

Sign Variance - 262 Queen St W

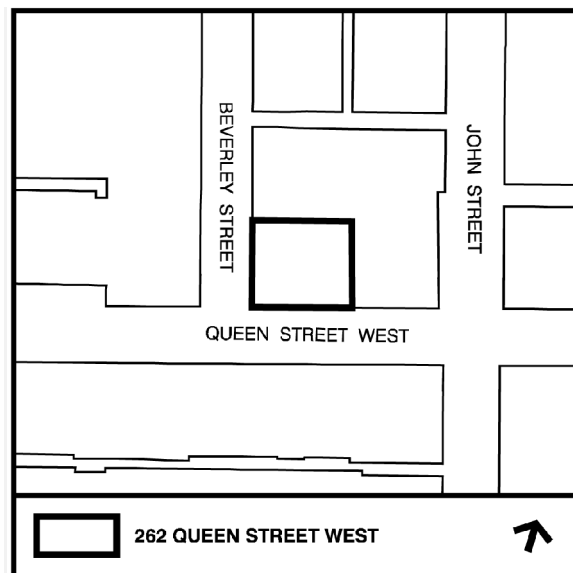
Date:	February 22, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	2010TE080 10 114070 ZSV 00 ZR

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 Gilda Collins of Permit World on behalf of Joseph Mirabella, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, four projecting signs as identified “D” on the plans; two projecting signs would be located on the south elevation and two projecting signs would be located on the west elevation; two first party canopy signs as identified signs “B” on the plans would be located on the south and west elevations of the building and three first party illuminated fascia signs as identify on the plans ”A”, “C” and “E” ,one would be located on the southwest and two would be located on the south elevation of the building at 262 Queen Street West.

Staff recommends approval of the application on a condition that the projecting signs at the second storey level on the south and west elevations of the building are turned off from 11:00p.m. to 7:00a.m by means of an automated timing devise. 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 request for variances to permit, for identification purposes, four projecting signs as identified “D” on the plans; two projecting signs would be located on the south elevation and two projecting signs would be located on the west elevation; two first party canopy signs as identified signs “B” on the plans would be located on the south and west elevations of the building and three first party illuminated fascia signs as identify on the plans ”A”, “C” and “E”, one sign would be located on the southwest elevation and two would be located on the south elevation of the building at 262 Queen Street West; and require that energy efficient lights be used; and
2. the projecting signs located at the second storey level, on the south and west elevations of the building be required to turn off from 11:00p.m. to 7:00a.m by means of an automated timing devise; 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 northeast corner of Queen Street West and Beverley Street in a CR zone. The property contains a three-storey building with retail uses at grade level. The applicant is seeking permission to replace the existing urban Planet signs located on the building with newly designed signage program for the new tenant “Shoppers Drug Mart” in the building. The applicant is proposing four projecting signs as identified “D” on the plans; two projecting signs would be located on the south elevation and two projecting signs would be located on the west elevation; two first party canopy signs as identified signs “B” on the plans would be located on the south and west elevations of the building and three first party illuminated fascia signs as identify on the plans ”A”, “C” and “E” ,one would be located on the southwest and two would be located on the south elevation of the building.

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(14)(c)	<p>The proposed projecting signs “D” on the south elevation would have an aggregate area of 4.65m².</p> <p>The proposed projecting signs “D” on the west elevation would have an aggregate area of 4.65m².</p>	<p>The 4.65m² sign area exceeds by 1.09m², the maximum 3.56 m² sign area permitted.</p> <p>The 4.65m² sign area exceeds by 1.55m², the maximum 3.1m² sign area permitted.</p>
2. Chapter 297-10D(14)(e)	<p>The proposed projecting sign “D” at gridline D on the south elevation appears to be within 10m from a residential window on the same building.</p> <p>The proposed projecting signs “D” at gridline 4a on the west elevation appear to be within 10m from a residential window on the same building.</p>	<p>An illuminated projecting sign located within 10.0m from a residential window on the same storey is not permitted.</p> <p>An illuminated projecting sign located within 10.0m from a residential window on the same storey is not permitted.</p>
3. Chapter 297- 10D (3)(b)	<p>The proposed canopy sign “sign B” on the south elevation has an area of 2.16m².</p> <p>The proposed canopy sign “sign B” on the west elevation has an area of 2.16m².</p>	<p>The 2.16m² canopy sign area exceeds by 0.55, the maximum 1.61m² sign area permitted.</p> <p>The 2.16m² canopy sign area exceeds by 0.55, the maximum 1.61m² sign area permitted</p>
4. Chapter 297-10D(5)(d)	The proposed fascia sign “Sign A” on the south elevation has an area of	The 22.23m ² sign area exceeds by

