

Sign Variance - 200 King Street East

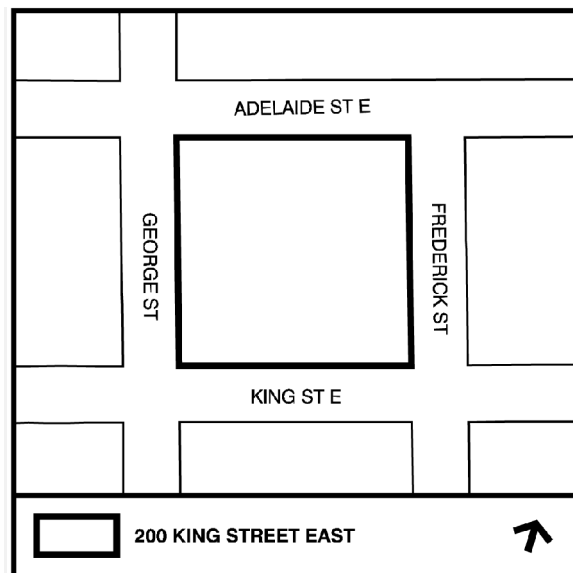
Date:	February 16, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 - Toronto Centre-Rosedale
Reference Number:	2010TE045 08 167020 ZSV 00 ZR

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 Christopher Ziannis with Atec Signs on behalf of George Brown College for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, an illuminated vertical colour bar adjoining onto the south side of an existing first party, corporate name and logo fascia sign, located at the top floor level on the west elevation of the building; 3 projecting signs and five small fascia signs on the north elevation, one projecting sign and two small fascia signs on the east elevation, four projecting signs and four small and one large fascia signs on the south elevation, and two projecting signs, two small and one large fascia signs are located on the west elevation of the building at 200 King Street East.

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 variances to maintain, for identification purposes, an illuminated vertical colour bar adjoining onto the south side of an existing first party, corporate name and logo fascia sign, located at the top floor level on the west elevation of the building; 3 projecting signs and five small fascia signs on the north elevation, one projecting sign and two small fascia signs on the east elevation, four projecting signs and four small and one large fascia signs on the south elevation, and two projecting signs, one large fascia signs and two small fascia signs are located on the west elevation of the building at 200 King Street East, and energy efficient lights are used; and
2. Prior to the issuance of a sign permit, approval by Heritage Preservation Services be obtained; and
 - a. All signs, banners, and wall sconces currently installed on this property and identified for removal in the sign plan, be removed to the satisfaction of the Manager Heritage Preservation Services
3. 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

This listed historic property is located on the northwest corner of King Street East and Frederick Street. The property contains an eight-storey building which is occupied by George Brown College and it forms a part of the St. James Campus. The applicant is requesting permission to maintain, for identification purposes, an illuminated vertical colour bar adjoining onto the south side of an existing first party, corporate name and logo fascia sign, located at the top floor level on the west elevation of the building; 3 projecting signs and five small fascia signs on the north elevation, one projecting sign and two small fascia signs on the east elevation, four projecting signs and four small and one large fascia signs on the south elevation, and two projecting signs, two small and one large fascia signs are located on the west elevation of the building at 200 King Street East. The vertical colour bar is installed to become part of the existing George Brown

College fascia sign. The vertical colour bar and other fascia and projecting signs form a part of the city wide standard unified and integrated signage program implemented in all of the George Brown College buildings in the city. The vertical colour bar is 0.36m wide and 8.6m high with an area of 3.1m².

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(4)(a)	The sign is located on a building which has a height of 32.72m.	A corporate name and logo sign is required to be located at the top floor level of a minimum 34.0m high building.
2. Chapter 297-10D(4)(b)	The illuminated colour bar would be the second fascia sign on the west elevation of the building.	Only one identification fascia sign per building face is permitted.
3. Chapter 297-10D(4)(c) Chapter 297-10D(4)(d)	The identification fascia sign containing a corporate name and logo would extend to the storeys below the top floor. The sign is 0.36m wide and 8.53m high.	A corporate name and logo sign is required to be located within the top floor level of the building. The 8.53m height exceeds by 5.53m, the maximum 0.30m sign permitted.

