

Sign Variance - 659 Queen St W

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| Date: | August 20, 2009 |
| To: | Toronto and East York Community Council |
| From: | Director, Toronto Building, Toronto and East York District |
| Wards: | Ward 19 – Trinity-Spadina |
| Reference Number: | P:\2009\Cluster B\BLD\Toronto and East York\2009TE047 09 130005 ZSV 00 ZR |

SUMMARY

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

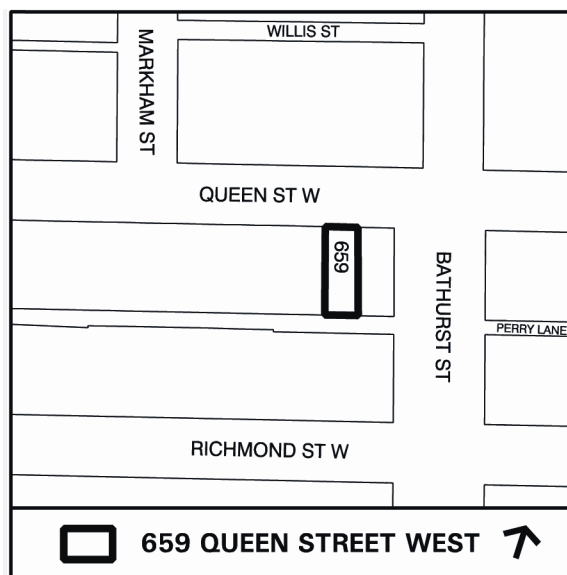
This report reviews and makes recommendations on a request by Susan Rosales of TDL Group Corporation, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, an illuminated first party projecting sign on the front elevation of the building at 659 Queen Street West.

Staff recommends approval of the application. The variance is 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 on the front elevation of the building at 659 Queen 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 Bathurst Street on the south side of Queen Street West in a CR zone. The property contains a single-storey commercial building, which is being occupied by Tim Hortons. The applicant is seeking permission to install an illuminated projecting sign on the front elevation of the building. The sign is 1.07m wide and 0.63m high with an area of 0.67m². The sign would project 1.3m from the building face to over the public walkway.

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 |
|---|---|--|
| 5. Chapter 297-10E (3) | The proposed sign would project 1.3m from the building face to over the public walkway. | The 1.3m sign projection over the public walkway would exceed by 0.3m, the maximum 1.0m sign projection permitted. |

COMMENTS

The variance is required because the sign would project 1.3m from the building face to over the public walkway and that would exceed by 0.3m, the permitted projection of 1.0m. In this case, the sign would be located at a height of approximately 4.6m with a vertical clearance of 3.93m from grade to the bottom of the sign. Staff considers that the proposed projecting sign at this height on the building is appropriate. It is staff's opinion that the proposed projecting sign at this location would not adversely impact the pedestrian safety, building facade, surrounding uses or the streetscape.

Staff recommends approval of the application. The variance is minor and within the general intent and purpose of the Municipal Code.

CONTACT

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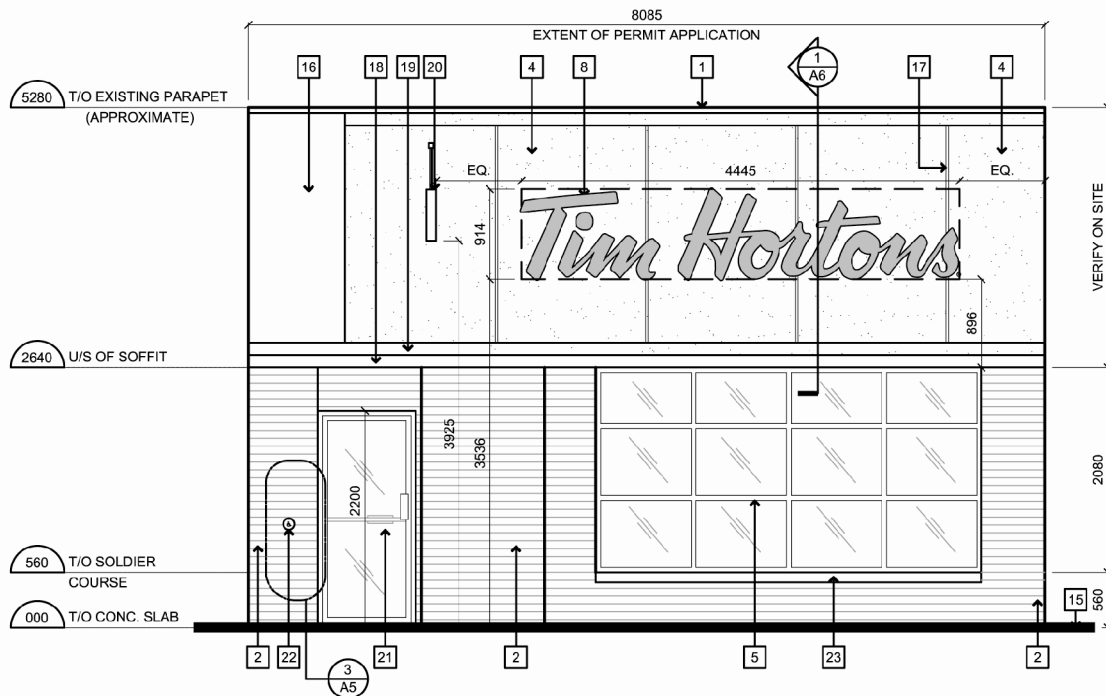
SIGNATURE

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

ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Sign Details

Attachment 1:



FRONT ELEVATION

Elevations

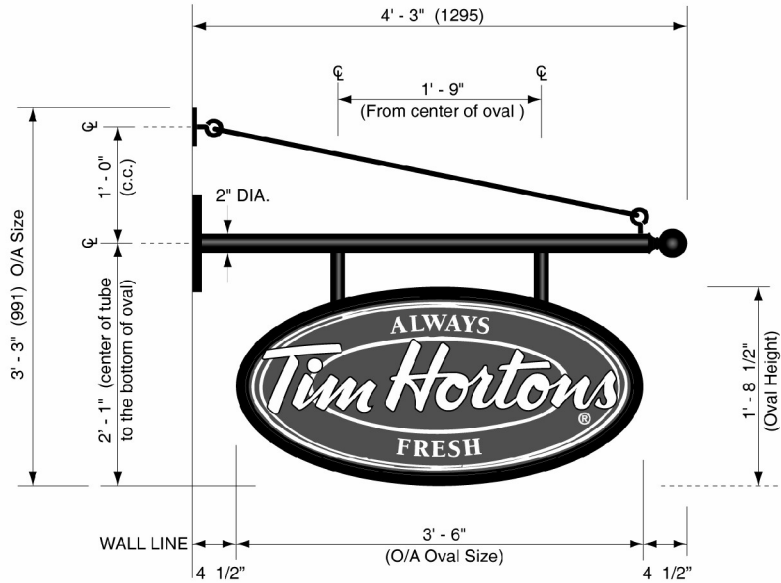
Applicant's Submitted Drawing

Not to Scale
08/05/09

659 Queen Street West

File # 09_130005

Attachment 2:



EXISTING ELEVATION



PROPOSED BLADE SIGN

Sign Details

Applicant's Submitted Drawing

Not to Scale
08/05/09

659 Queen Street West

File # 09_130005