

Sign Variance - 155 Wellington St W

Date:	April 3, 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\2009TE034

SUMMARY

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

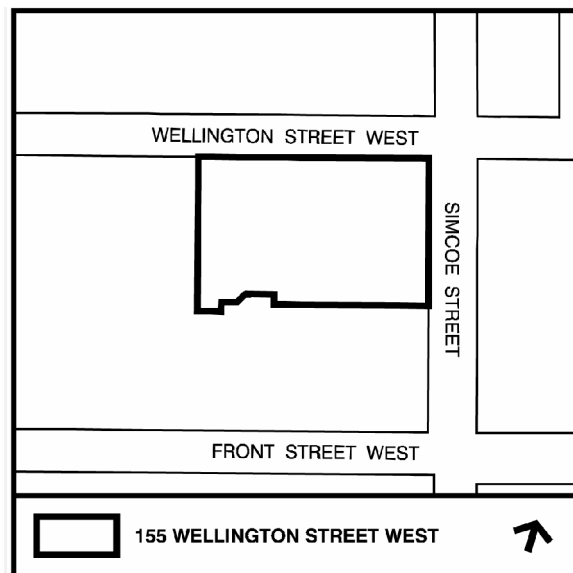
This report reviews and makes recommendations on a request by Isabella Cerelli of Pride Signs Ltd. on behalf of Cadillac Fairview Corporation, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign in the form of a corporate name and a logo to represent “RBC” at the top floor (10th floor) level of the office podium, on the east elevation of the building at 155 Wellington 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 variances to permit, for identification purposes, an illuminated fascia sign in the form of a corporate name and a logo to



represent “RBC” at the top floor (10th floor) level of the office podium, on the east elevation of the building at 155 Wellington Street West on condition 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 on the southwest corner of Wellington Street West and Simcoe Street in a “CR” zone. A ten-storey office podium forms an integral part to the north and to the west of the forty two-storey office tower being constructed on the subject property. In 2008, Toronto and East York Community Council had granted variances to approve an illuminated corporate name and logo sign to represent “RBC” at the top floor level of the forty two storey main office tower building. The applicant is now requesting permission to install, for identification purposes, an illuminated fascia sign in the form of a corporate name and a logo to represent “RBC” at the top floor (10th floor) level of the office podium, on the east elevation of the building at 155 Wellington Street West. The sign is 2.69m wide and 3.50m high with an area of 9.42m².

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 (4)(b)	The proposed illuminated fascia sign in the form of a corporate name and a logo would be located at the top floor level, on the east elevation of a ten-storey office podium would be the second fascia sign on the east elevation of the building.	Only one fascia sign in the form of a corporate name and a logo is permitted to be located on a building face.
2. Chapter 297-10D (4)(c)	The proposed illuminated fascia sign in the form of a corporate name and a logo would be located at the top floor level of the ten storey high office podium.	The proposed illuminated fascia sign in the form of a corporate name and a logo would not be located at the top floor level of the main building.
3. Chapter 297-10D(4)(d)	The proposed fascia sign would have a height of 3.50m.	The 3.50m sign height would exceed by 0.50m, the maximum 3.0m sign height permitted.

4. Chapter 297-10E(6)	The proposed fascia sign may obstruct or interfere with a window of the building.	A sign obstructing or interfering with a door or window of a building is not permitted.
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COMMENTS

The first variance is required because only one corporate name and logo sign per frontage of a building is permitted. In this instance, an existing corporate name and logo fascia sign which was approved by the Toronto and East York Community Council in 2008 is located at the top floor level, on the east elevation of the forty-two storey high main office tower. The proposed sign would be located at the top floor level, on the east wall of the ten-storey office podium which set backs approximately 10.0m from the east wall of the main office tower. Staff considers that the proposed sign at this level would not adversely impact the building or streetscape.

The second variance is required because the proposed illuminated corporate name and logo sign would be located at the top floor level of the ten-storey high podium and not at the top floor level of the main office tower. In this case, the east wall of the ten-storey high podium set backs approximately 10.0m from the east wall of the main office tower. It is staff opinion that the proposed fascia sign in the form of a corporate name and logo to represent “RBC” at the ten-storey high podium is appropriate.

The third variance is required because the sign height would exceed by 0.5 from the permitted height of 3.0m. The height of signs on a building is regulated in order to limit the visual impact of signs on the building to which they are attached, surrounding uses and on the streetscape. Although, the height of sign slightly exceeds the permitted height of three metres, the area of the sign is much less than the permitted area of 25.0m².

