

Sign Variance - 491 Church St

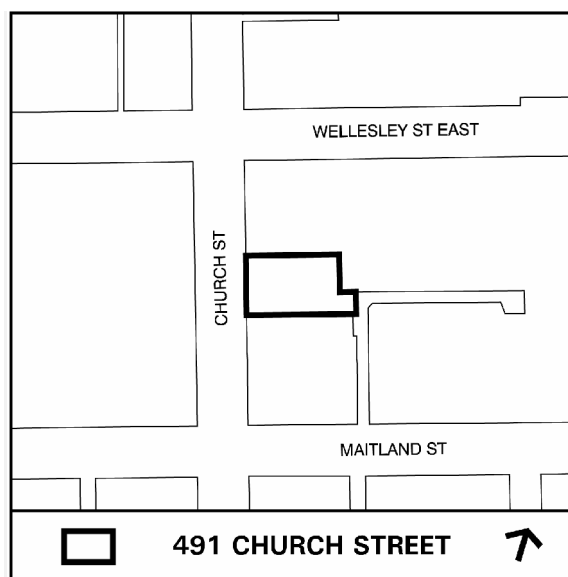
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| Date: | February 18, 2009 |
| To: | Toronto and East York Community Council |
| From: | Director, Toronto Building, Toronto and East York District |
| Wards: | Ward 27 – Toronto Centre-Rosedale |
| Reference Number: | P:\2009\Cluster B\BLD\Toronto and East York\2009TE018 |

SUMMARY

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

This report reviews and makes recommendations on a request by Claudio A Santo Architect on behalf of Pink Triangle Press for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit an illuminated fascia sign containing an electronic message board at the second storey level, a pink and blue triangle with vertical banners for architectural enhancement of the façade at the second floor level and to replace four existing illuminated fascia signs with four newly designed illuminated fascia signs, at the first floor level on the front elevation of the building at 491 Church Street. All 6 signs would be for first party identification purposes.

Staff recommends approval of the application on condition that the proposed fascia sign containing an electronic message board located at the second floor level is turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. The variances are minor and within the general intent and purpose of the Municipal Code; and.



RECOMMENDATIONS

Toronto Building recommends that:

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, an illuminated fascia sign containing an electronic message board at the second storey level, a pink and blue triangle with vertical banners for architectural enhancement of the façade at the second floor level and to replace four existing illuminated fascia signs with four newly designed illuminated fascia signs, at the first floor level on the front elevation of the building at 491 Church Street on condition that the fascia sign with electronic message board at the second floor be turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device and 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 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 CR zoned, two-storey building is located south of Wellesley Street East, on the east side of Church Street. The applicant is seeking permission to erect an illuminated fascia sign containing an electronic message board at the second storey level, the sign is 10.92m wide and 0.71m high with an area of 7.75m²; a pink and blue triangle with vertical banners for architectural enhancement of the façade at the second floor level having a width of 4.86m and a height of 6.71m and with an area of 32.61m²; the newly designed four illuminated replacement fascia signs at the first floor level on the front elevation of the building would have an aggregate width of 24.08m and a height of 1.93m with an aggregate area of 46.47m², at 491 Church Street. All these signs would be for first party identification purposes.

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 |
|---|--|---|
| 1. Chapter 297-10D (Qualifications for a fascia sign) | The proposed illuminated fascia sign at the second storey level would contain an electronic message board. | A fascia sign containing an electronic message display copy is not permitted. |

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|---|--|---|
| 2. Chapter 297-11I (2) - Restrictive Exceptions | The proposed fascia signs located at a height of above 8.0m will have an aggregate area of 52.46m ² . | The 52.46m ² aggregate areas of fascia signs located above the height of 8.0m would exceed by 51.96m ² , the maximum 0.5m ² sign area permitted. |
| 3. Chapter 297-10D (5)(c) | The proposed fascia signs located on the second storey level of the building face will have an aggregate area of 43.33m ² . | The 43.33m ² aggregate area of fascia signs located on the second storey level of the building face would exceed by 28.38m ² , the maximum 14.95m ² permitted. |
| 4. Chapter 297-10D (5)(d) | The fascia signs located at the first storey level will have an aggregate area of 46.47m ² . | The 46.47m ² aggregate areas of fascia signs located on the first storey level of the building face would exceed by 7.94m ² , the maximum 38.53m ² signage area permitted. |
| 5. Chapter 297-10D (5)(e) | The proposed fascia sign on the second storey of the building would have an area of 28.96m ² . | The 28.96m ² sign area of the fascia signs located on the second storey level of the building would exceed by 3.96m ² , the maximum 25.0m ² sign area permitted. |
| 6. Chapter 297-10D (5)(g) | The proposed fascia sign at the second storey would be located at height of 12.50m above grade. | The 12.50m sign height above grade would exceed by 2.50m, the maximum 10.0m height above grade permitted. |

COMMENTS

The Pink Triangle Press occupies the entire second floor of the building and proposes an illuminated fascia sign containing an electronic message board at the second storey level, a pink and blue triangle with vertical banners for architectural enhancement of the façade at the second floor level and to replace four existing illuminated fascia signs with four newly designed illuminated fascia signs, at the first floor level on the front elevation of the building.

