

Sign Variance - 121 King St W

Date:	January 14, 2010
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:\2010\Cluster B\BLD\Toronto and East York\2010TE023 09 180510 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.

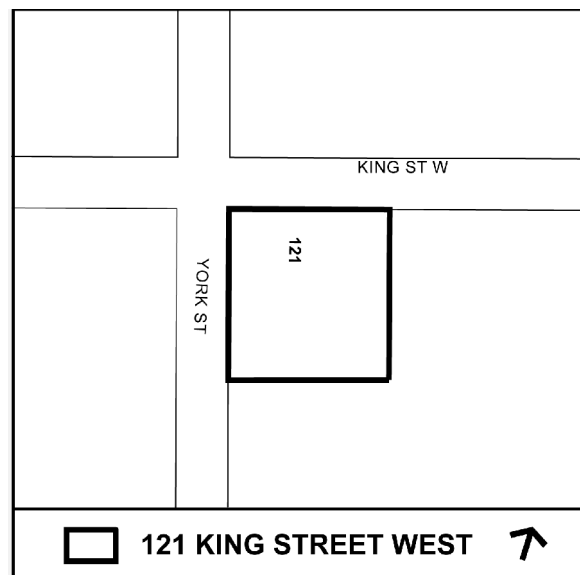
This report reviews and makes recommendations on a request by Kirk Morozov, with Kramer Design Associates on behalf of Standard Life, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated pedestal signs along the building at 121 King 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, two illuminated pedestal signs along King Street West frontage of the property, two illuminated fascia



- signs on the north elevation, one illuminated fascia sign on the south elevation and one fascia sign on the west elevation of the building at 121 King 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:
 - a. upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official; and
 - b. that the sign permit application related to this approval be filed with the Toronto Building Division prior to April 6, 2010.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is within the Financial District at the southeast corner of King Street West and York Street in the CR zone. The property contains an eleven-storey office building known as the Standard Life Building. The applicant is requesting permission to erect, for identification purposes, two illuminated pedestal signs along King Street West frontage and four illuminated fascia signs, of which two fascia signs would be located on the north elevation, one fascia sign on the south frontage and one fascia sign on the west elevation of the building at 121 King West. The two proposed fascia sign on the north elevation would be installed over the north entrance and would display “121” street address and the “Standard Life with logo” to represent the building name. Two fascia signs “Standard Life with logo” would be installed over the south and west entrances to identify the building. The pedestal sign on the northeast corner of the property is 1.22m wide and 4.50m high with an area of 5.49m². The pedestal sign on the northeast corner of the property is 1.22m wide and 4.50m high with an area of 5.49m². The pedestal sign on the northwest corner of the property is 1.22m wide and 4.50m high with an area of 5.49m². The fascia sign “121” proposed for the north elevation is 2.57m wide and 1.14m high with an area of 2.93m². The proposed three fascia signs “Standard Life with its logo” on the north, south and west elevations of the building, each would be 8.0m wide and 1.32m high with an area of 10.56m² (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
1. Chapter 297-10D (12)(a)	Two illuminated pedestal signs, for identification purposes, would be located along King Street West frontage of the property.	Only one pedestal sign or a ground sign per frontage of a property is permitted.

2. Chapter 297-10D (12)(c)	The proposed pedestal sign located on the northeast corner of the property would set back 1.0m from the property line.	The 1.0m sign set back would be 1.0m less than the required 2.0m set back from the property line.
3. Chapter 297-10D (4)(a)	The proposed fascia signs "Standard Life" in the form of a corporate name and a logo would be located at the first floor level over the north, south and west elevation entrances of the building.	A fascia sign in the form of a Corporate name and a logo is permitted to locate at the top floor level of a building having a minimum height of 34.0m above grade.
4. Chapter 297-10D (4)(b)	The north and west building elevation, each would have three first party fascia signs to identify building tenants and the building name.	Only one identification fascia sign on each face of the building is permitted.

