

Sign Variance - 215 King St E

Date:	February 11, 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\2010TE035 10 111334 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.

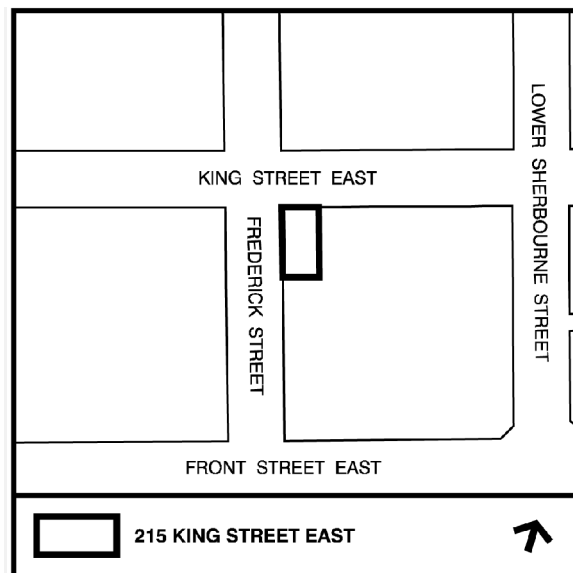
This report reviews and makes recommendations on a request by Christopher Ziannis with Atec Signs on behalf of George Brown College for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, one existing projecting directional sign, one large illuminated fascia sign over the building entrance and a small building identifier fascia sign located at the first floor level, on the north elevation of the building; and one existing projecting directional sign, two “Chef’s School” fascia signs and one small building identifiers fascia located on the west elevation of the building at 215 King Street East.

Staff recommends approval of the application. The variance is 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



- variance to maintain, for identification purposes, one existing projecting directional sign, one large illuminated fascia sign over the building entrance and a small building identifier fascia sign located at the first floor level, on the north elevation of the building; and one existing projecting directional sign, two “Chef’s School” fascia signs and one small building identifiers fascia located on the west elevation of the building at 215 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 southeast corner of King Street East and Frederick Street. The property contains a four-storey building which forms a part of the St. James Campus. The applicant is requesting permission to maintain, for identification purposes, one existing projecting directional sign, one large illuminated fascia sign over the building entrance and a small building identifier fascia sign located at the first floor level, on the north elevation of the building; and one existing projecting directional sign, two “Chef’s School” fascia signs and one small building identifiers fascia is located on the west elevation of the building at 215 King Street East.

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 (D)(c)	Each projecting sign has an area of 1.92m ² .	The 1.92m ² sign area exceeds by 0.57m ² , the maximum 1.35m ² the permitted area of

		the sign is based on 0.1m ² for every metre of the business unit has its frontage on the street.
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COMMENTS

The variance is required because the existing projecting directional signs are slightly larger than the permitted size projecting sign on this building. The building at 215 King Street East is a part of the George Brown College-St. James Campus. The existing projecting signs are required to provide directions to the visitors and students about the locations of the department faculties and other facilities located within the St. James Campus buildings. The signs are part of a unified signage program developed for the George Brown College-St. James Campus. Although, the signs do not meet the by-law requirement, the signs are sized, positioned and designed to complement the building to which they are attached.