The first variance is required because fascia sign at the second floor level would contain an electronic message board and that is not permitted. The sign is to be used with scrolling messages with the intent to communicate news, news headlines and community events relevant to the Church-Wellesley Village and the City's Gay and Lesbian community. It is staff's opinion that sign may be visible from residential units in the general vicinity and for this reason staff requires that the sign be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. With this condition in place, staff considers that the sign would have a minimal adverse impact on the building to which it is attached, surrounding uses or the streetscape.

The second variance to the sixth variance relate to the area and the height of the signs. The area and the height of signs above grade are regulated in order to minimize their visual impact on the buildings to which they are attached, surrounding uses and the streetscape. The signs are designed, sized and positioned to complement the building façade and the streetscape.

Staff recommends approval of the application on condition that the proposed fascia sign containing an electronic message board located at the second floor level is turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. The variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

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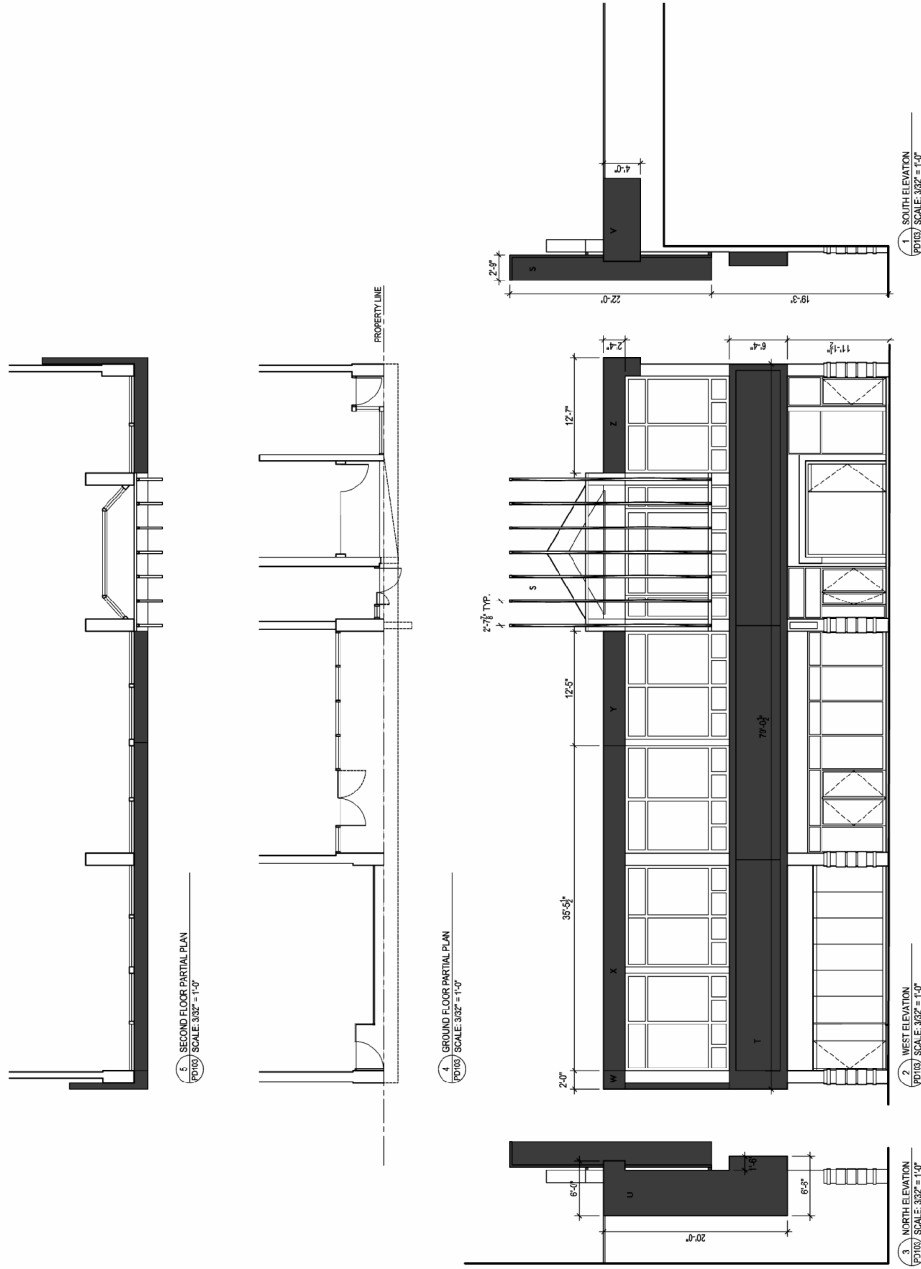
SIGNATURE

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

ATTACHMENTS

Attachment 1: Elevations & Partial Floor Plans
Attachment 2: Elevations
Attachment 3: Elevations

Attachment 1: Elevations & Partial Floor Plans



Elevations & Partial Floor Plans

491 Church Street

Applicant's Submitted Drawing

Not to Scale
02/18/09

File # 08_216653

Attachment 2: Elevations



Elevations

Applicant's Submitted Drawing

Not to Scale
02/18/09

491 Church Street

File # 08_216653

Attachment 3: Elevations



DAY TIME REPRESENTATION



NIGHT TIME REPRESENTATION

Elevations

Applicant's Submitted Drawing

Not to Scale
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