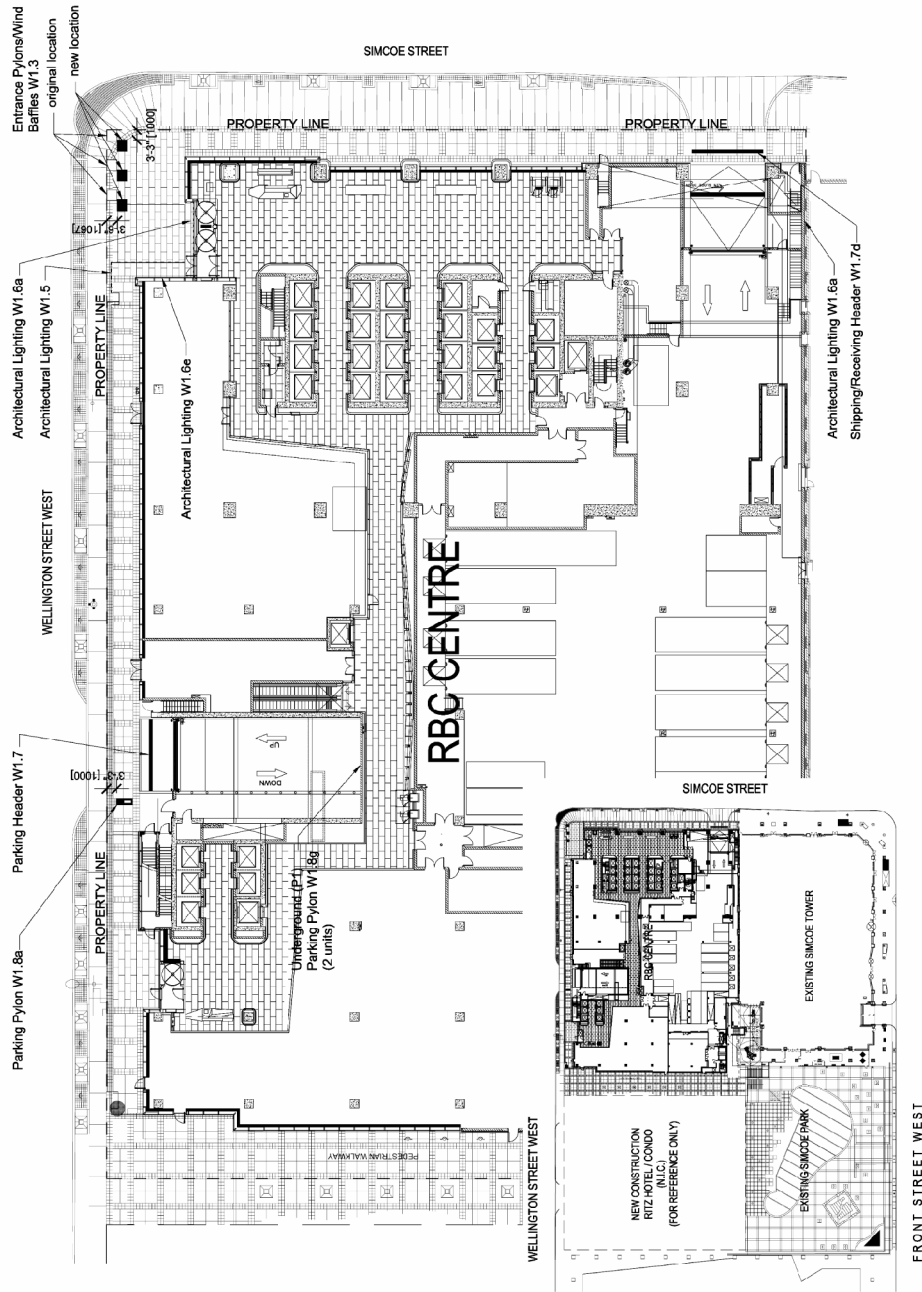
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Mario Angelucci, Acting Director, Toronto Building  
Toronto and East York District