	22.23m ² .	0.55m ² , the maximum 21.68m ² sign area permitted.
5. Chapter 297-10D(5)(e)	The proposed fascia sign “Sign A” on the south elevation would extend 0.8m above the second floor.	An identification fascia sign extending above the second storey is not permitted.

COMMENTS

With respect to the first, third and fourth variance, the area of signs on a building is regulated in order to minimize their visual adverse impact on the building to which they are attached, surrounding uses and streetscape. In this instance, the signs on this building are designed, sized and positioned to complement the south and west elevations of the building.

The second variance is required because the illuminated projecting signs would be located less than 10m from a residential window on the same storey of the building. Although, the illumination from the backlit signs is least intrusive type, however, to mitigate any adverse impact from illumination on to the residential uses in the building, staff recommends that the projecting signs at the second storey level on the south and west elevations of the building be required to turn off from 11:00p.m. to 7:00a.m by means of an automated timing devise.

With respect to the fifth variance, the identification fascia signs located at the second storey level are not permitted to extend above in to the third storey level of the building. In this case, the sign extension above into the third storey level of the building is very little, it is staff’s opinion that a minor encroachment into the third storey level would not adversely impact the building or 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

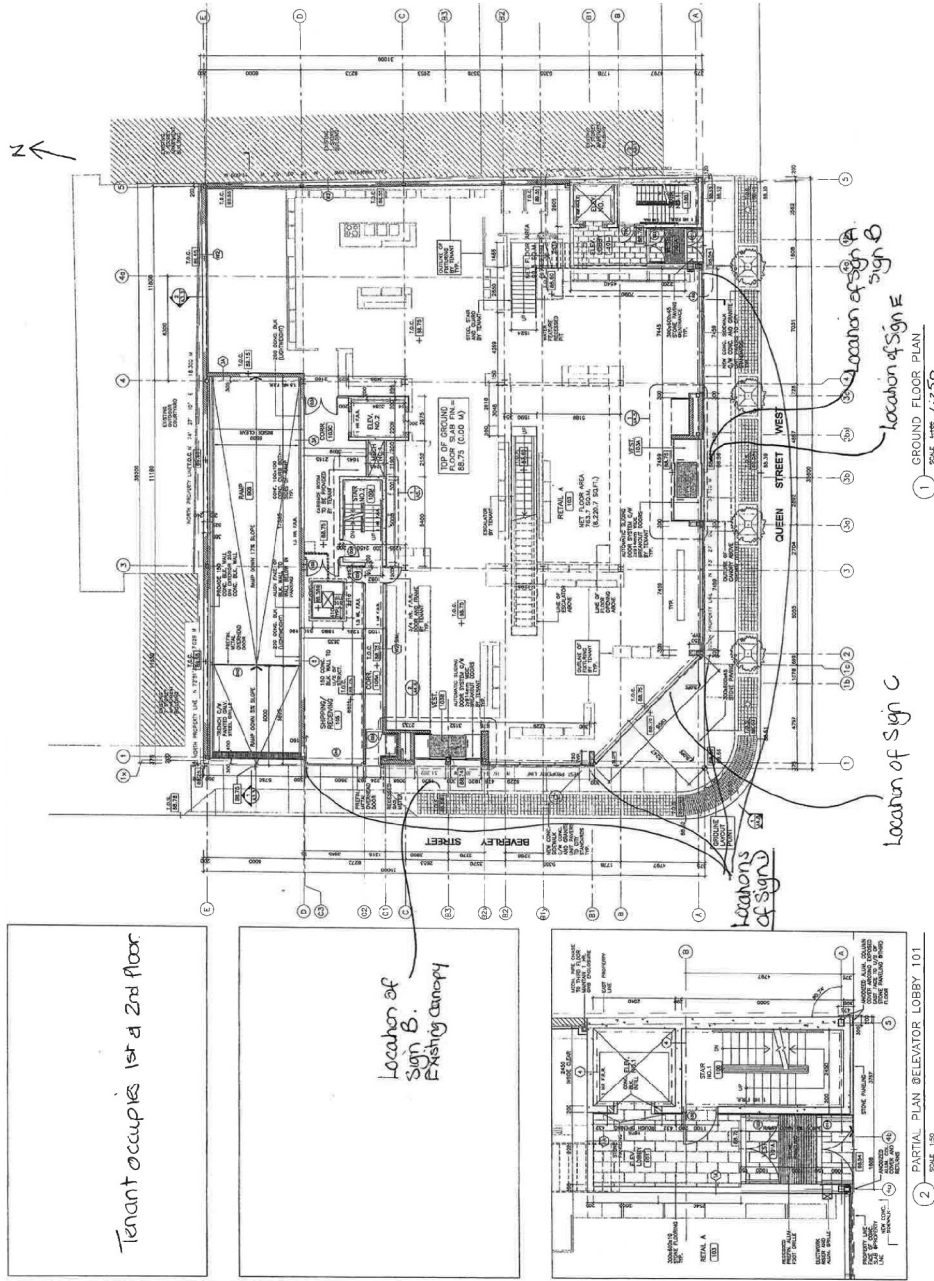
Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Site Plan

