

Sign Variance - 250 Richmond St W

Date:	April 13, 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\2009TE029

SUMMARY

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

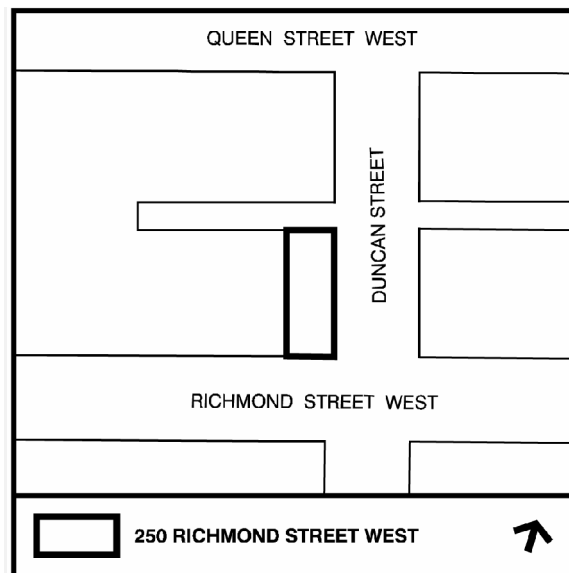
This report reviews and makes recommendations on a request by Dominic Rotundo of Pattison Sign Group, on behalf of CHUM Radio, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, an illuminated projecting first party sign at the second and third floor level, on the southeast corner of the building at 250 Richmond 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 permit, for identification purposes, an illuminated projecting sign at the second and third floor level, on the southeast corner of the building at 250 Richmond Street



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 property is located west of University Avenue at the northwest corner of Duncan Street and Richmond Street West in an RA zone. The property contains a three-storey commercial building, which is being occupied by the CHUM Radio (1045 and 1050). The CHUM Radio intends to refurbish, and relocate an illuminated projecting sign to identify CHUM Radio (1045 and 1050) from the Yonge Street south of St. Clair Ave location to their new location at 250 Richmond Street West. The proposed projecting sign consist of three parts. The sign graphics face Richmond Street West and Duncan Street. The sign portion facing Richmond Street West frontage would have an area of 13.83m² and the sign portion facing Duncan Street frontage would have an area of 13.83m² (see attached graphics).

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code and former Metropolitan Toronto By-law No. 118 and 211-79 in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. Chapter 297-10D (14)(a)	The proposed projecting sign would extend above the third to the roof deck level of the building and more than 10.0m above grade.	An identification projecting sign located more than 10.0m above grade or above second storey of a building is not permitted.
2. Chapter 297-10D (14)(b)	Each portion of the proposed sign that faces Richmond Street West and Duncan Street would have a thickness of more than 0.5m.	A projecting sign having a thickness of more than 0.5m is not permitted.
3. Chapter 297-10D (14)(c)	The sign portion on the Richmond Street West frontage would have an aggregate area of 13.83m ² .	The 13.83m ² sign area on the Richmond Street West frontage would exceed by 12.61m ² , the maximum 1.22m ² sign area permitted.

4. Chapter 297-10D (14)(c)	The sign portion on the Duncan Street frontage would have an aggregate area of 13.83m ²	The 13.83m ² sign area on the Duncan Street frontage would exceed by 10.83m ² , the maximum 3.0m ² sign area permitted.
5. Chapter 297-10E (3)	The proposed sign would project 1.19m over the public walkways on Duncan Street and Richmond Street West frontages.	The 1.19m sign projection over the public walkway would exceed by 0.19m, the maximum 1.0m sign projection permitted.
6. Former Metro Toronto By-law No. 118 and 211-79	The proposed sign would project 1.19m over the public walkway on Richmond Street West frontage.	The 1.19m sign projection over the public walkway on a former Metro Road would exceed by 0.74m, the maximum 0.45m sign projection permitted.

COMMENTS

The first variance is required because the top of the sign would be higher than ten metres above grade and above the second storey of the building. In this instance the proposed signs would be located slightly above the third floor and with an overall height of approximately 17 metres. The second variance is required because the sign would have a thickness of more than the permitted thickness of 0.5m. The height of signs above grade and the thickness of signs 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 positioned to blend in with the building façade and would not detrimentally impact the surrounding area.