COMMENTS

The variances are required because the proposed colour bar sign is being considered as a separate fascia sign, which would be located on a building having a height of less than 34.0m high. The bar along the south side of the sign would start at 1.5m below from the top south corner of the sign and would extend 8.53m down to the lower floors. Although, the vertical color bar sign does not meet the by-law requirements, this colour bar is required to form a part of the existing sign in order to meet the color and design criteria for the standardise and unified signage program developed for the George Brown College-St. James Campus. The proposed colour bar is sized, positioned and designed to complement the existing sign and the building facade.

Although, some of the fascia signs or projecting signs located on this building may not meet the By-law requirement, the signs are acceptable, because the applicant has worked very closely with the staff at the Heritage Preservation Services in developing an overall acceptable signage program on all listed historic buildings for the George Brow College those form a part of the St. James Campus. It is staff's opinion that the vertical colour bar sign and other existing fascia signs and projecting signs are designed, sized and positioned to complement this listed historic building, surrounding uses and the streetscape.

Staff of Heritage Preservation Services have reviewed the plans and have advised that they have no objection subject to the conditions described above.

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

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SIGNATURE

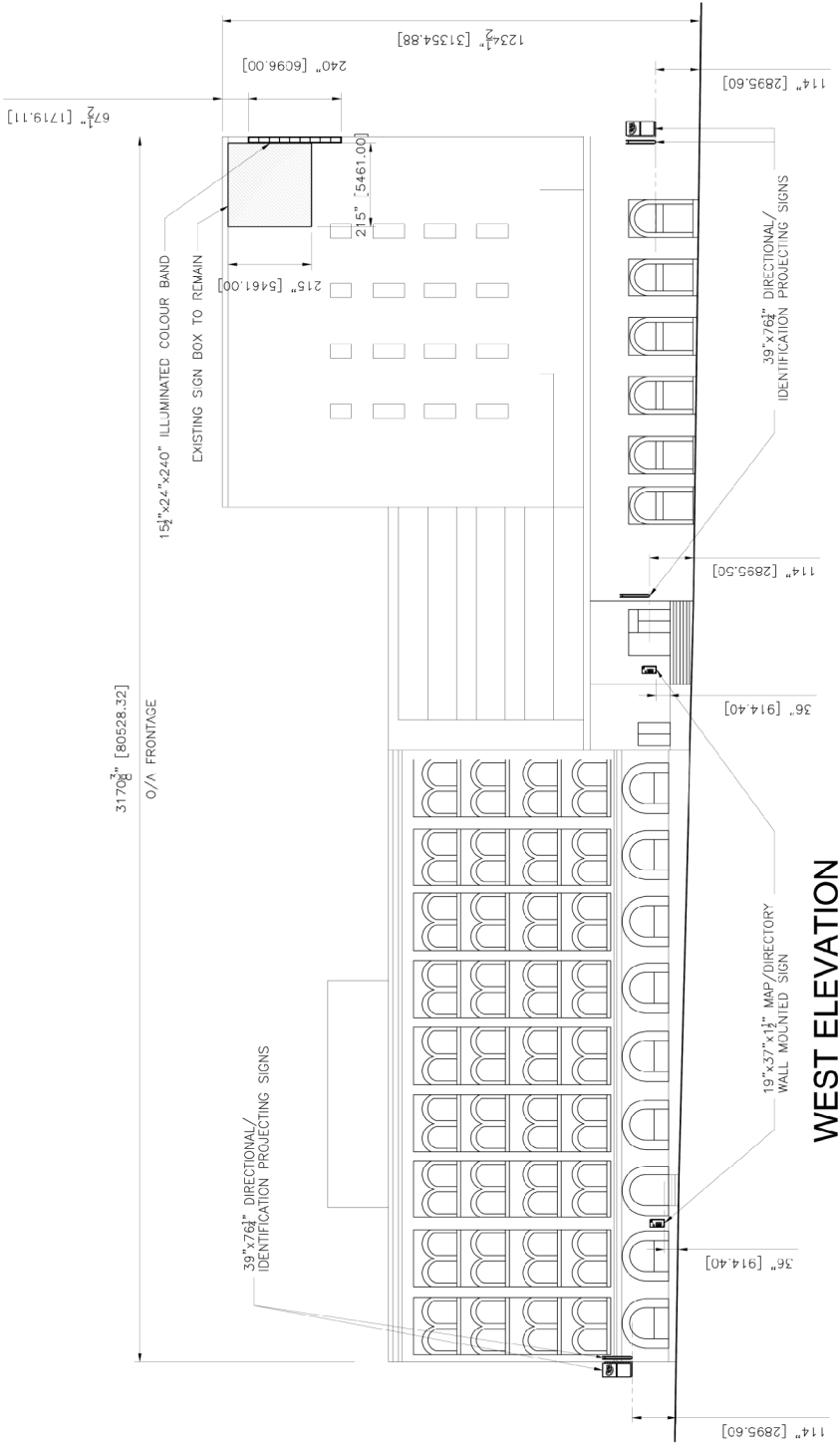
Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