COMMENTS

With respect to the first variance, the Municipal Code permits one pedestal sign per frontage of the property. The intent of the By-law is to prevent sign clutter along any frontage of a property. The pedestal signs would be located on the northeast and northwest corners of the lot, along the King Street West frontage of the property. It is staff's opinion that in this case, the lot frontage is large enough to accommodate two pedestal signs without causing clutter.

With regards to the second variance, the Municipal Code requires a pedestal sign to set back 2.0m from the property line, in order to ensure that streetscape and view corridors are preserved and that sight lines for motorists, cyclists and pedestrians are maintained. The proposed pedestal sign on the northeast corner of the property would set back 1.0m from the property line. It is staff's opinion that the pedestal sign at this location would not obstruct the view corridor, or obscure sight lines and it would not adversely impact the property, surrounding uses and the streetscape.

With respect to the third variance, in this case, the proposed fascia signs "Standard Life" in the form of a corporate name and a logo would be installed at the first floor level over the north, south and west elevation entrances in order facilitate to identify the building at street level.

The fourth variance is required because only one identification fascia sign on each face of the building is permitted, in this case the proposed fascia signs are for the building identification purposes and whereas the existing fascia signs identify the tenants in the building. It is staff's opinion that the proposed signs are consistent with other existing

signs in the general vicinity of financial district and they are designed to complement the building, 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