With regards to the third and fourth variances, the permitted area for a projecting sign is based on 0.1m² for each metre of the business unit frontage. The sign exceeds the permitted size because the unit frontage is relatively narrow. The sign is positioned to blend in well with the building façade.

With respect to the fifth and sixth variances, the sign projection over the public walkway exceeds the permitted projection. In this case, however, the sign projection is consistent with many other existing projecting signs in this general vicinity of Richmond Street West. It is staff's opinion that the proposed sign would not adversely impact the building to which it would be attached, surrounding uses or 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

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

ATTACHMENTS

Attachment 1: Elevations

Attachment 2: Elevations

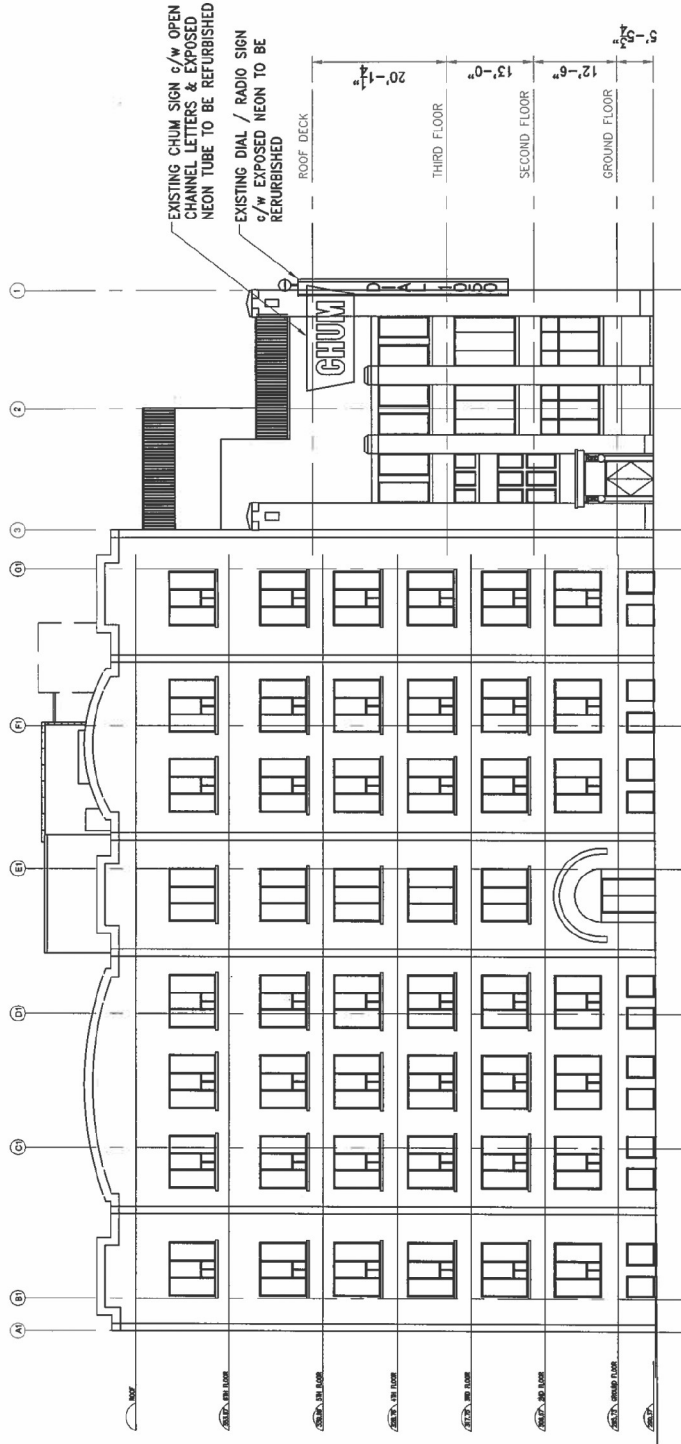
Attachment 3: Elevations

Attachment 4: Elevations

Attachment 5: Elevations

Attachment 6: Elevations

Attachment 1: Elevations



SOUTH ELEVATION
SCALE 1/16" = 1'-0"

