

Sign Variance - 92 King St E

Date:	August 18, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE044 09 150111 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.

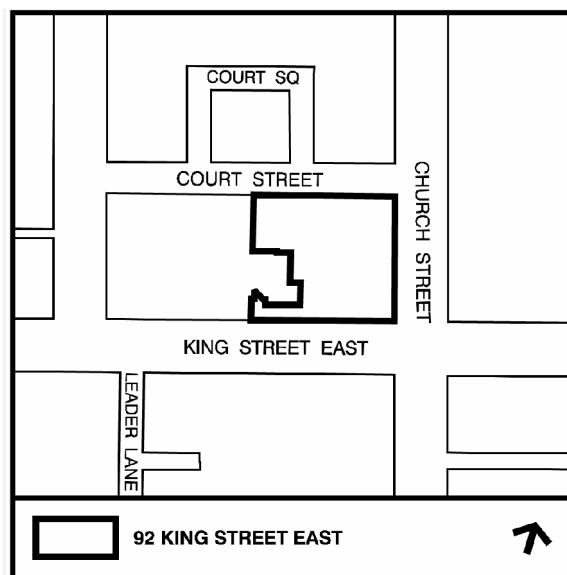
This report reviews and makes recommendations on a request by Isabella Cerrelli of Pride Signs Ltd. on behalf of Redcliff Realty Management Inc., for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain two existing first party, illuminated fascia signs at the first floor level, suspended from the archway ceiling of the colonnade along the Church Street frontage of the building at 92 King Street East.

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 approve the requested variance to maintain two existing first party, illuminated fascia signs at the first floor level, suspended from the archway ceiling of the colonnade



- along the Church Street frontage of the building at 92 King Street East 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 at the northwest corner of King Street East and Church Street in a “CR” zone. The property contains a seventeen storey residential condominium building with retail uses at grade level. The applicant is requesting permission to maintain two existing, first party illuminated fascia signs located at the first floor level on the Church Street elevation of the building. The signs are suspended from the archway ceiling of the colonnade along the Church Street frontage of the building. The vertical clearance from grade to the bottom of each sign is 2.90m. Each sign is 3.51m wide and 0.61m high with an area of 2.14m² (see attached graphics).

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
2. Chapter 297-2 (Definition)	The proposed fascia signs are attached to the archway ceiling of the building colonnade along the Church Street frontage of the building.	A fascia sign which is not wholly mounted against the wall of a building is not defined as a fascia sign in the Municipal Code.

COMMENTS

The proposed “M & M” fascia signs are attached and suspended from the archway ceiling of the building colonnade along the Church street frontage of the building. The variance is required because the proposed signs do not meet the definition of a fascia sign. The Municipal Code defines that a fascia sign must be fully attached against the wall of a building. In this case, although the signs are not fully attached against the wall of the building, the signs however, do resemble a fascia sign except that they would be attached to and suspended from the first floor archway ceiling of the colonnade along the Church Street frontage of the building. Although, the proposed signs are undefined sign types due to the manner in which they are affixed to the building structure, however, the signs have the appearance of a fascia sign. Staff considers that the variance is technical in nature and therefore acceptable. It is staff’s opinion that the signs do not adversely impact the building to which they are attached, 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