## **ATTACHMENTS**

- Attachment 1: Sign Locations
- Attachment 2: Elevations
- Attachment 3: Elevations
- Attachment 4: Elevations and Sign Details
- Attachment 5: Sign Details
- Attachment 6: Sign Details
- Attachment 7: Sign Details
- Attachment 8: Sign Details

# Attachment 1:



## Sign Locations

Applicant's Submitted Drawing

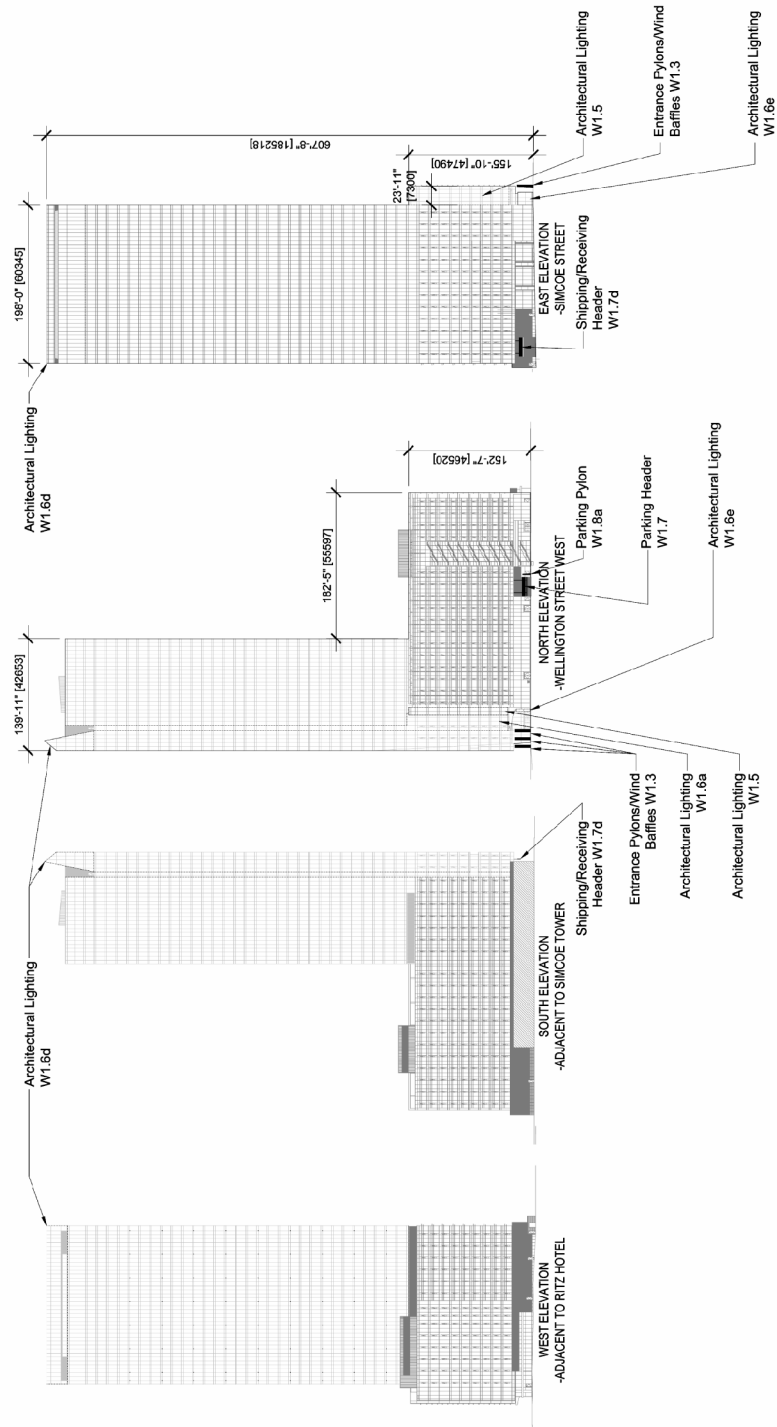
Not to Scale  
12/05/08



## 155 Wellington Street West

File # 08\_210105

Attachment 2



155 Wellington Street West