Elevations

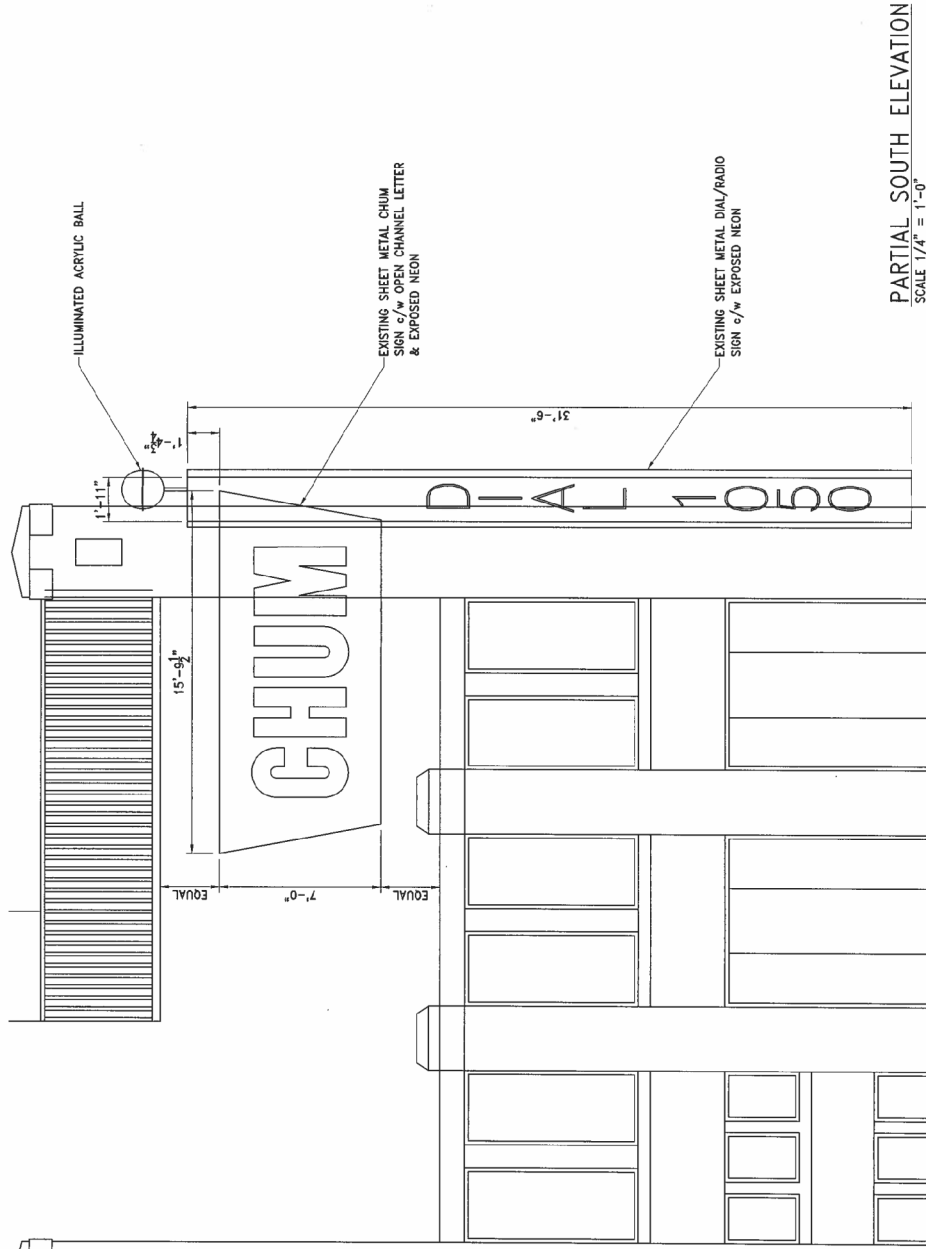
Applicant's Submitted Drawing

Not to Scale
03/06/2009

250 Richmond Street West

File # 09_115276

Attachment 2: Elevations



PARTIAL SOUTH ELEVATION
SCALE 1/4" = 1'-0"