With respect to the fourth variance, the sign would be located on a glass wall of a storage area and the applicant has assured and confirmed that the sign would not obstruct or interfere with any window of the office podium. It is staff’s opinion that the proposed corporate name and logo sign at this location positioned, sized and designed to complement the building facade, 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

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

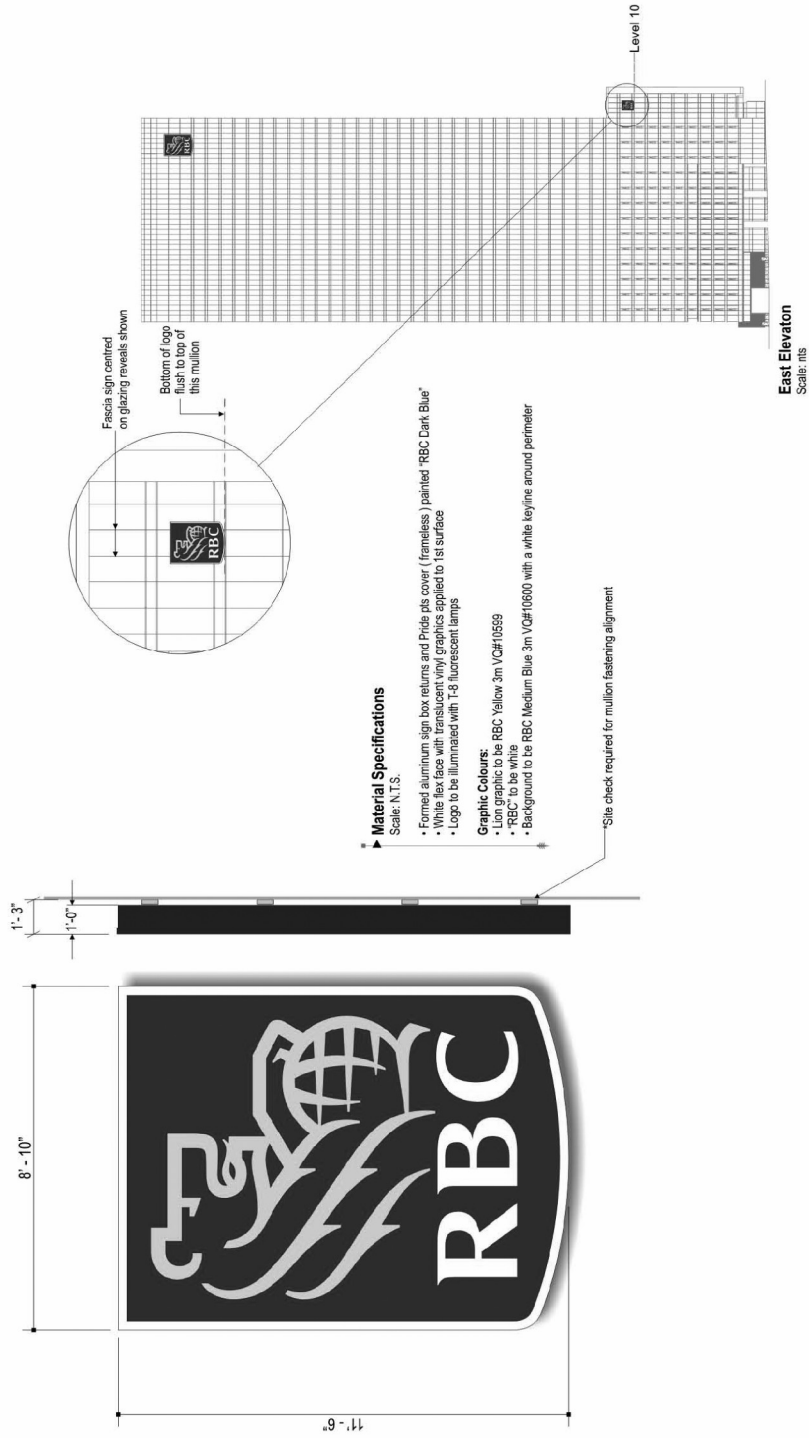
ATTACHMENTS

Attachment 1: Elevations

Attachment 2: Elevations

Attachment 3: Elevations

Attachment 1: Elevations



Material Specifications

- Scale: N. U.S.
- Formed aluminum sign box returns and Pride rds cover (frameless) painted "RBC Dark Blue"
 - White flex face with translucent vinyl graphics applied to 1st surface
 - Logo to be illuminated with T-8 fluorescent lamps
- Graphic Colours:**
- Lion graphic to be RBC Yellow 3m VChf 0559
 - "RBC" to be white
 - Background to be RBC Medium Blue 3m VChf 0590 with a white keyline around perimeter