Attachment 2 - 7: Elevations

Attachment 1: Site Plan



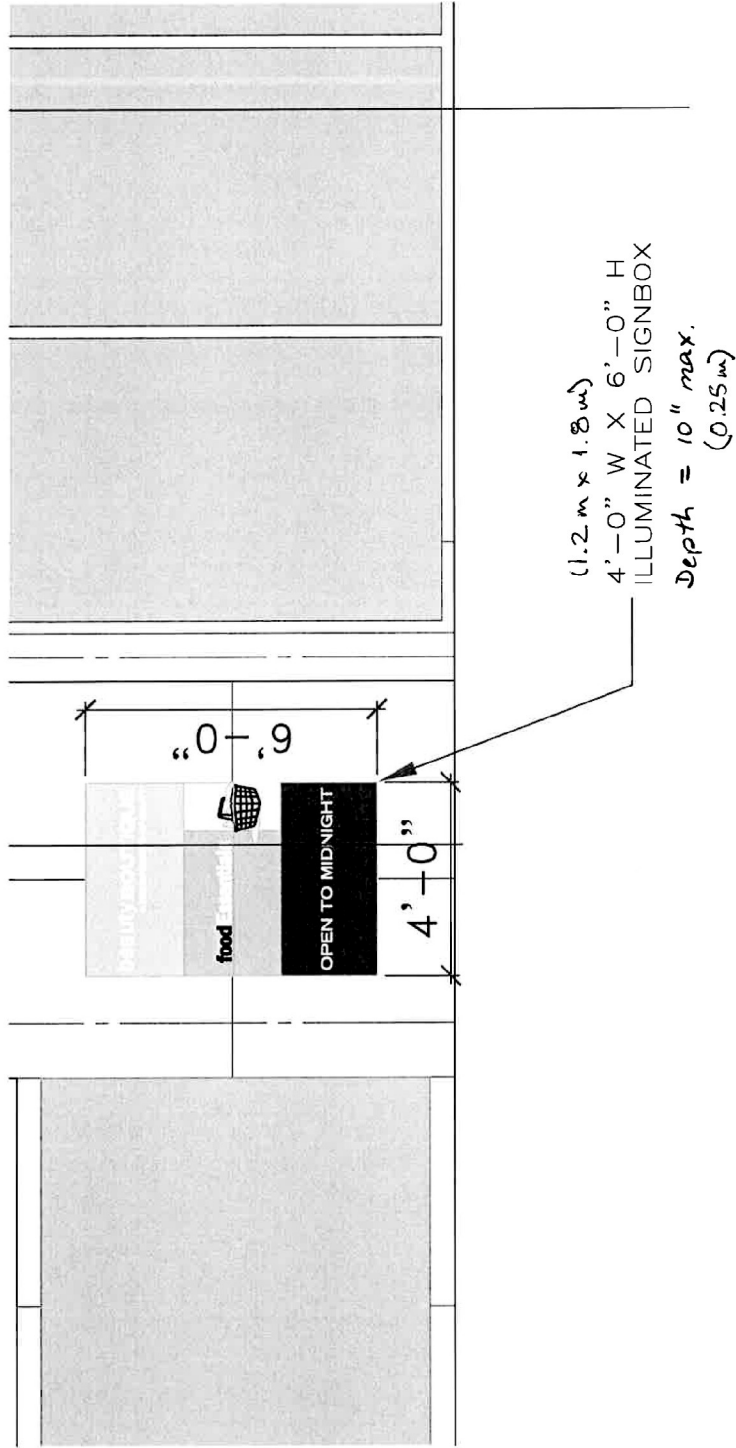
262 Queen Street West

Site Plan
 Applicant's Submitted Drawing

File # 10_114070

Not to Scale
 02/16/2010

Attachment 2:



Elevations

