

Sign Variance - 299 Queen St W

Date:	April 22, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE032

SUMMARY

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

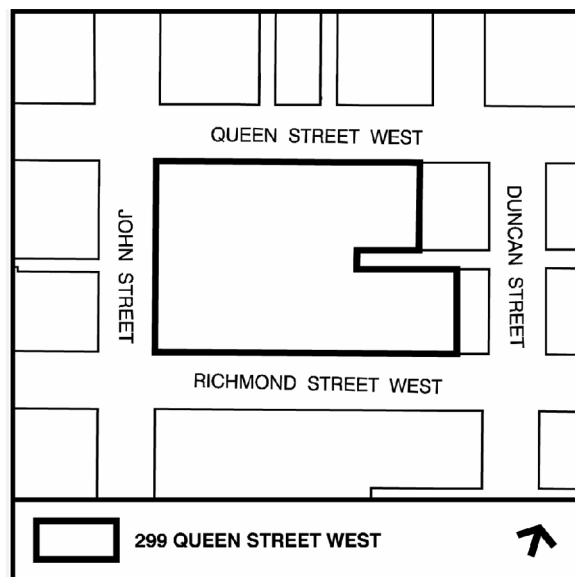
This report reviews and makes recommendations on a request by Dominic Rotundo of Pattison Sign Group, on behalf of CTV Inc., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain an illuminated first party fascia sign in the form of corporate name and a logo “CTV” and the five Olympic Rings to identify CTV as an official Canadian network for the 2010 Winter Olympic Games in Vancouver. The sign is located at the third and fourth floor level, on the east elevation of the building at 299 Queen Street West.

Staff recommends approval of the application. The variances are 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, an



illuminated fascia in the form of corporate name and a logo “CTV” and the five Olympic rings to identify CTV as the official Canadian TV Network for the 2010 Winter Olympic Games in Vancouver. The sign is located at the third and fourth floor level, on the east elevation of the building at 299 Queen St. West and require that 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 listed historic property is located on the southeast corner of Queen Street West and John Street in MCR and in an RA zone. The property contains a five-storey commercial building, which is being occupied by CTV Inc. The applicant is seeking approval for an existing illuminated first party fascia sign in the form of a corporate name and a logo “CTV” and the five Olympic rings to identify CTV as an official Canadian TV Network for the 2010 Winter Olympic Games in Vancouver. The sign is located at the third and fourth floor level, on the east elevation of the building at 299 Queen St. West. The sign faces a parking lot on the property. The sign is 6.35m wide and 4.96m high with an area of 31.50m² (see attached graphics).

The sign does 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 (14)(a)	The sign is located at the third and fourth floor level of the building and the top of sign is approximately 17.0m high above grade.	An identification fascia sign located above second storey of a building or at more than 10.0m high above grade is not permitted.
2. Chapter 297-2 Definitions	The sign projects out 0.55m from the face of the east wall of the building.	The 0.55m projection for a fascia sign from the building face on the east elevation exceeds by 0.10m, the maximum 0.45m sign projection permitted.
3. Chapter 297-10D (5)(g)	The sign is 6.35m wide and 4.96m high with an area of 31.50m ²	The 31.50m ² sign area exceeds by

		6.5m ² , the maximum 25.0m ² sign area permitted.
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COMMENTS

The first variance is required because the sign is located more than 10 metres high above grade 17 metres and above the second storey of the building (third and fourth). The second variance is required because the 0.55m sign projection for a fascia sign from the building face exceeds by 0.10m, the maximum 0.45m sign projection permitted. The height of signs above grade and the projection of signs from the building face are regulated in order to minimize the negative impact of the signs on the building to which they are attached, surrounding uses and the streetscape. In this case the sign is designed and positioned to blend in well with the east façade of the building.

The third variance is required because the 31.50m² sign area exceeds by 6.5m², the maximum 25.0m² for a fascia sign permitted. Although the sign exceeds the permitted size, the sign in this case is sized, designed and positioned to blend in well with the east façade of the building.

Staff of Heritage preservation Services have reviewed the plans and have advised that they have no objection to the fascia sign on the east elevation of the building.