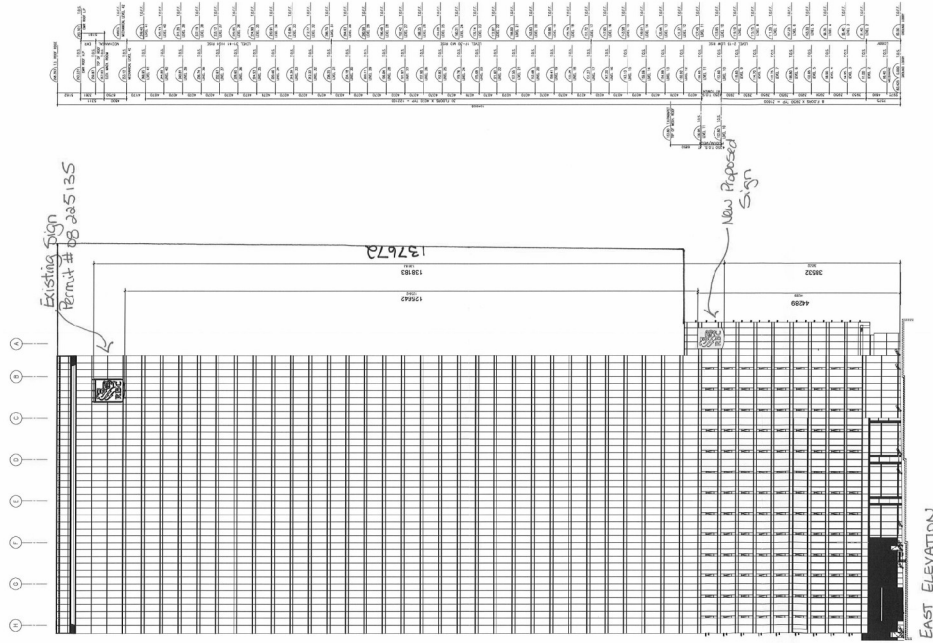
*Site check required for mullion fastening alignment

Elevations
 Applicant's Submitted Drawing
 Not to Scale
 04/27/2009

155 Wellington Street West

File # 09_121913

Attachment 2: Elevations



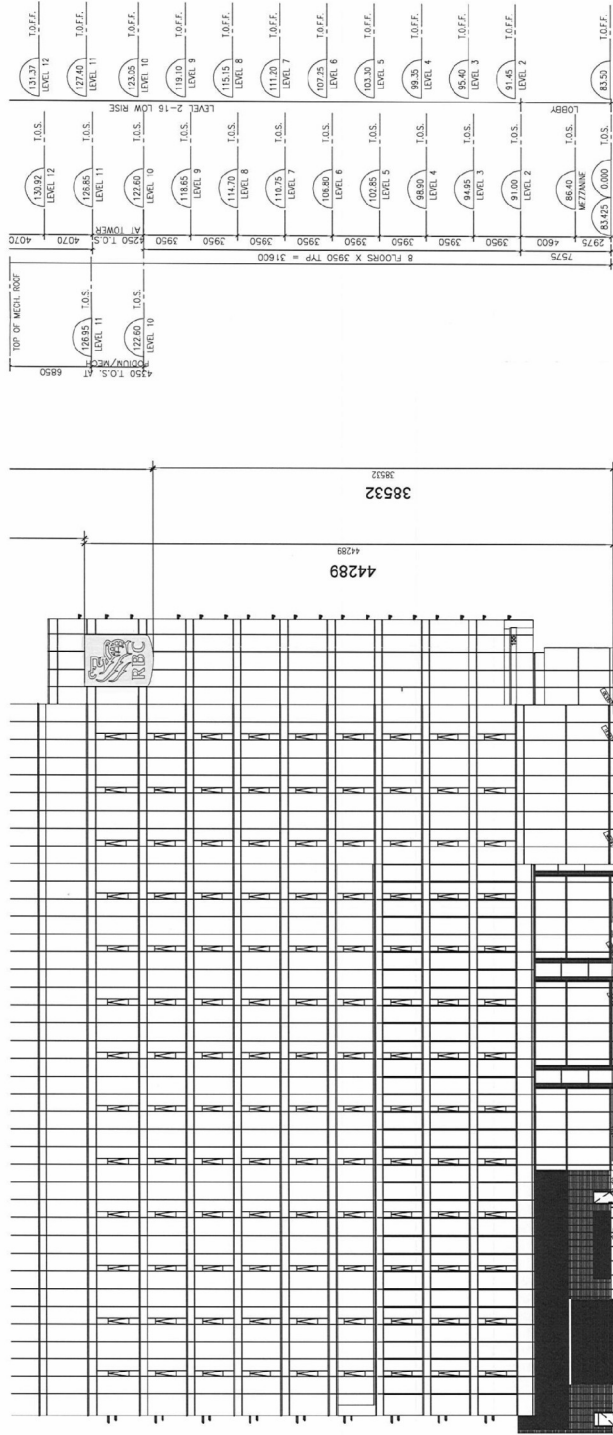
155 Wellington Street West

Elevations
Applicant's Submitted Drawing

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Not to Scale
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Attachment 3: Elevations



*EAST ELEVATION - OFFICE PODIUM
 the Proposed sign is to be located entirely on the 10th Floor, which is a storage room.
 No Portion of the sign will extend below the 10th Floor.*

Elevations
 Applicant's Submitted Drawing
 Not to Scale
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155 Wellington Street West

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