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ATTACHMENTS

Attachment 1: Site Plan
Attachment 2: Elevations
Attachment 3: Elevations
Attachment 4: Elevations
Attachment 5: Elevations
Attachment 6: Elevations
Attachment 7: Elevations

Attachment 2:



Elevations

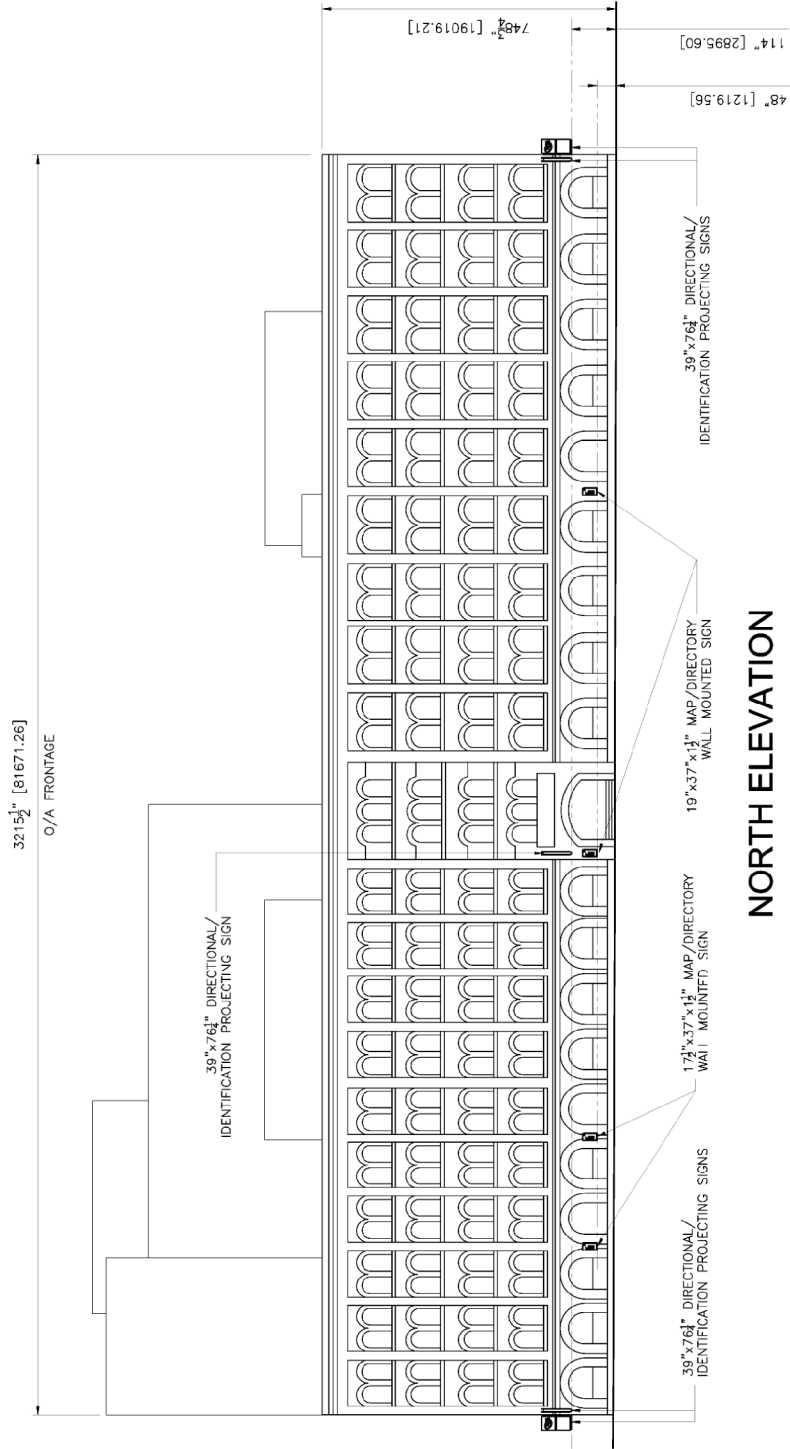
200 King Street East

