

Sign Variance - 200 King St W

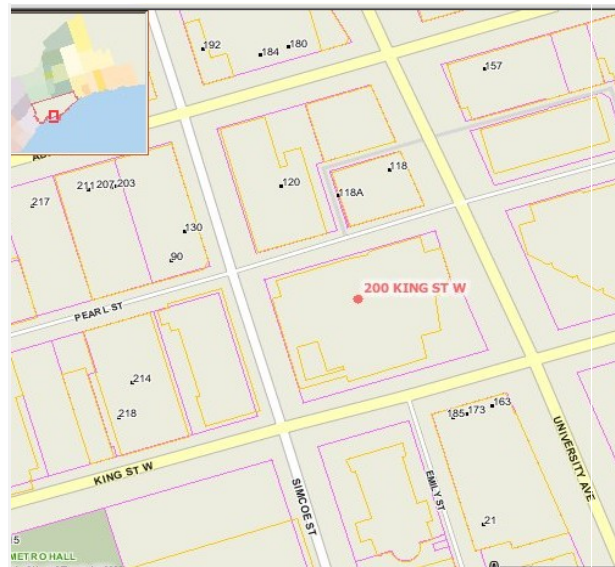
Date:	February 16, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	2010TE038 10 111318 ZSV 00 ZR

SUMMARY

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

To review and make recommendations on a request by Christopher Ziannis with Atec Signs on behalf of Bentall LP for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated projecting sign, containing an electronic message display copy at the bottom portion of the sign, located on the north elevation, on west side of the entrance ramp to the under ground parking garage of the building at 200 King Street West.

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



RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the request for a variance to permit, for identification purposes, an illuminated projecting sign containing an electronic message display copy at the bottom portion of

the sign, located on the north elevation, at the first floor level, on west side of the entrance ramp to the under-ground parking garage in the building at 200 King Street West; and

2. 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.
 - 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 located on the northwest corner of King Street West and University Avenue in a CR zone. The property contains a multi-storey office building. The applicant is requesting permission to install, for identification purposes, an illuminated projecting sign at the first floor level, on the north elevation, on the west side of the entrance ramp to the under ground parking garage of the building at 200 King Street West. The proposed sign would project 0.98m from the north wall of the building. The sign is 0.96m wide and 3.25m high with an area of 3.12m². The sign would contain 0.5m² of electronic message display copy sign area at the bottom portion of the sign. The vertical clearance from grade to the bottom of sign is 2.5m (see attached graphics).

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
Chapter 297-11JJ(3)	The bottom portion the sign would contain an electronic message display copy.	A sign containing an electronic message display copy is not permitted.

COMMENTS

The first party projecting sign is permitted type sign in a CR zone. The variance is required because a small portion at the bottom of the sign would contain an electronic message display copy. The electronic message copy portion of the sign would display parking rates and messages related to the availability of the under-ground parking in the building. In this case, although, the sign does not strictly meet the by-law requirements, the sign is sized, designed and positioned to complement the building to which it is attached.

It is staff's opinion that the sign as shown on the attached sign graphics is compatible with the building design and would not adversely impact the building surrounding uses or streetscape.