Applicant's Submitted Drawing

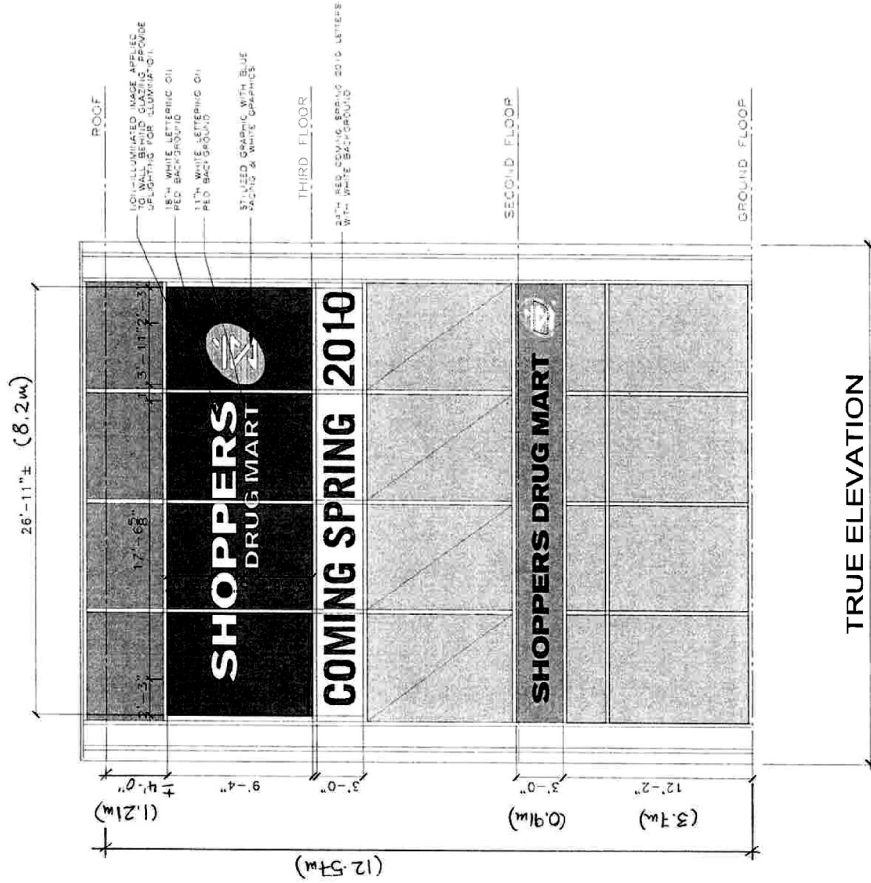
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262 Queen Street West

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Attachment 3:

Area = 980.25 ft²
(90.90 m²)