Elevations  
Applicant's Submitted Drawing

Not to Scale  
12/05/08

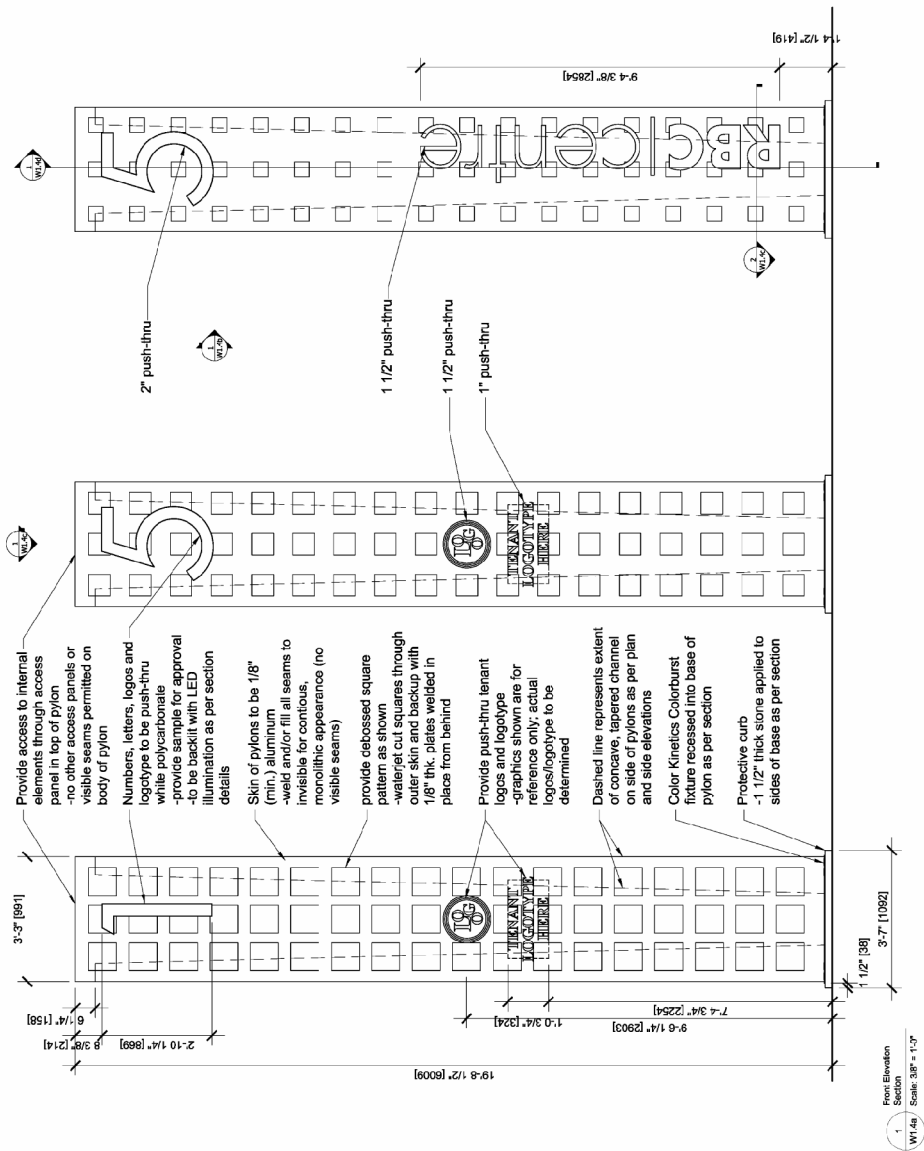
File # 08\_210105

Attachment 3



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

155 Wellington Street West  
File # 08\_210105