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

CONTACT

Norm Girdhar, Assistant Planner

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SIGNATURE

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

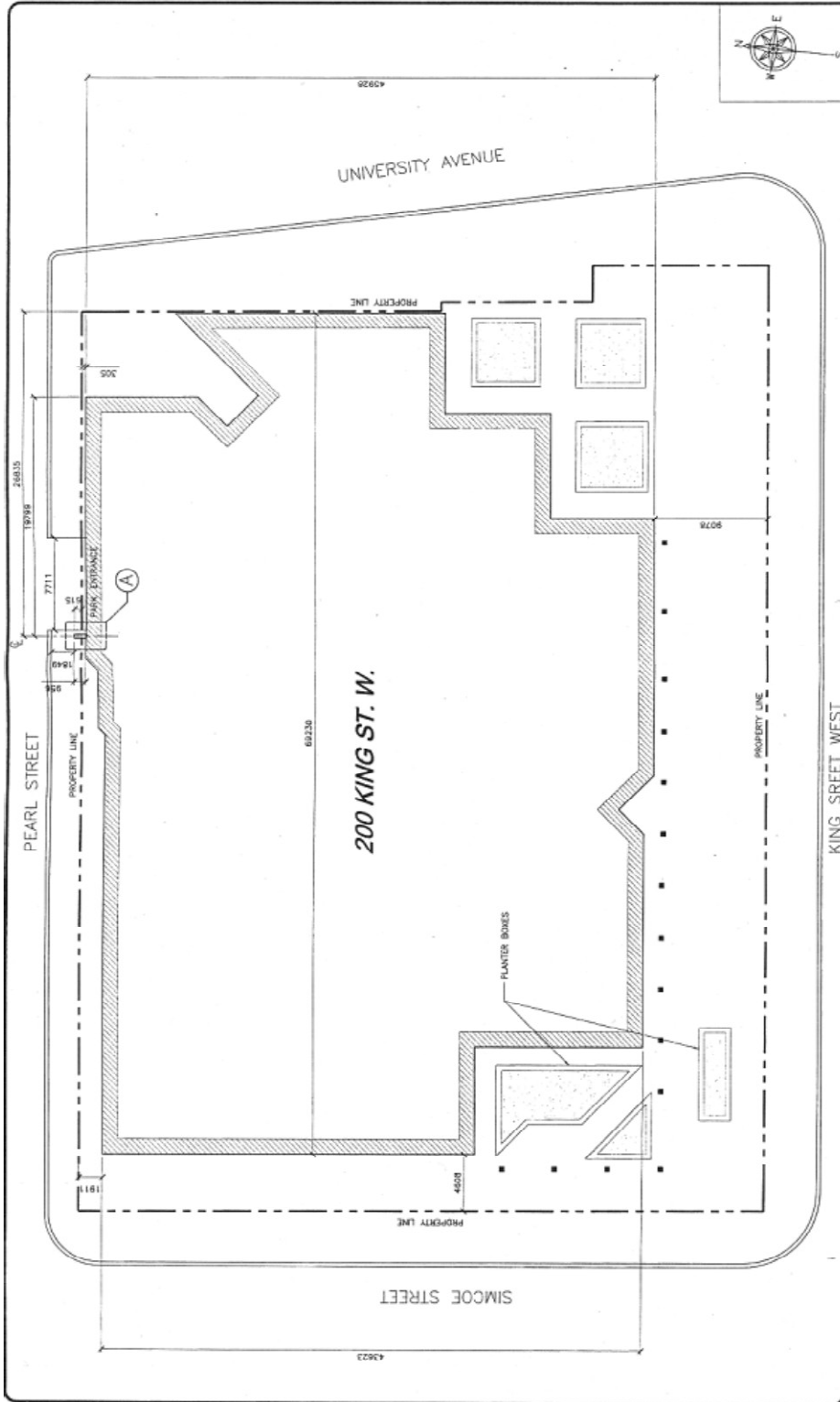
ATTACHMENTS

Attachment 1: Site Plan

Attachment 2: Sign Detail

Attachment 3: Elevations

Attachment 1: Site Plan

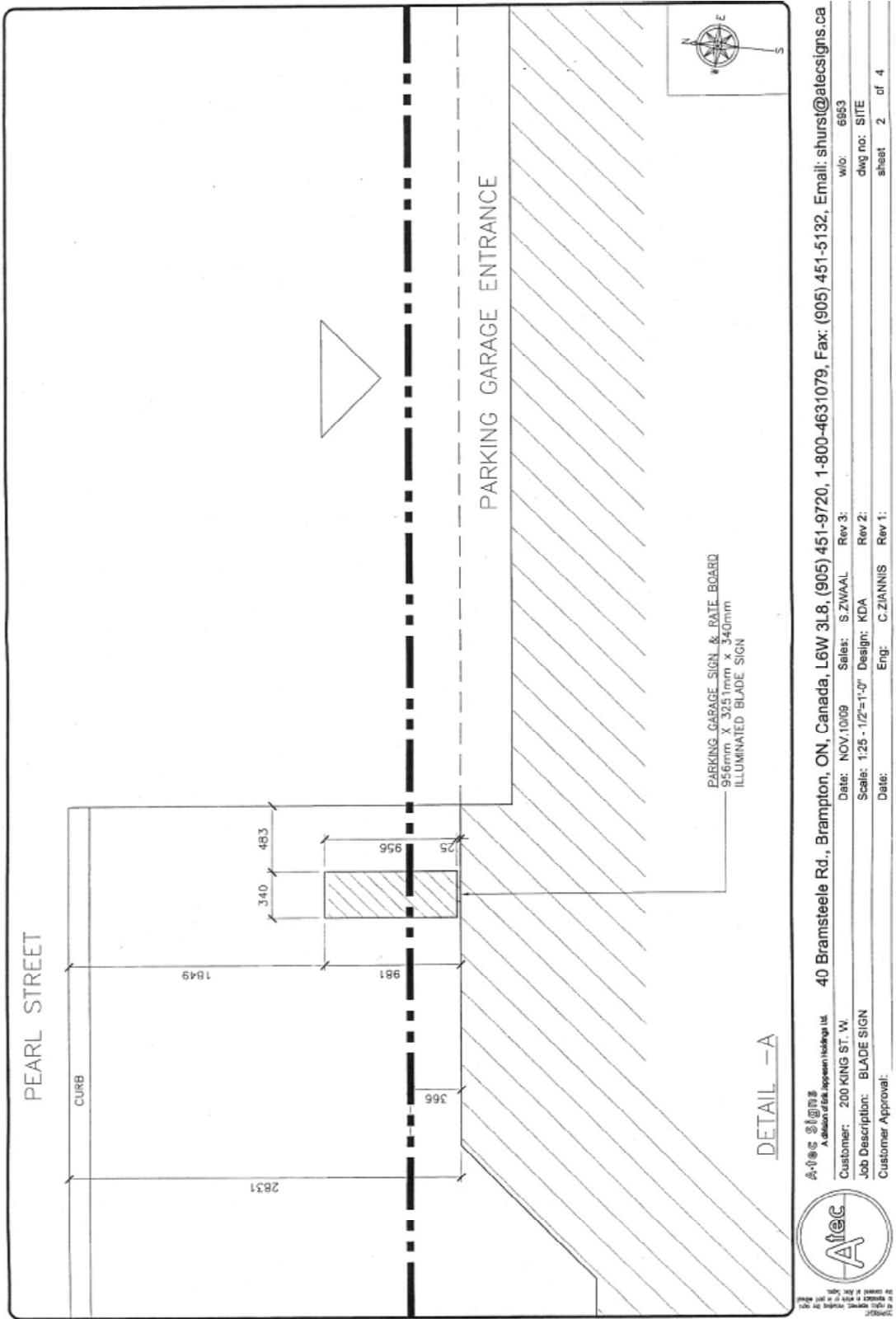


Atec Signs
 A division of the appointment & design ltd.
 40 Bramsteele Rd., Brampton, ON, Canada, L6W 3L8, (905) 451-9720, 1-800-4631079, Fax: (905) 451-5132, Email: shurst@atecsigns.ca
 Customer: 200 KING ST.
 Job Description: BLADE SIGN
 Customer Approval:

Date: NOV 5/09	Sales: S ZWAAL	Rev 3:
Scale: 1/300 - 3/64"=1'-0"	Design: KDA	Rev 2:
Date:	Eng: C ZIANNIS	Rev 1:

w/o: 8853
 dwg no: SITE
 sheet 1 of 4

Attachment 2: Sign Detail



Alec Signs
A division of Elk Apparel Holdings Ltd.

Customer: 200 KING ST. W. 40 Bramstele Rd., Brampton, ON, Canada, L6W 3L8, (905) 451-9720, 1-800-4631079, Fax: (905) 451-5132, Email: shurst@atecsigns.ca

Job Description: BLADE SIGN

Customer Approval:

Date: NOV 10/09 Sales: SZWAAL Rev 3: wfo: 6653

Scale: 1/25 - 1/2"=1'-0" Design: KDA Rev 2: dwg no: SITE

Date: Eng: C.ZIANNIS Rev 1: sheet 2 of 4

Attachment 3: Elevations

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 Customer: 200 KING, ST. W. Date: NOV. 10/09 Sales: SZWAL Rev.3: w/c: 6853
 Job Description: BLADE SIGN Scale: 1"=1'-0" Design: KDA Rev.2: dwg no.:
 Customer Approval: Date: Eng: CZIANNIS Rev.1: sheet 2 of 20