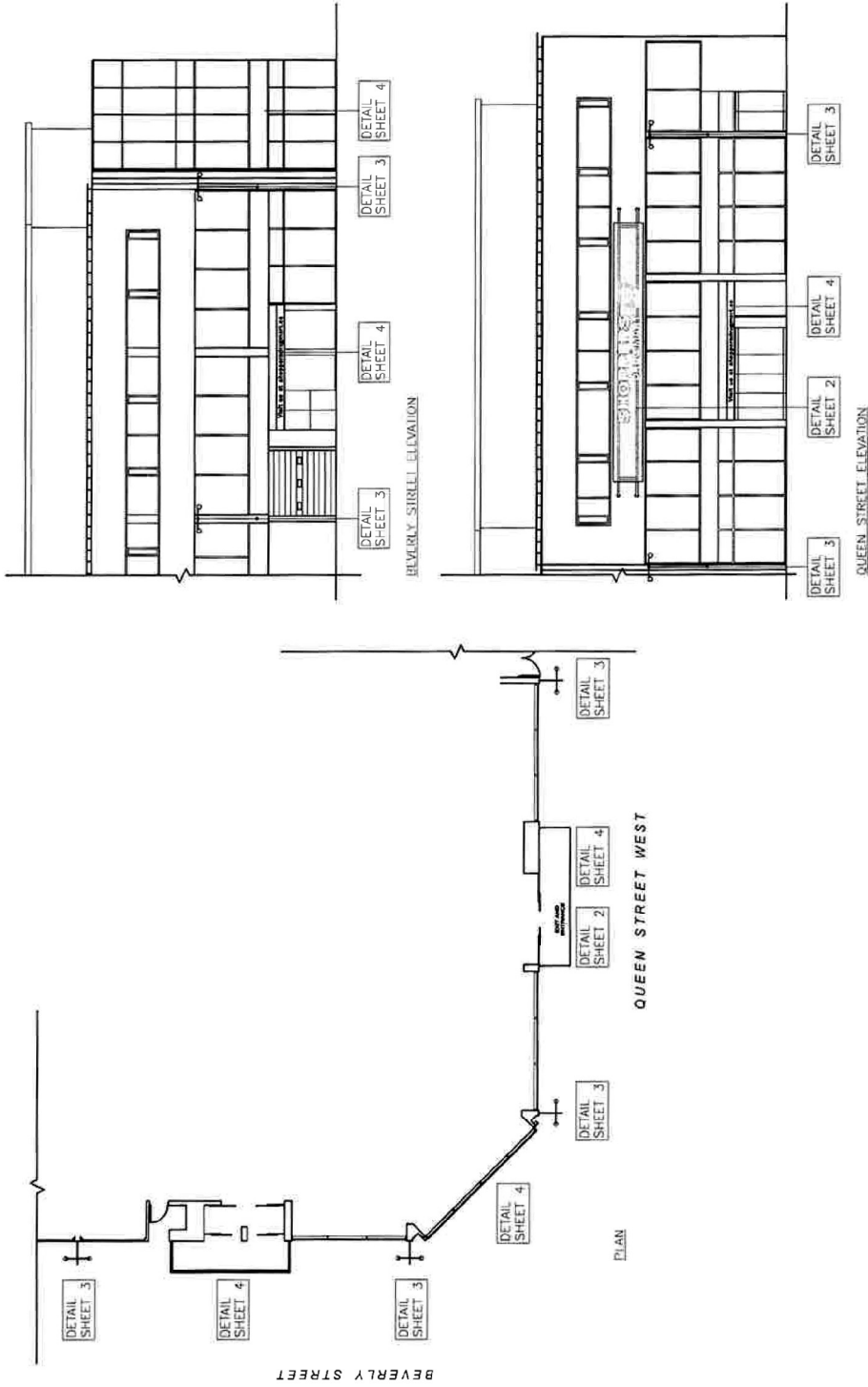


262 Queen Street West

Elevations
Applicant's Submitted Drawing
Not to Scale
02/16/2010

File # 10_114070

Attachment 4:



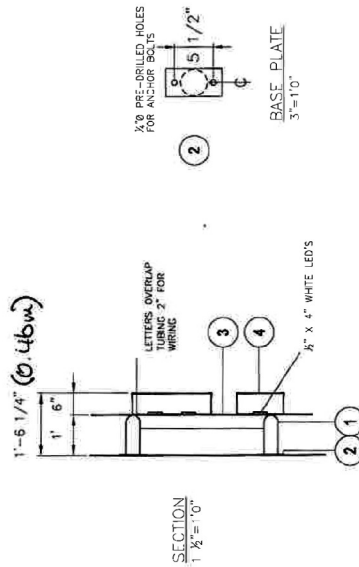
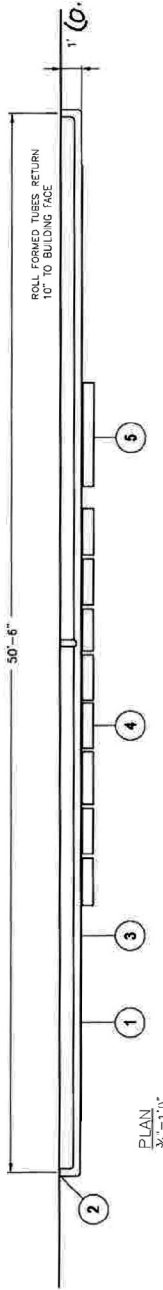
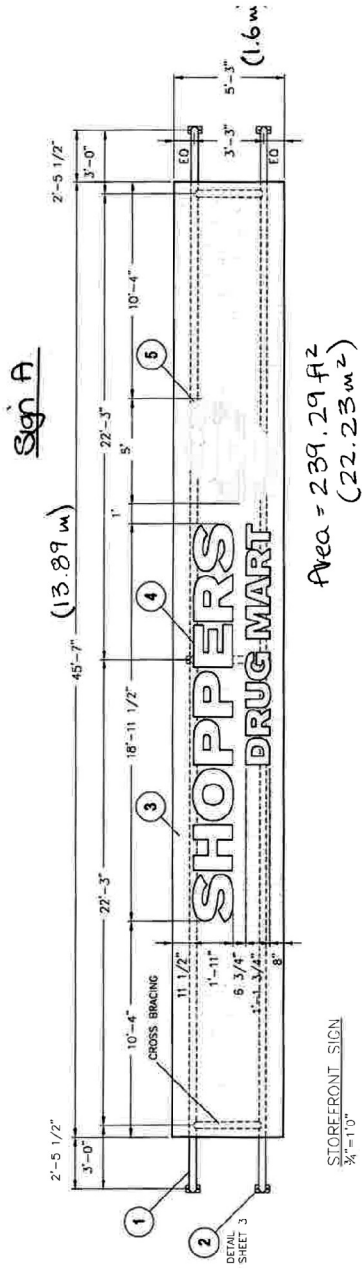
262 Queen Street West

Elevations
 Applicant's Submitted Drawing

Not to Scale
 02/16/2010

File # 10_114070

Attachment 5:



BILL OF MATERIALS		CITY
REF#	DESCRIPTION	QTY
1	4" ROLL FORMED GALVANIZED STEEL TUBES	2
2	4"W X 8"H X 1/8" THK GALVANIZED ALUMINUM PLATE	6
3	1/8" THK PERFORATED ALUMINUM BACK PANEL, FINISHED TO MATCH CLEAR ANODIZED ALUMINUM, 1/8" ALUM C-CHANNEL EDGING, MOUNT PANEL TO 1	1
4	6" DFP CAN LETTERS, INTERNALLY ILLUMINATED W/WHITE LED LIGHTING, 3/8" WHITE ACRYLIC FACE, 1" TRU CAP & WATCHING RETURNS, FINISH RED TO MATCH PMS 1797G, MOUNT LETTERS TO PANEL W/1/8" TORX SCREWS	-
5	3" DFP CAN FRAME, INTERNALLY ILLUMINATED W/WHITE LED LIGHTING, FLEXFACE GRAPHIC FINISH ALUM RETURNS BLUE TO MATCH PMS 2915c, MOUNT AS PER 1	-