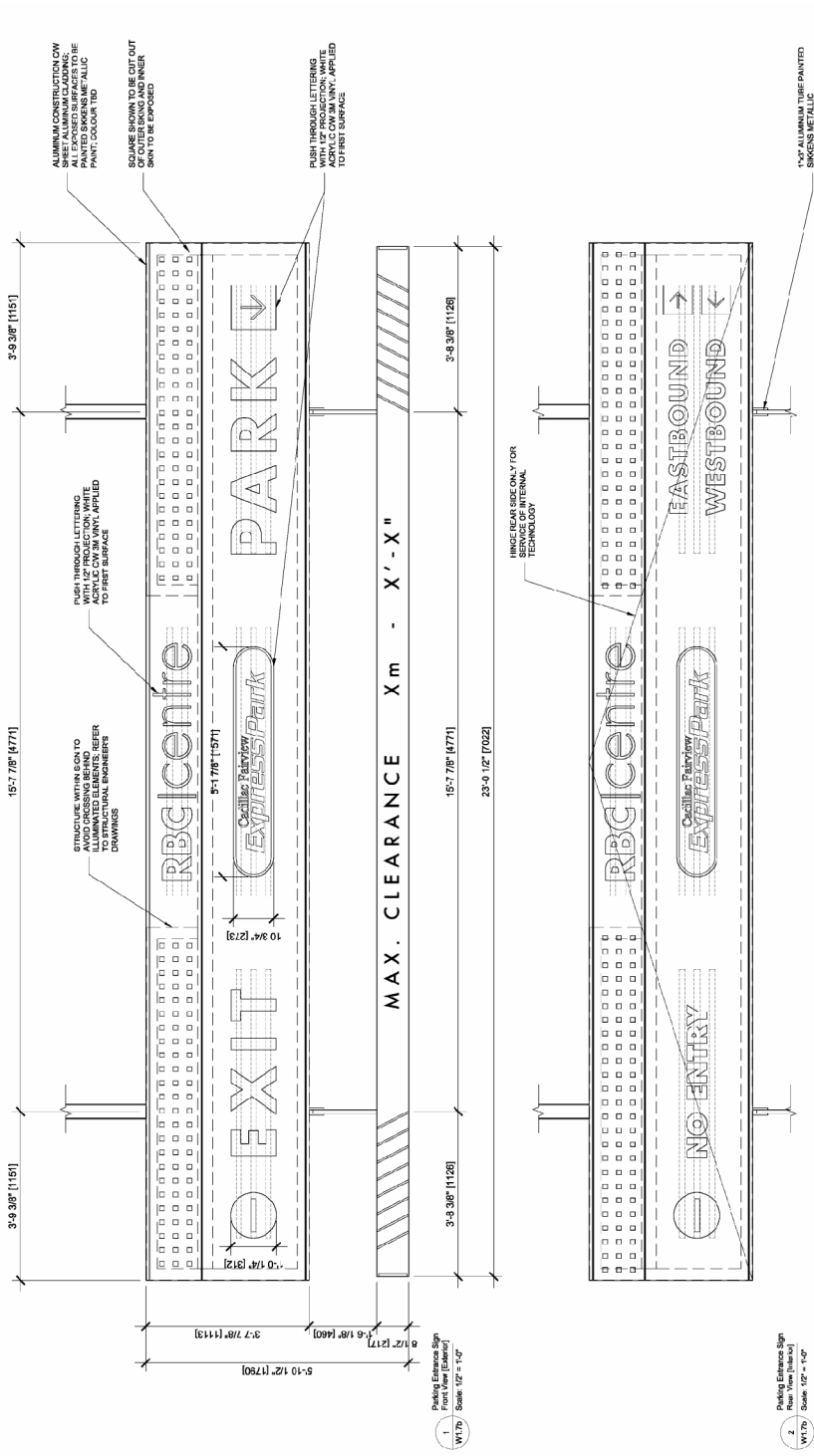
155 Wellington Street West

Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale  
12/05/08

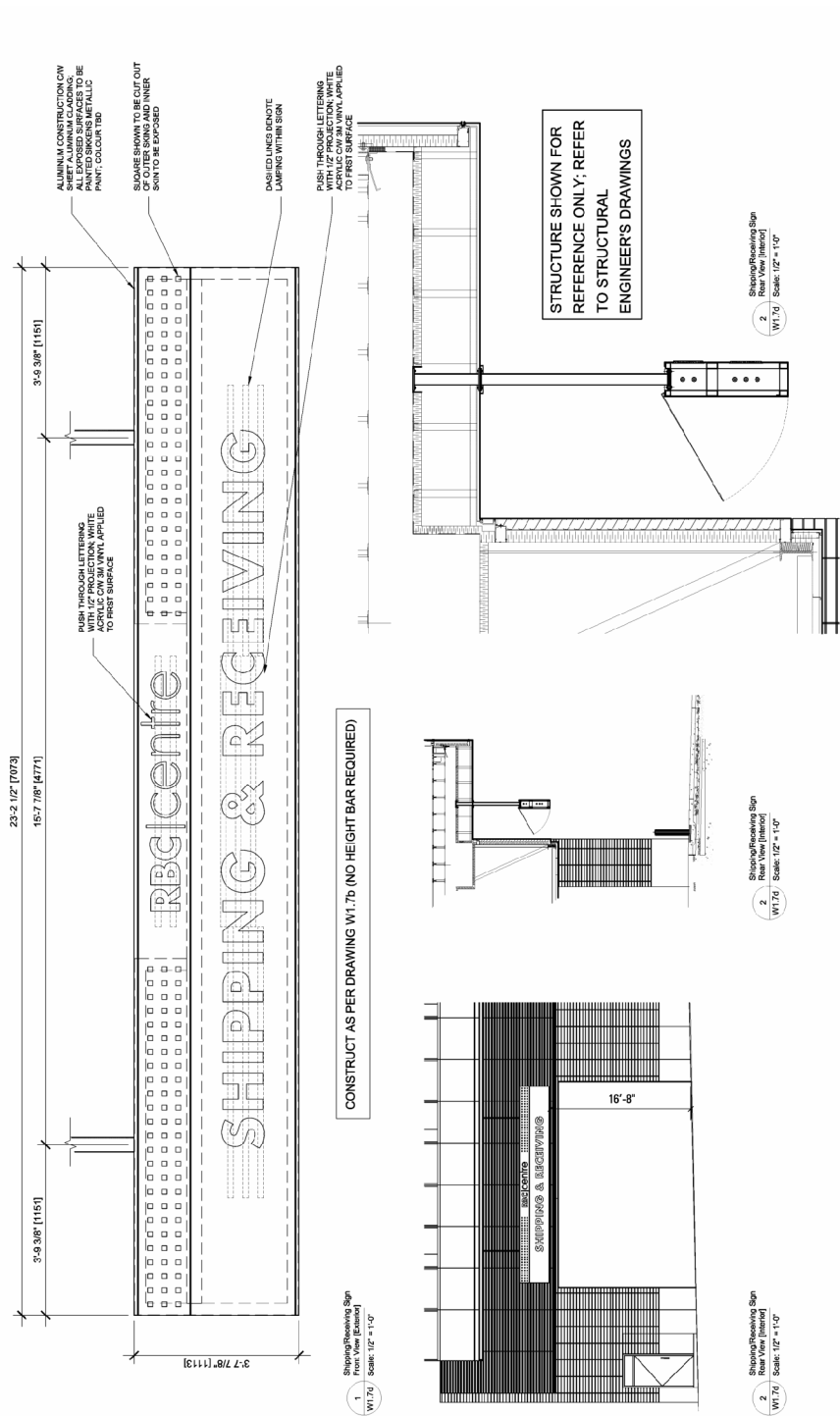
File # 08\_210105



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