Norm Girdhar, Assistant Planner

Tel. No. 416-392-7209

Fax No. 416-392-7536

E-mail: ngirdhar@toronto.ca

SIGNATURE

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

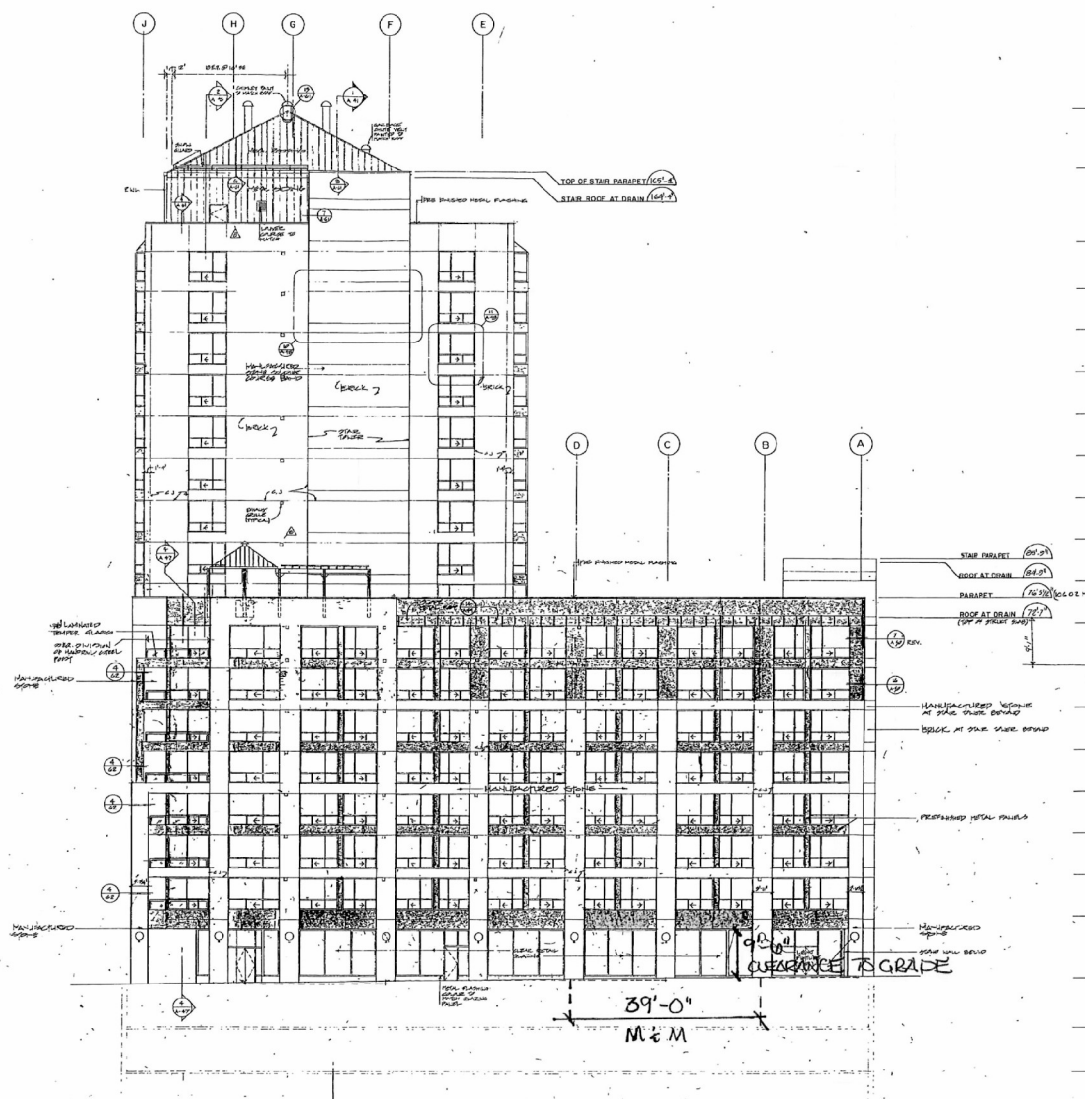
ATTACHMENTS

Attachment 1: East Elevation

Attachment 2: Sign Details

Attachment 3: Site Plan

Attachment 1: Elevation



East Elevation

Elevation

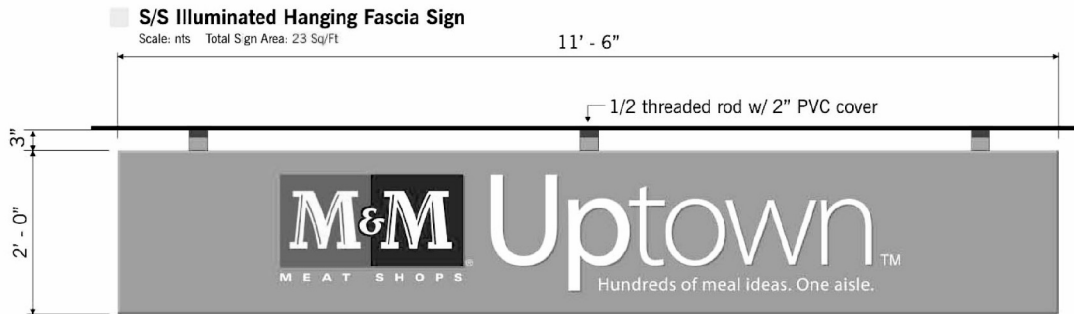
Applicant's Submitted Drawing

Not to Scale
21/06/09