Elevations

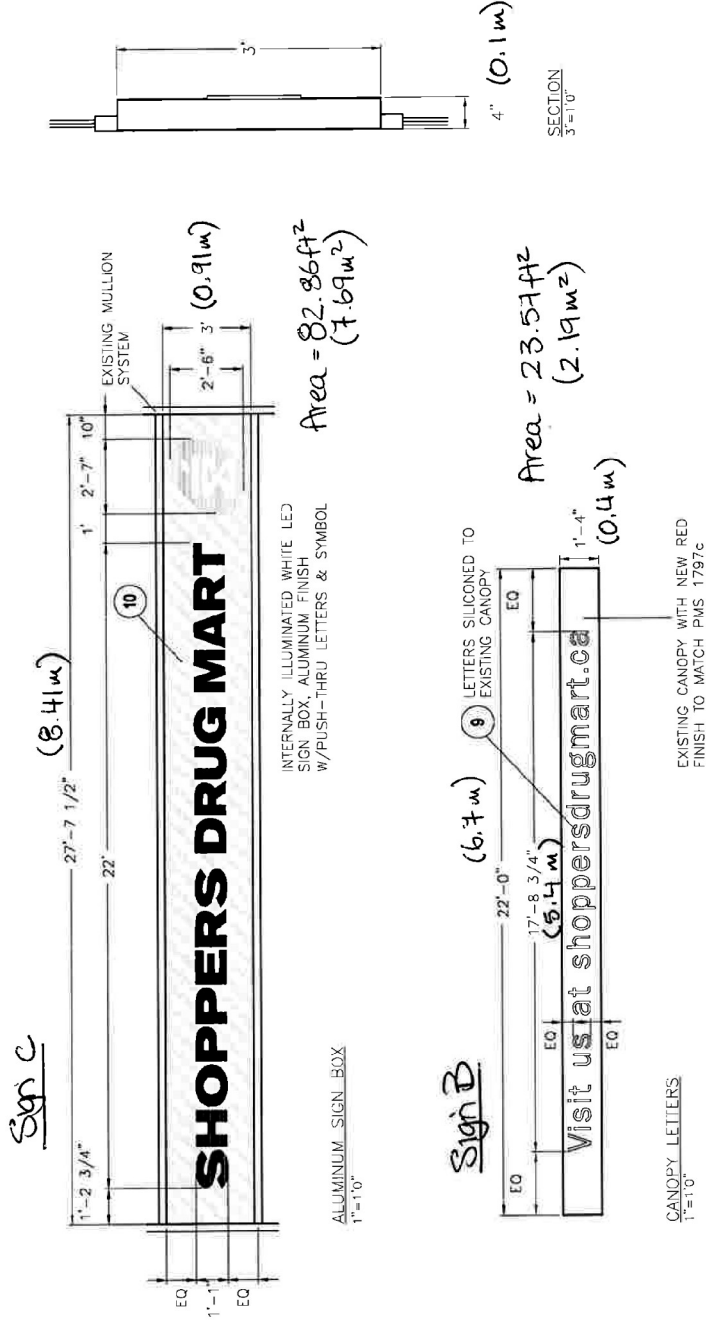
Applicant's Submitted Drawing

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262 Queen Street West

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Attachment 7:



BILL OF MATERIALS		
REF#	DESCRIPTION	QTY
9	3/4" THK INDIVIDUALLY CUT ALUMINUM LETTERS FINISH WHITE, JOINTED TO EXISTING CANOPY W/SILICONE	2
10	4" DIA ALUMINUM SIGN BOX, FINISH TO MATCH CLEAR SATIN ANODIZED ALUM W/WHITE-OUT LETTERS & SYMBOL, 1/2" ALUMINUM FINISH, W/ANODIZED EDGES & WHITE ON FIRST FACE, RED LETTERS (3M-3530-33) AND WHITE & BLUE (3M-3632-7289) SYMBOL, INTERNALLY ILLUMINATED W/WHITE LEDS	1
		2

262 Queen Street West

Elevations

Applicant's Submitted Drawing

Not to Scale
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