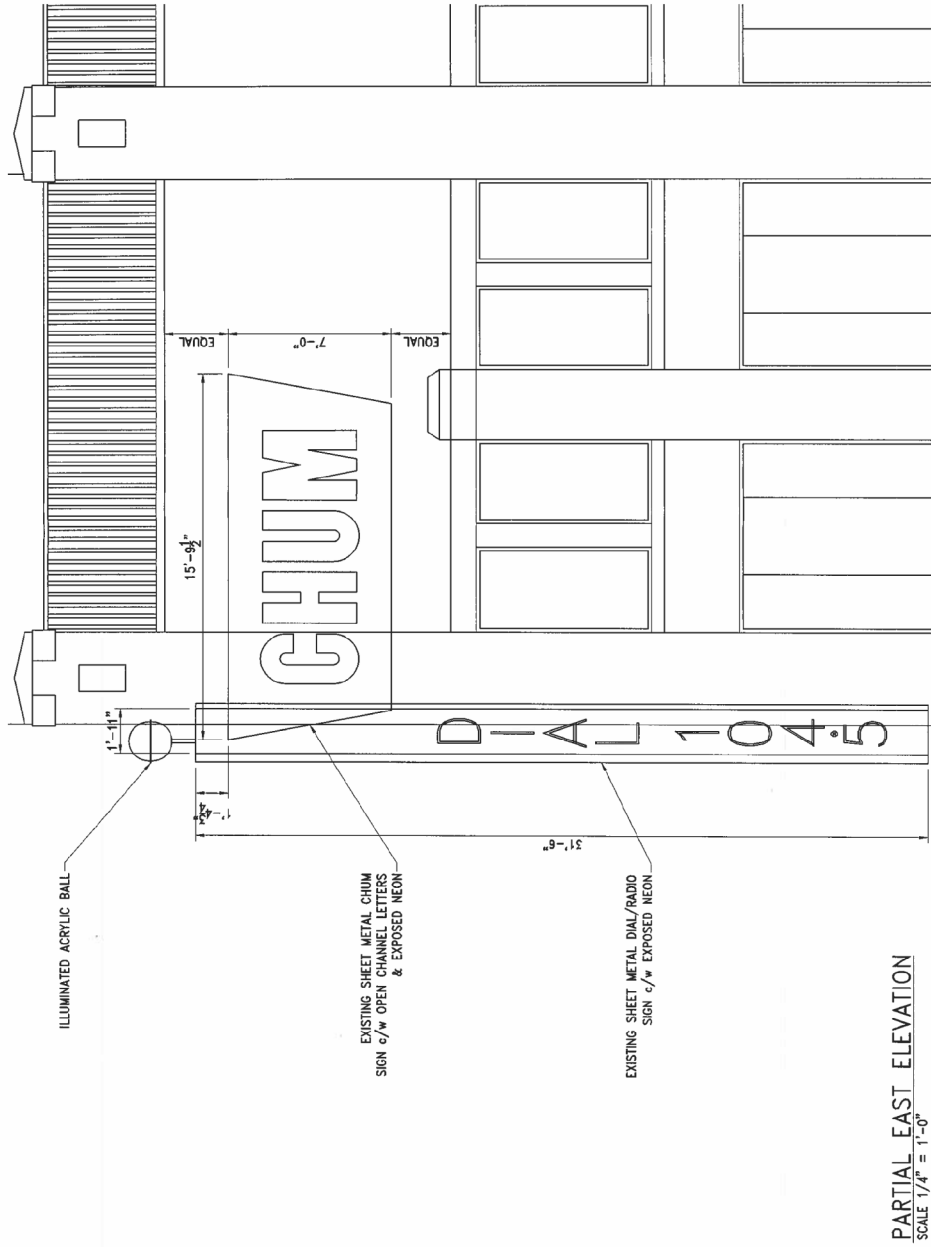
250 Richmond Street West

Elevations
Applicant's Submitted Drawing

Not to Scale
03/06/2009

File # 09 115276

Attachment 3: Elevations



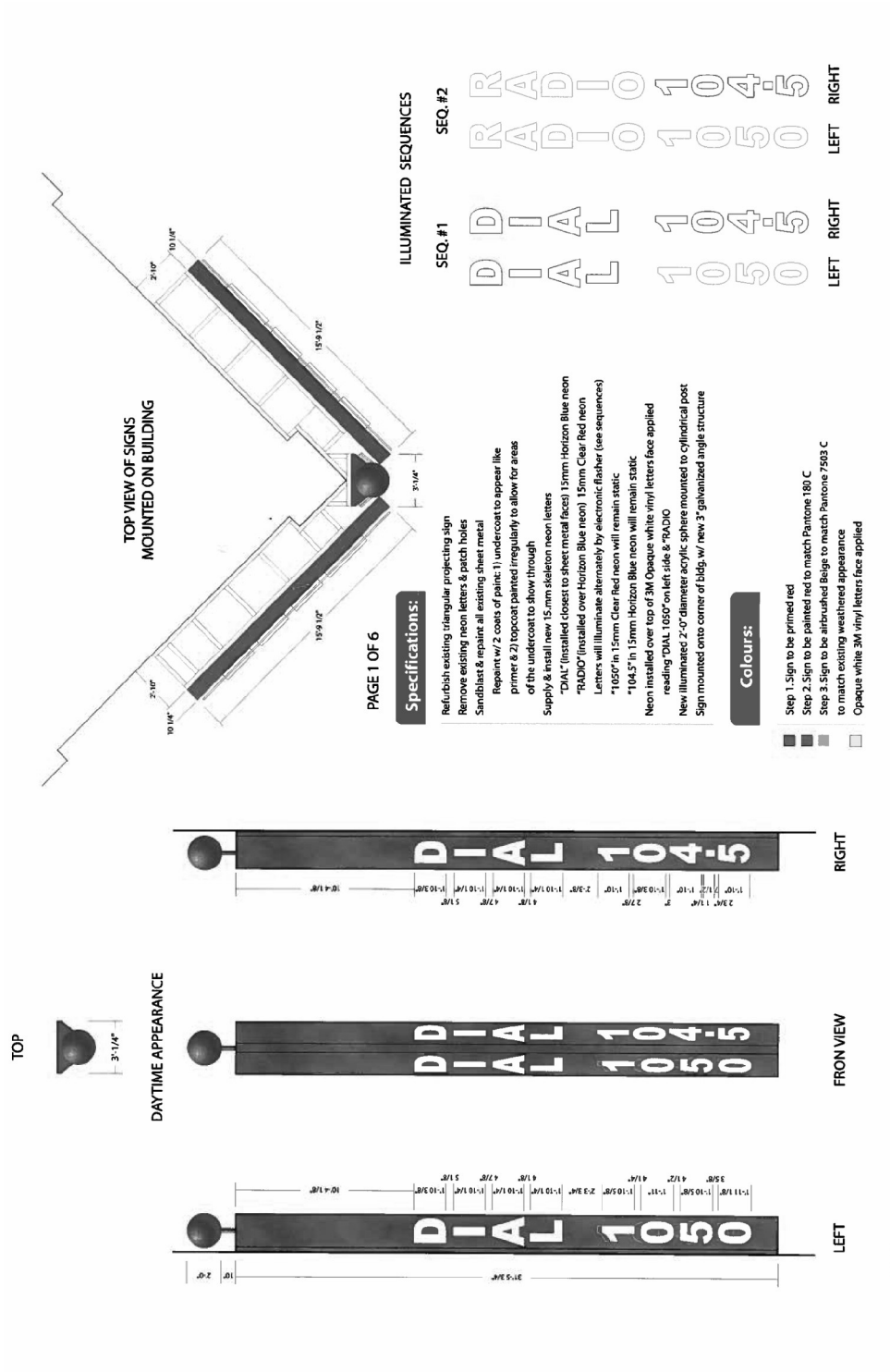
250 Richmond Street West

Elevations
Applicant's Submitted Drawing

