

Sign Variance - 155 Wellington St W

Date:	February 5, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	2010TE044 10 114608 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.

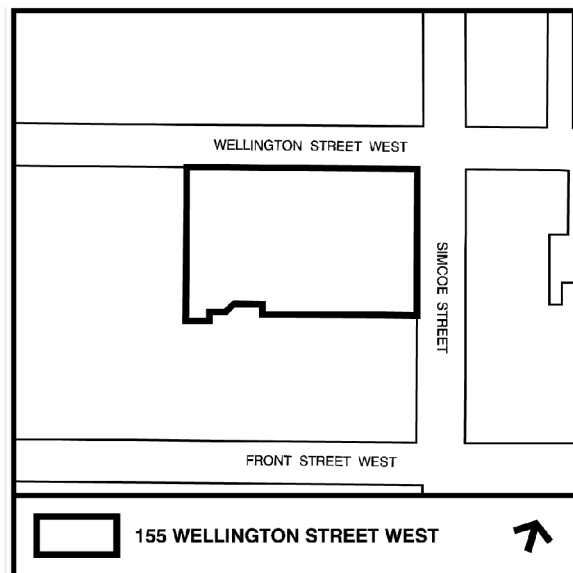
This report reviews and makes recommendations on a request by Isabella Cerelli of Pride Signs Ltd. on behalf of Cadillac Fairview Corporation, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated projecting signs at the second floor level on the north and east elevations of the building and one illuminated fascia sign in the form of a corporate name and a logo to represent “RBC” at the 7th and 8th floor level, on the east elevation of the office podium of the building at 155 Wellington Street 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 request for a variance to permit, for identification purposes, an



illuminated fascia sign in the form of a corporate name and a logo to represent “RBC” at the 7th and 8th floor level of the office podium, on the east elevation of the building at 155 Wellington Street West.

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 southwest corner of Wellington Street West and Simcoe Street in a “CR” zone. A ten-storey office podium forms an integral part to the north and to the west of a forty two-storey office tower being constructed on the subject property. The applicant is requesting permission to install, for identification purposes, two illuminated projecting signs at the second floor level, on the north and east elevations of the building and one illuminated fascia sign in the form of a corporate name and a logo to represent “RBC” at the 7th and 8th floor level on the east elevation of the office podium. Each projecting sign is would have an area of 0.32m². The corporate name and logo fascia sign is 4.9m wide and 6.50m high with an area of 31.2m². (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
Chapter 297-10D (14)	Each projecting sign would have an area of 0.32m ² .	The 0.32m ² area of each projecting sign exceeds by 0.05m ² , the maximum permitted area of 0.27m ² .
Chapter 297-10D (5)	The proposed identification fascia sign “RBC” with logo would be located at the 7 th and 8 th floor level of the building.	An identification fascia sign in the form of corporate name and logo is required to locate within the first two storeys or 10.0m above grade or at the top floor level of the building.

Chapter 297-10D (5)	The fascia sign would have an area of 31.2m2.	The 31.2m2 sign area would exceed by 6.2m2, the maximum 25.0m2 sign area required.
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COMMENTS

The first variance is required because the proposed illuminated projecting signs mounted on the north and east glass walls of the building are slightly bigger than permitted size. It is staff’s opinion that the proposed projecting signs are sized, designed and positioned to complement the glass façade of the building, surrounding uses and the streetscape. The applicant has confirmed that the signs do not obstruct or interfere with any window in the building.

The second variance is required because the proposed identification fascia sign “RBC” with its logo would be located at the 7th and 8th floor level of the ten storey high podium of the building. The by-law requires that an identification fascia sign with logo to installed within the first two floor level of a building or at the top floor level of a building. Although, the sign would not be located at the top floor level of the podium, it would be located close to the top floor level of the office podium which is setback approximately 10.0m from the east wall of the main office tower. The sign anchorage system is already in place at the seventh floor level therefore staff considers that the proposed sign location to be acceptable.

With respect to the third variance, the size of signs on a building is regulated in order to reduce their adverse impact on the building to which they are attached, surrounding uses or the streetscape. In this case, the sign is sized designed and positioned to minimize its adverse impact on the building, surrounding uses and the streetscape. Staff considers that the proposed illuminated fascia sign “RBC” with its logo to be acceptable.