Applicant's Submitted Drawing

Not to Scale
02/19/2010

File # 08_167020

Attachment 3:



Elevations
200 King Street East

Applicant's Submitted Drawing

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Attachment 4:



200 King Street East

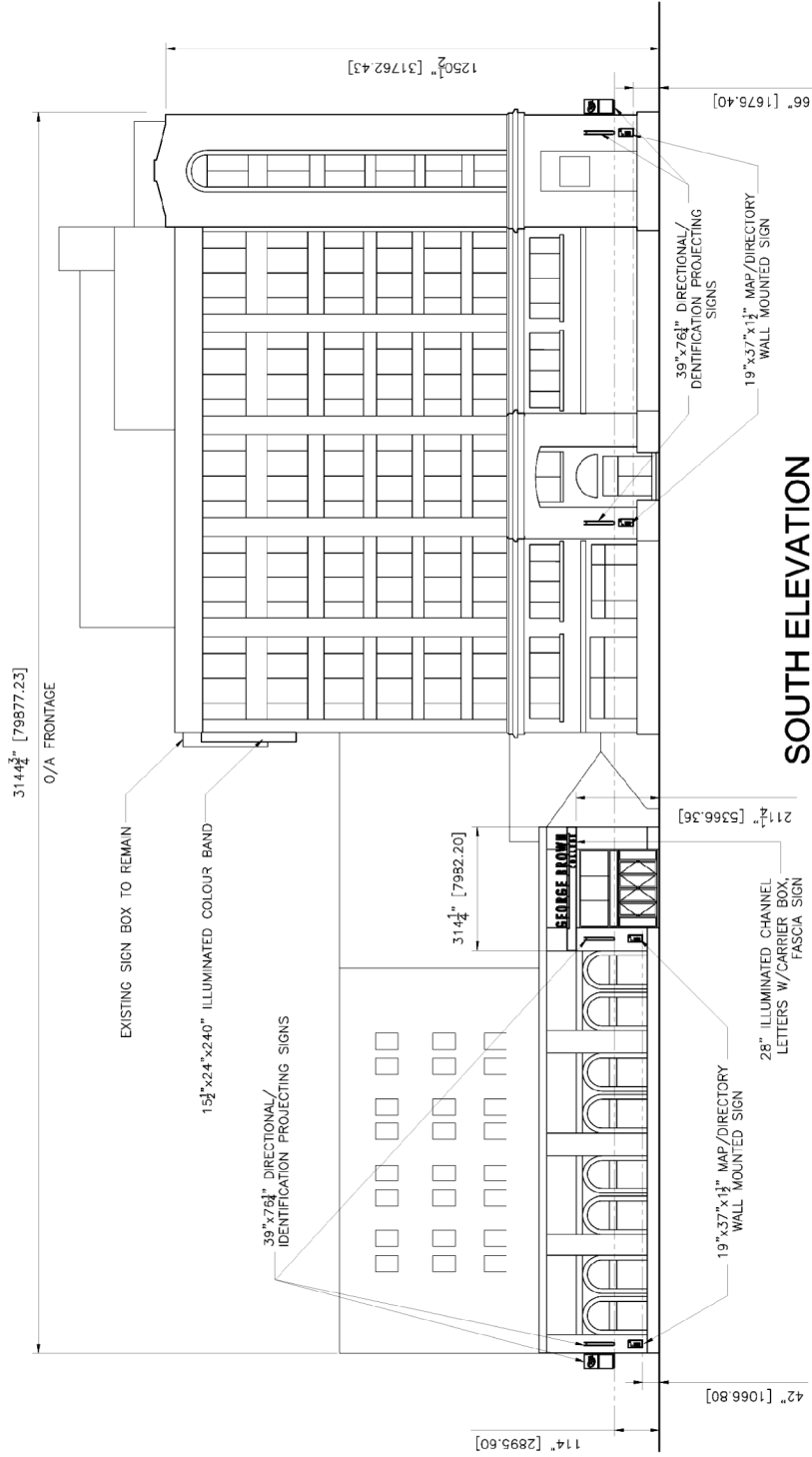
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Attachment 5:



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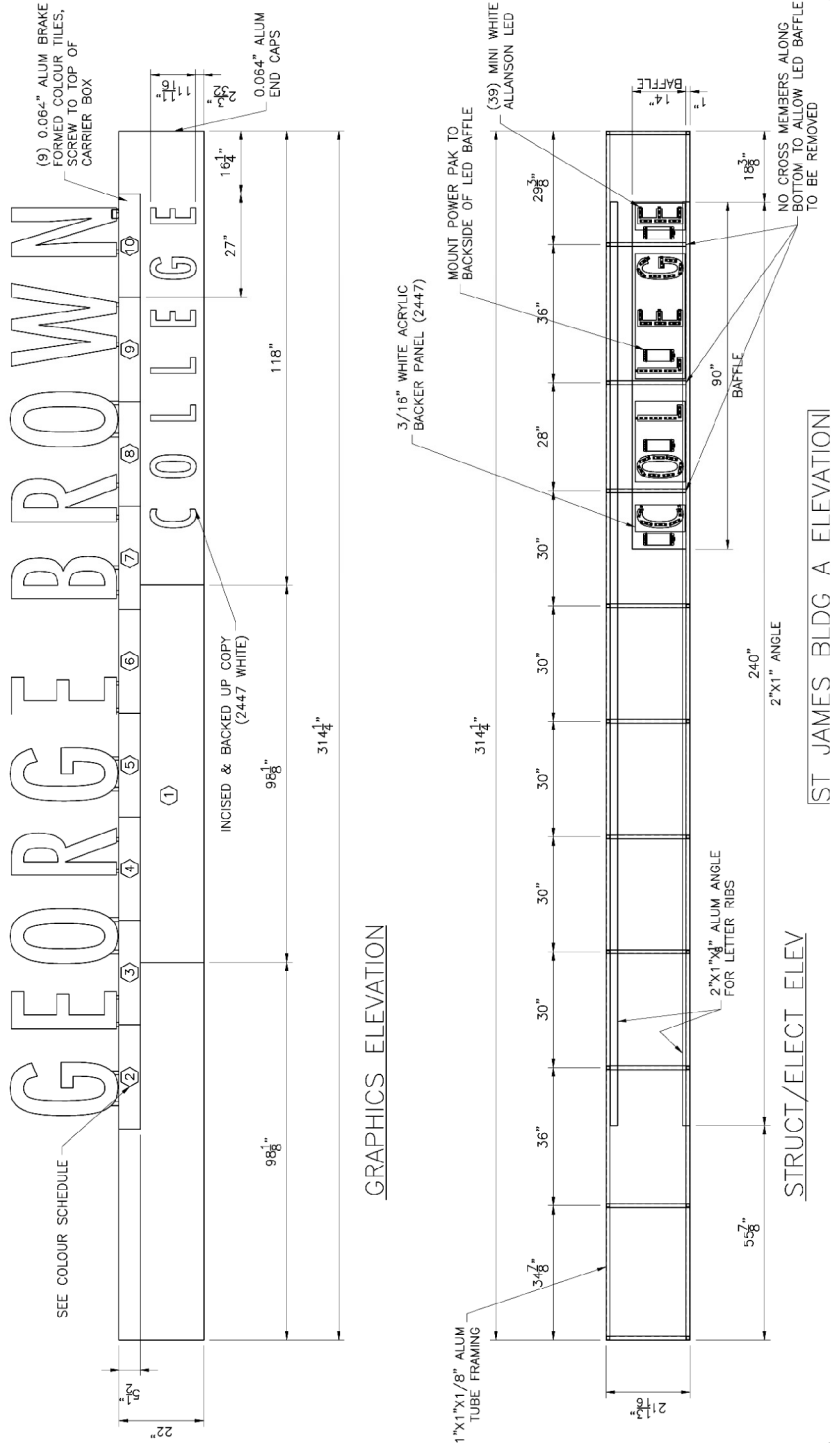
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Attachment 6:



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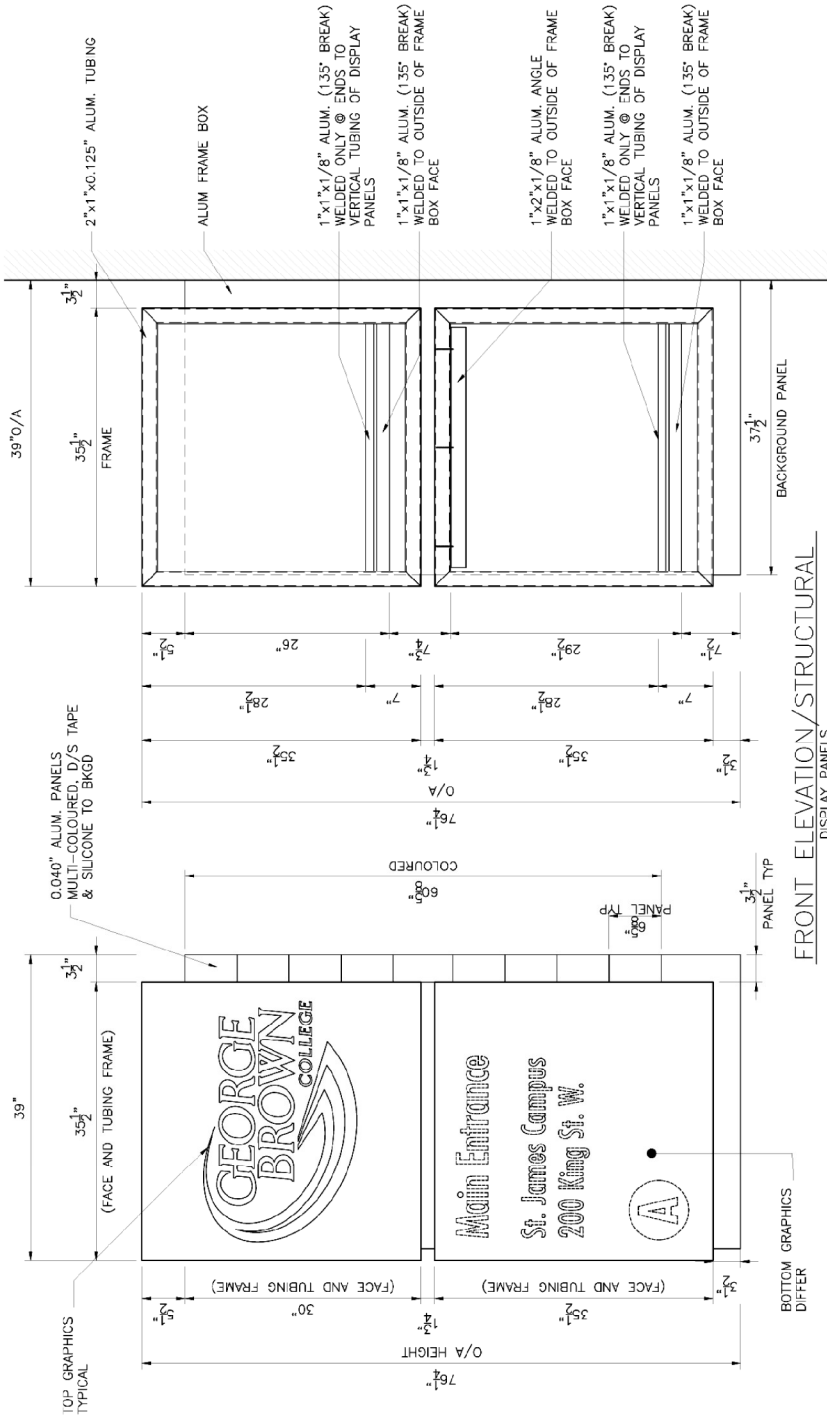
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Attachment 7:



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