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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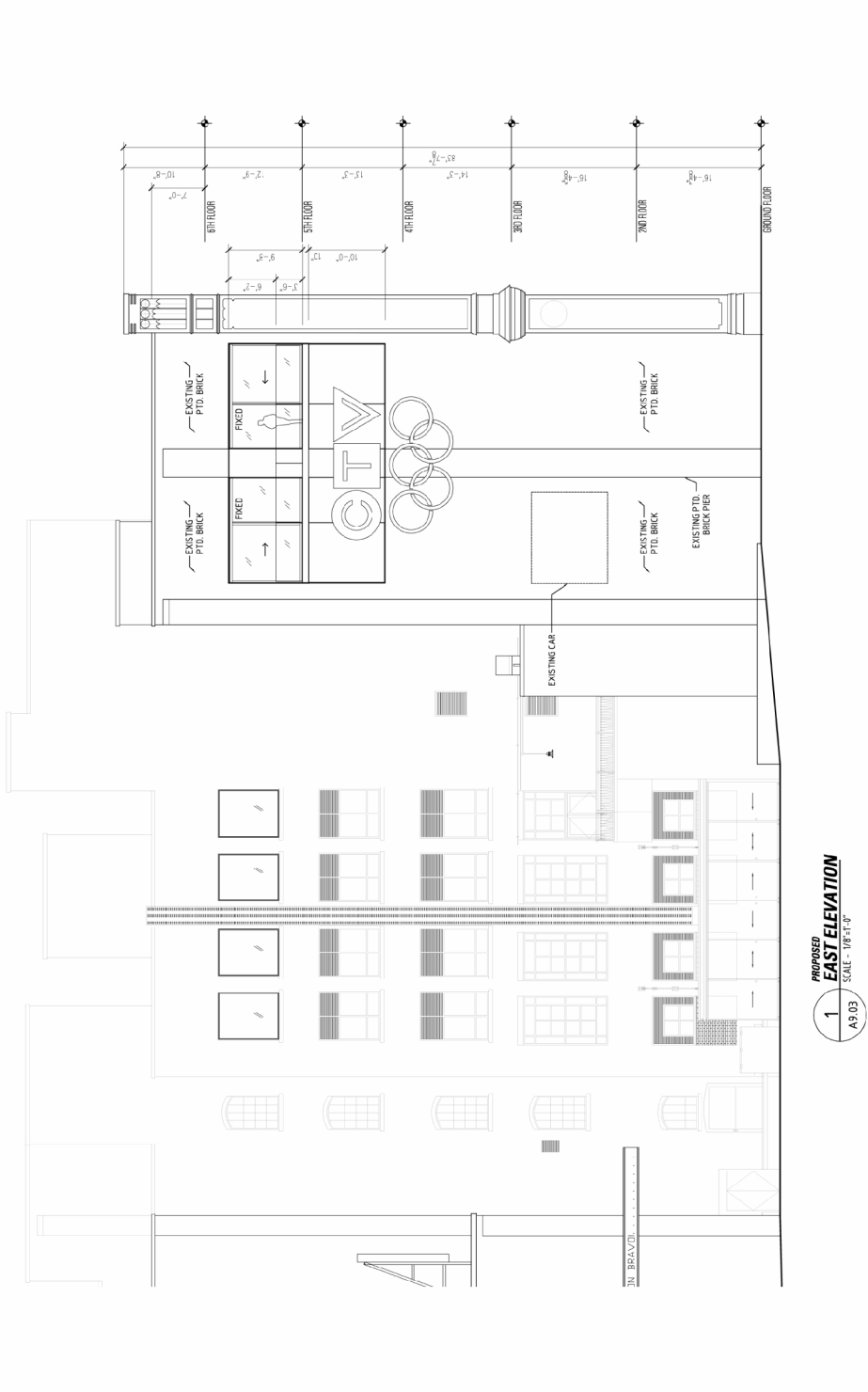
SIGNATURE

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

ATTACHMENTS

- Attachment 1: Elevations
- Attachment 2: Elevations
- Attachment 3: Site Plan

Attachment 1: Elevations



299 Queen Street West

Elevations
 Applicant's Submitted Drawing

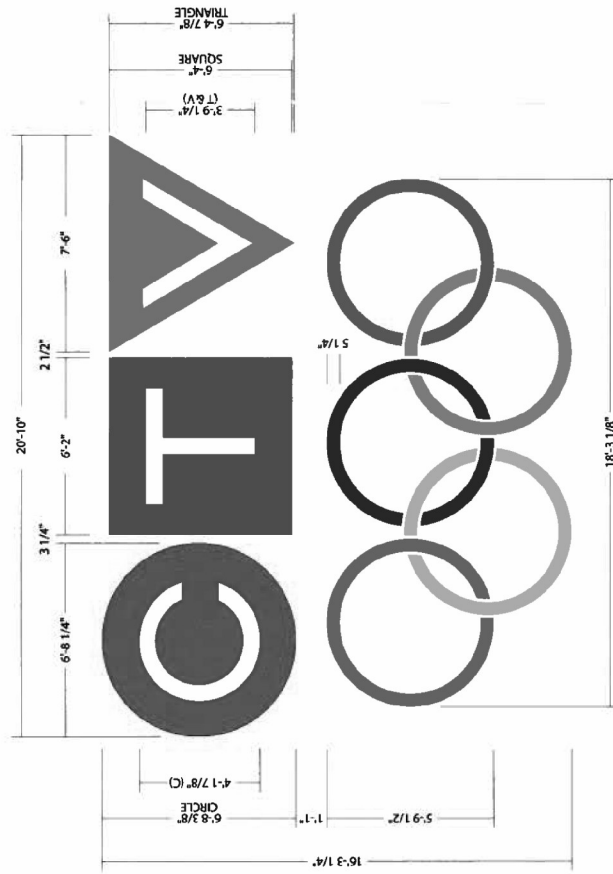
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Attachment 2: Elevations