File # 09_115276

Not to Scale
03/06/2009

Attachment 4: Elevations



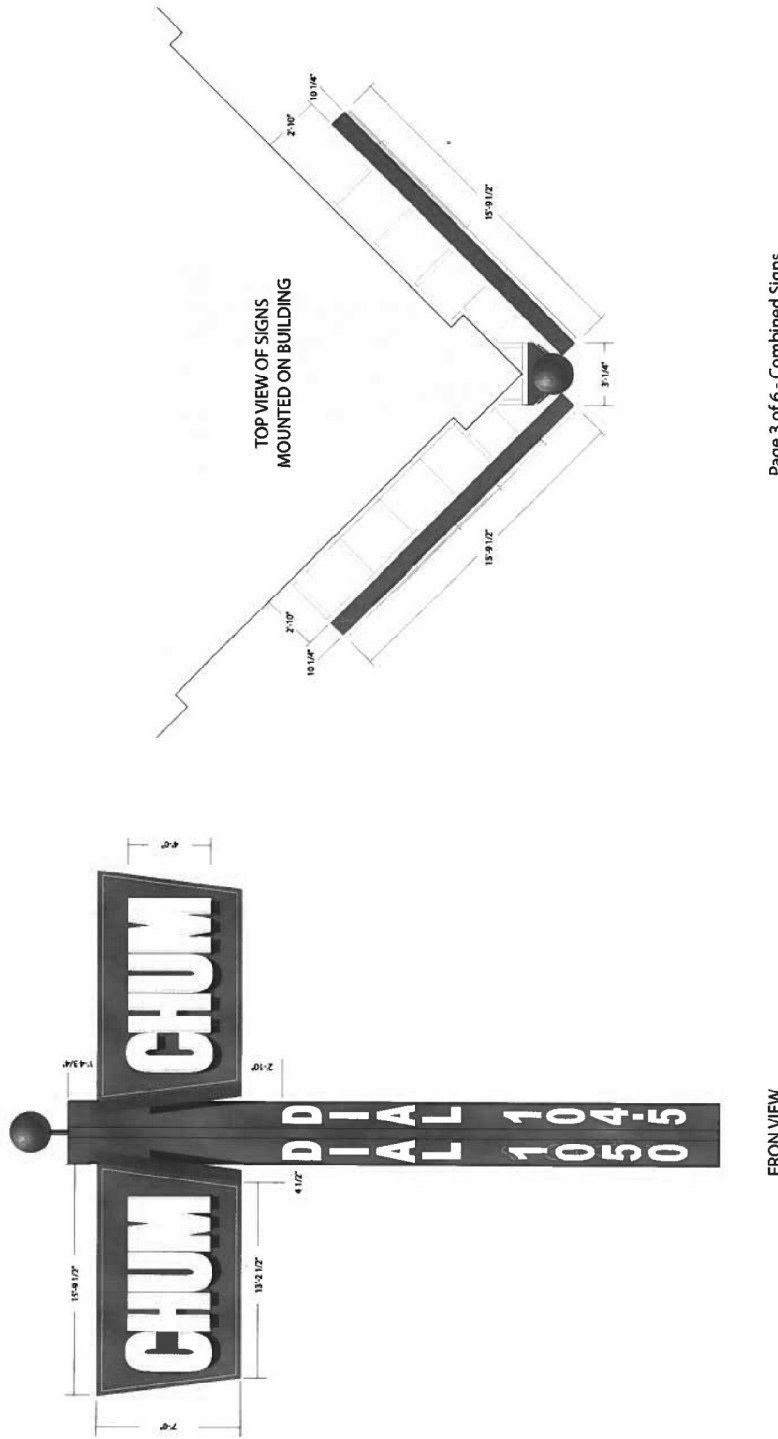
250 Richmond Street West

Elevations
 Applicant's Submitted Drawing

Not to Scale
 03/06/2009

File # 09_115276

Attachment 5: Elevations



Page 3 of 6 - Combined Signs

Elevations
 250 Richmond Street West

Applicant's Submitted Drawing
 Not to Scale
 03/06/2009

File # 09_115276

Attachment 6: Elevations



DAYTIME
REPRESENTATION

Elevations

Applicant's Submitted Drawing

Not to Scale
03/06/2009

250 Richmond Street West

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