**155 Wellington Street West**

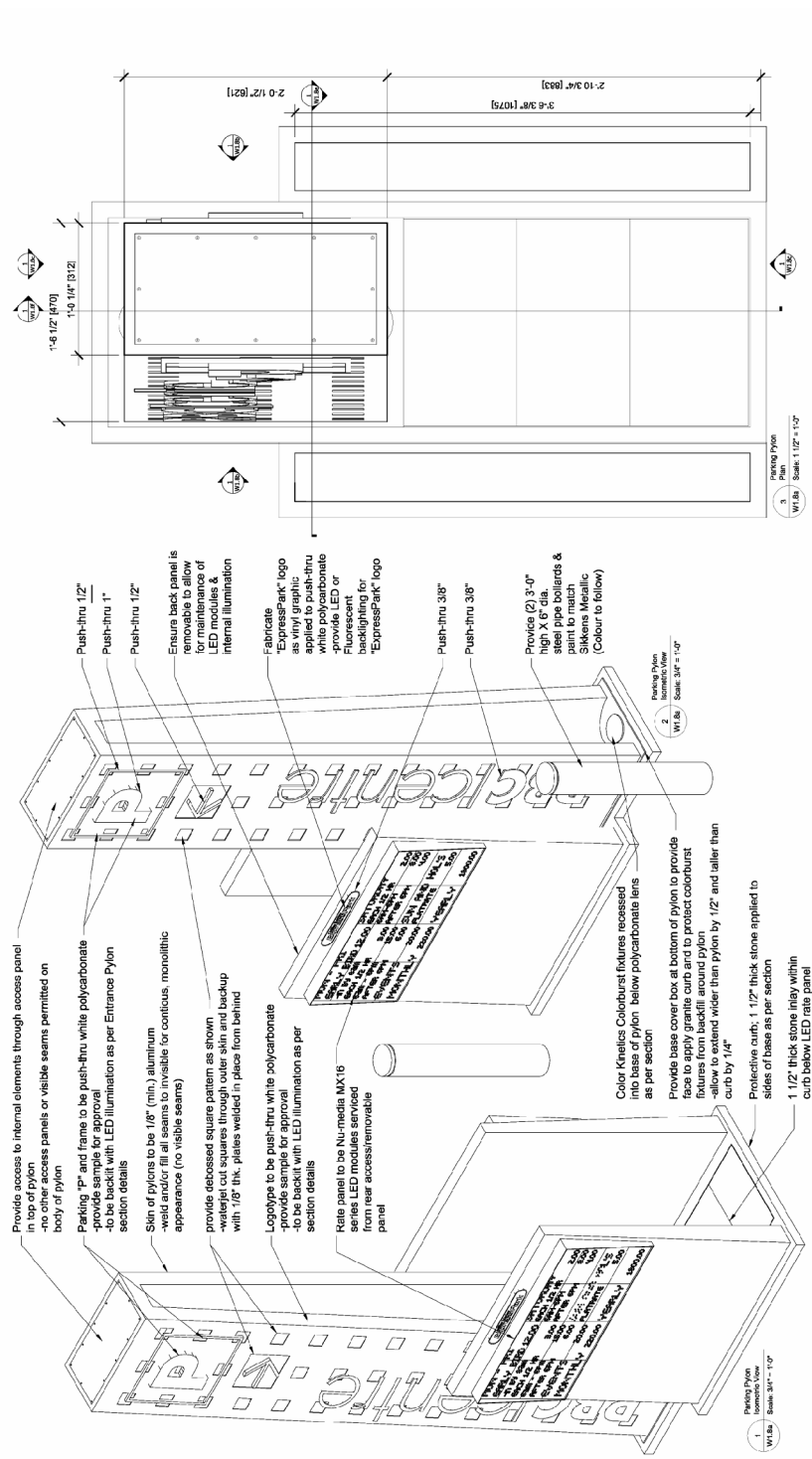
File # 08\_210105



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

**155 Wellington Street West**

File # 08\_210105



Sign Details

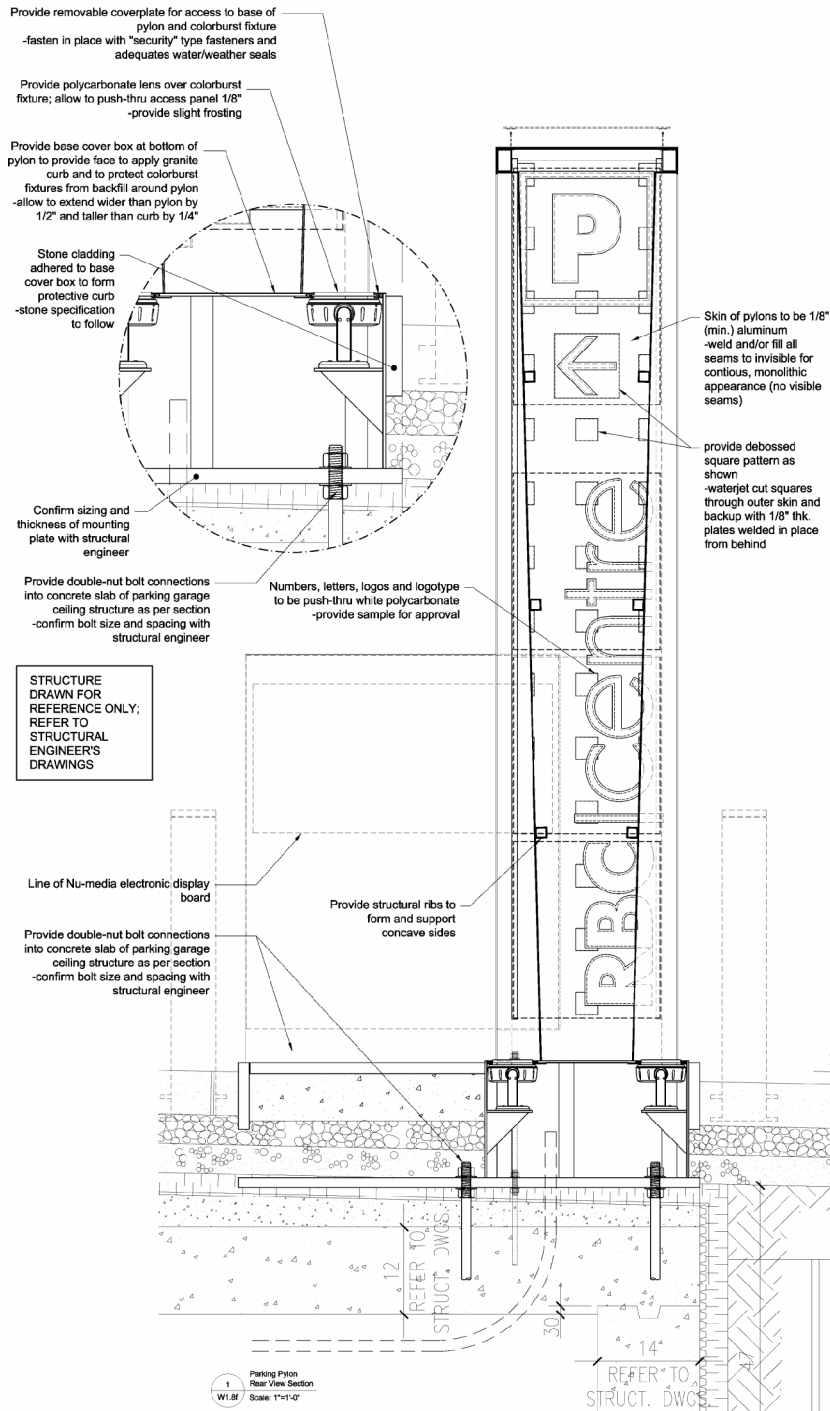
Applicant's Submitted Drawing

Not to Scale  
12/05/08

155 Wellington Street West

File # 08\_210105

## Attachment 8



155 Wellington Street West

File # 08\_210105

Sign Details

Applicant's Submitted Drawing

Not to Scale  
12/05/08