EAST ELEVATION - NORTH SIDE



Elevations

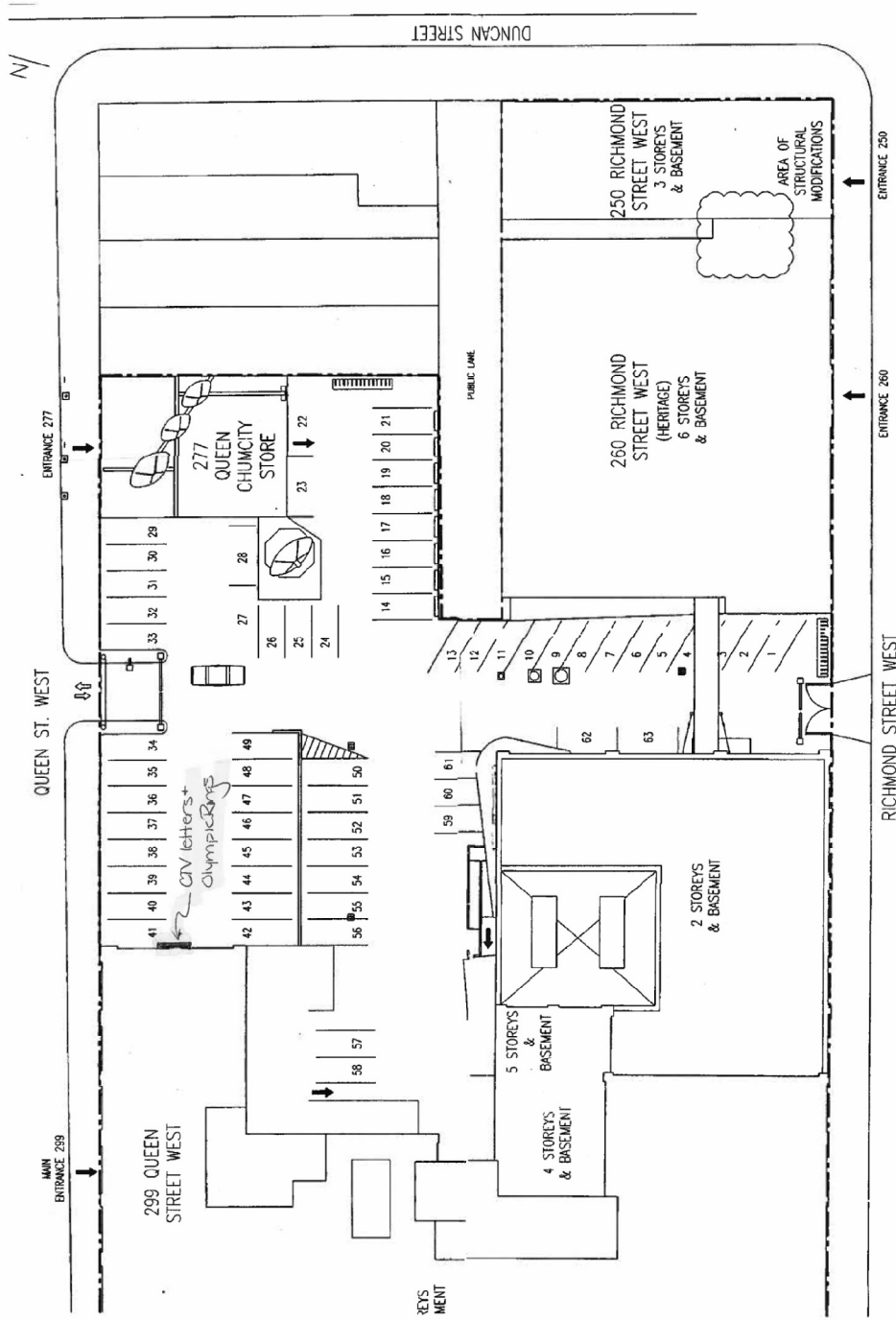
Applicant's Submitted Drawing

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299 Queen Street West

File # 09_123004

Attachment 3: Site Plan



299 Queen Street West

Site Plan
Applicant's Submitted Drawing

Not to Scale
04/15/2009

File # 09_123004