92 King Street East

File #s 09_150111

Attachment 2: Sign Details



Install centered in between window glazing as shown



Install centered in available area as shown

Sign Details

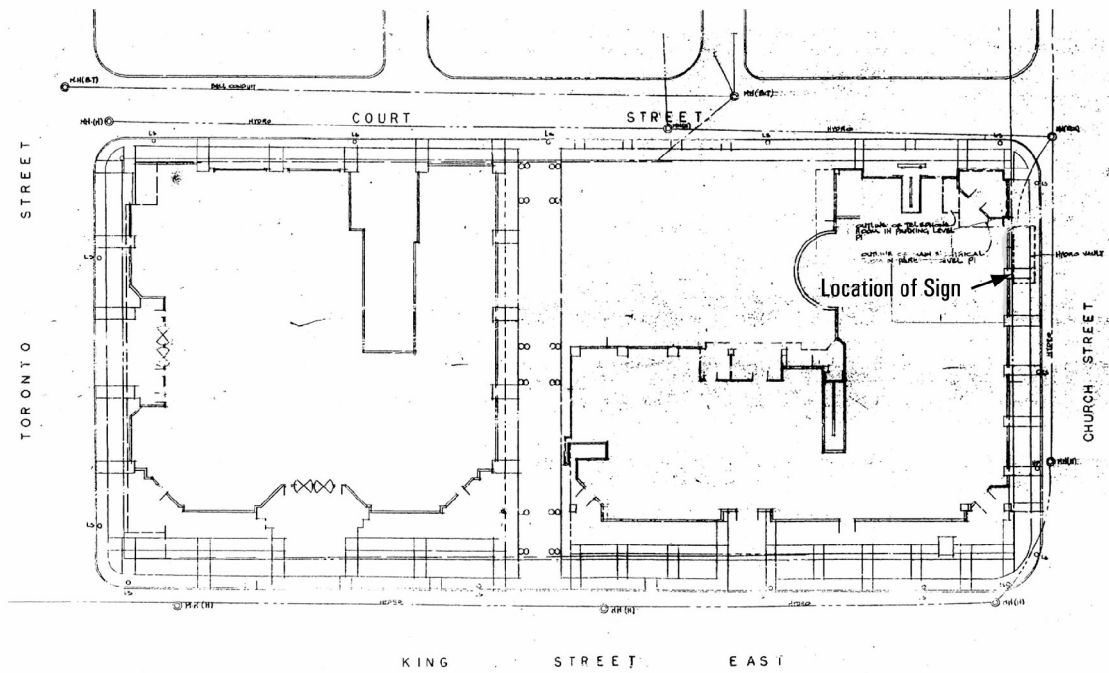
Applicant's Submitted Drawing

Not to Scale
21/08/09

92 King Street East

File #'s 09_150111

Attachment 3: Site Plan



Site Plan

92 King Street East

Applicant's Submitted Drawing

Not to Scale
21/08/09



File #s 09_150111