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

ATTACHMENTS

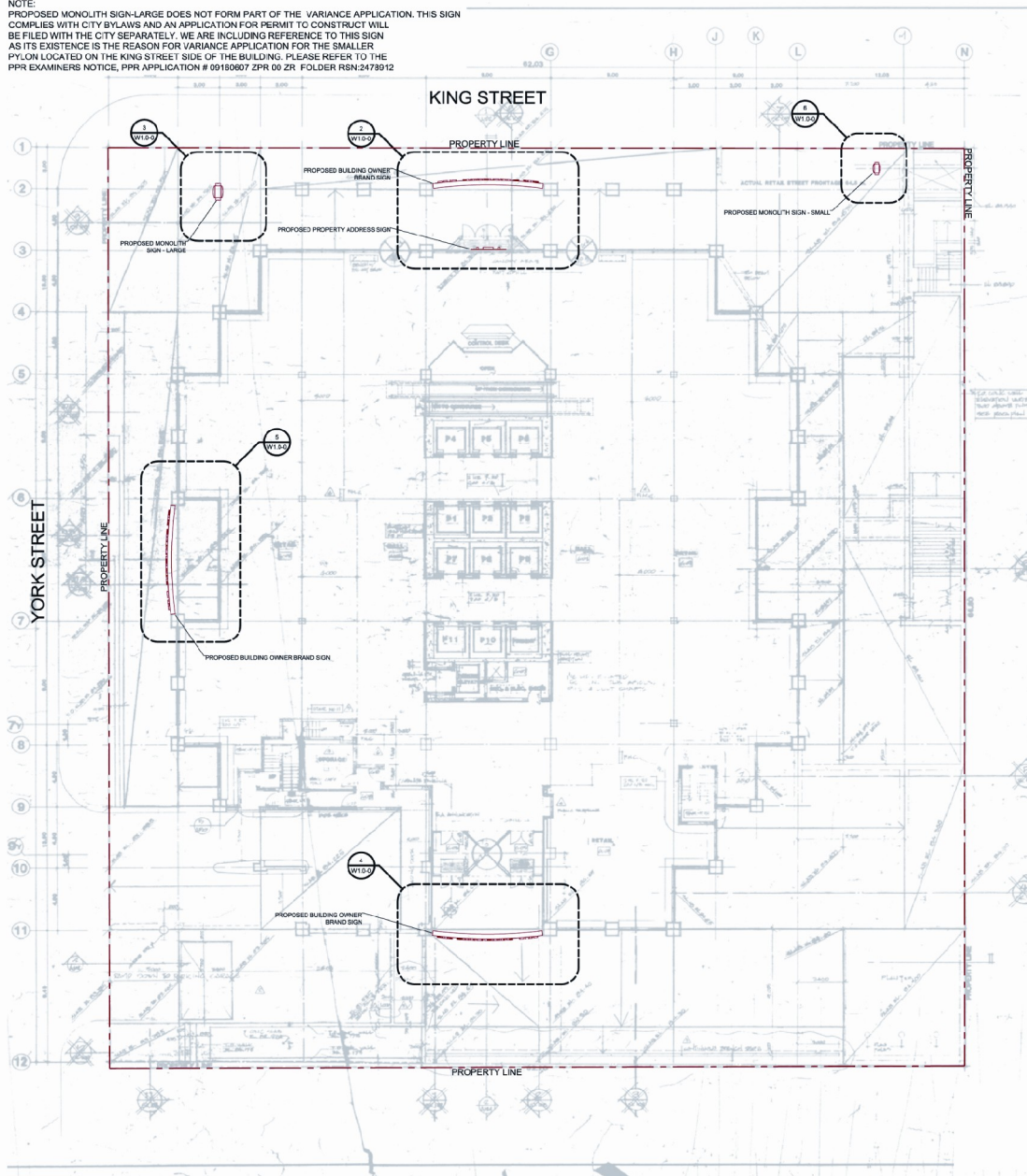
Attachment 1: Site Plan

Attachment 2: Elevation

Attachment 3: Elevation

Attachment 1: Site Plan

NOTE:
PROPOSED MONOLITH SIGN-LARGE DOES NOT FORM PART OF THE VARIANCE APPLICATION. THIS SIGN COMPLIES WITH CITY BYLAWS AND AN APPLICATION FOR PERMIT TO CONSTRUCT WILL BE FILED WITH THE CITY SEPARATELY. WE ARE INCLUDING REFERENCE TO THIS SIGN AS ITS EXISTENCE IS THE REASON FOR VARIANCE APPLICATION FOR THE SMALLER PYLON LOCATED ON THE KING STREET SIDE OF THE BUILDING. PLEASE REFER TO THE PPR EXAMINERS NOTICE, PPR APPLICATION # 09150607 ZPR 00 ZR FOLDER RSN2478912



Site Plan

1 King Street West

Applicant's Submitted Drawing

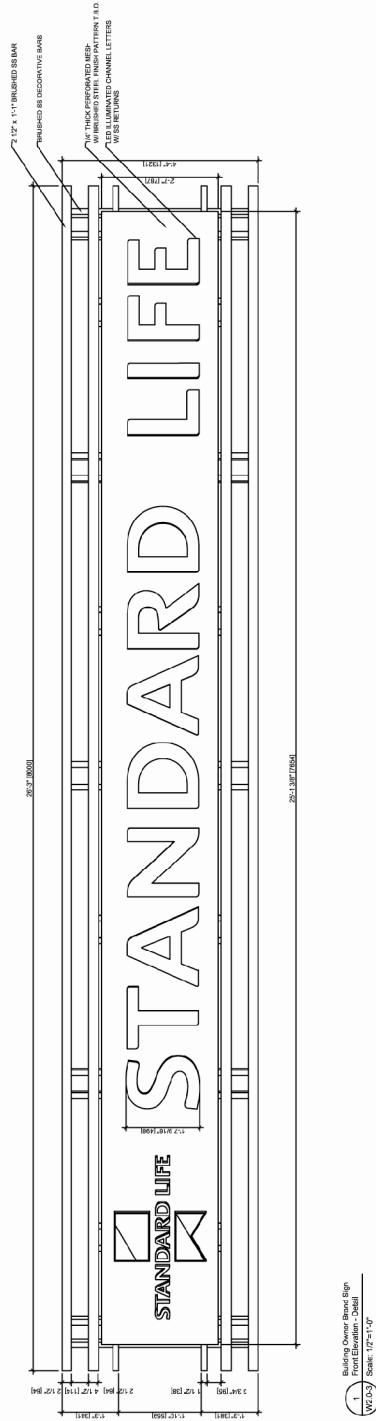
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Staff report for action – Sign Variance - 121 King St W



Attachment 3: Elevation



Elevations

121 King Street West

Applicant's Submitted Drawing

Not to Scale
12/04/09

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