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

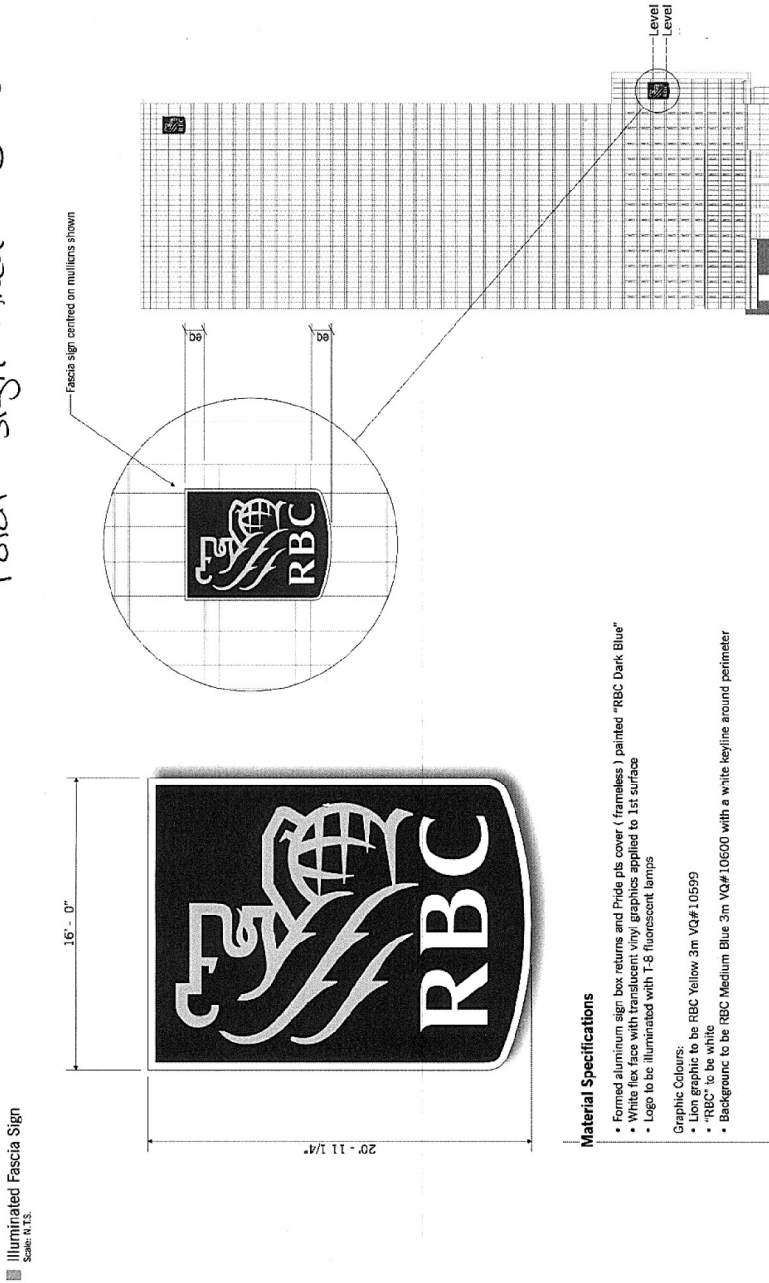
Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Elevations

Attachment 1: Elevations

Total Sign Area - 31.12m²



Material Specifications

- Formed aluminum sign box returns and Pride pls cover (frameless) painted "RBC Dark Blue"
 - White flex face with translucent vinyl graphics applied to 1st surface
 - Logo to be illuminated with T-8 fluorescent lamps
- Graphic Colours:
- Lion graphic to be RBC Yellow 3m VQ# 10599
 - "RBC" to be white
 - Background to be RBC Medium Blue 3m VQ#10600 with a white keyline around perimeter

NORTH

155 Wellington Street West
Toronto, Ontario

Total Sign Area = 31.12m²

DRAWN BY: T. Do
DATE: December 7

255 INDEPUIST ROAD CAMBRIDGE ONTARIO CANADA TEL: 519.822.8590 FAX: 519.822.4831 WWW.PRIDESIGNS.COM

Projection - 0.38m

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

155 Wellington Street West
 File # 10_114608