The applicant has worked on the overall signage proposal in consultation with Heritage Preservation Services Staff. Although, the signs do not conform precisely with the size requirements of the by-law, it is staff’s opinion that the signs as shown on the attached sign graphics are compatible with the listed historic building and would not adversely impact the surrounding uses or 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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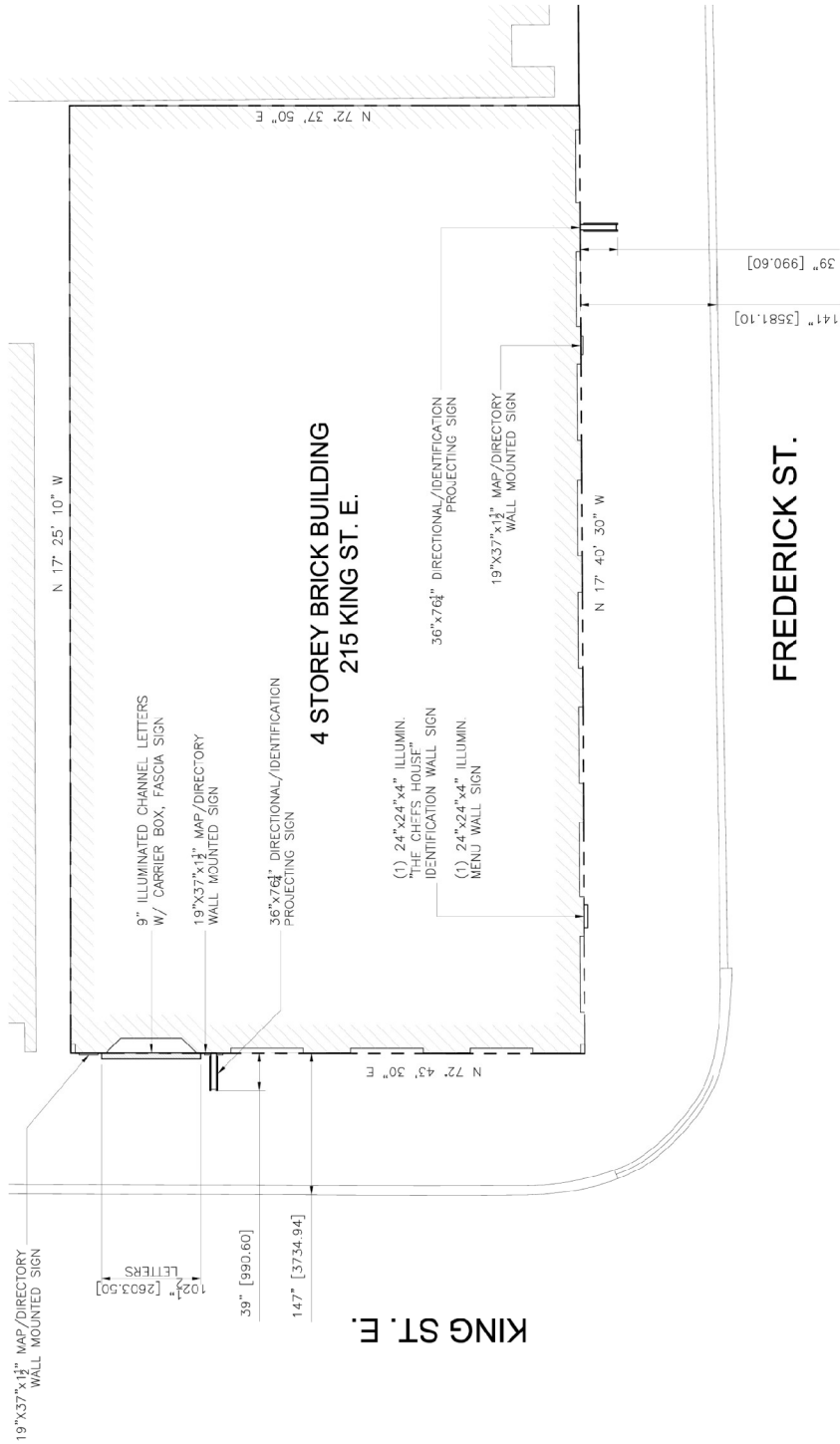
SIGNATURE

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

ATTACHMENTS

- Attachment 1: Site Plan
- Attachment 2: Elevations
- Attachment 3: Elevations
- Attachment 4: Elevations
- Attachment 5: Elevations

Attachment 1:



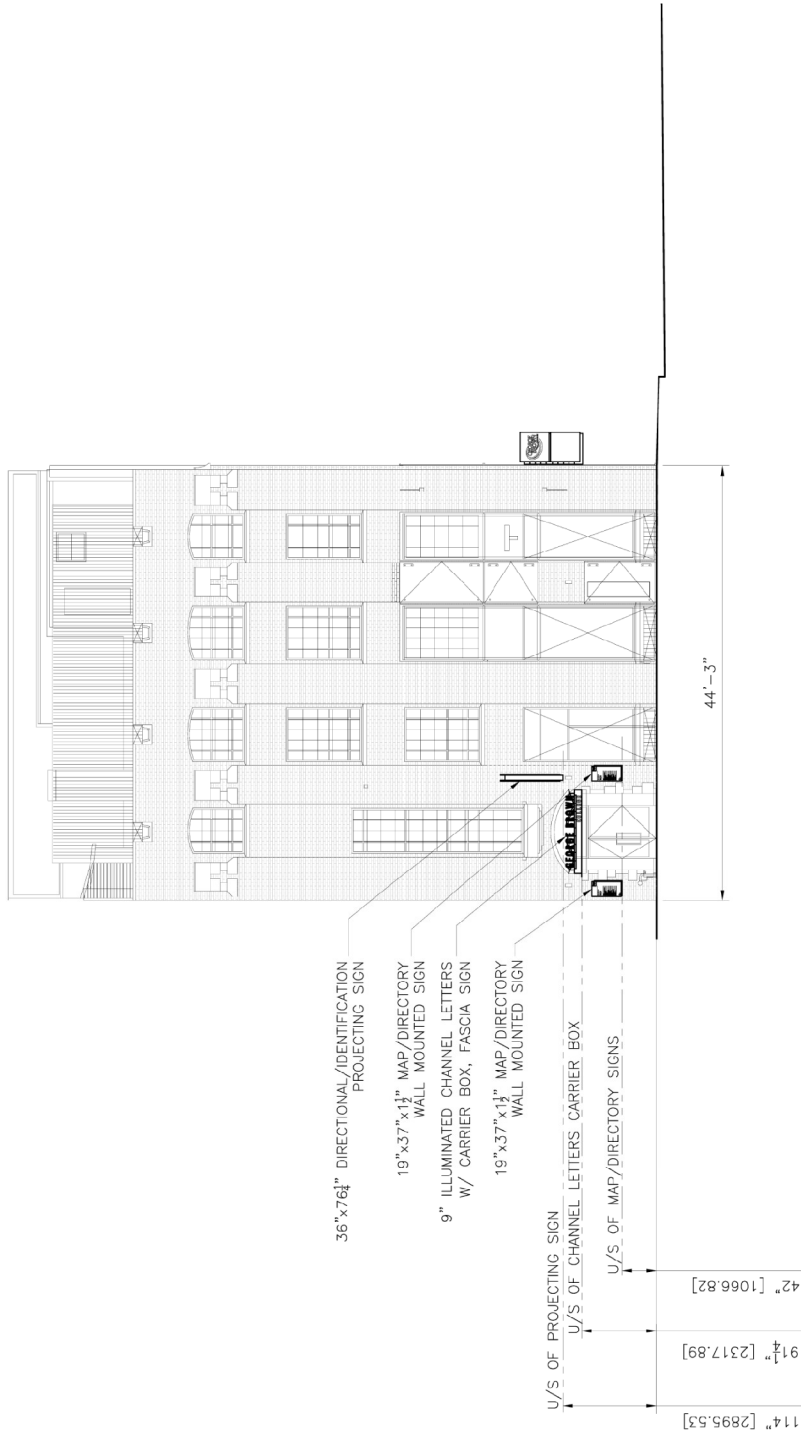
Site Plan

Applicant's Submitted Drawing

Not to Scale
02/16/2010

215 King Street East
File # 10_111334

Attachment 2:



215 King Street East

Elevations

Applicant's Submitted Drawing

Not to Scale
02/16/2010

File # 10_111334

Attachment 3:



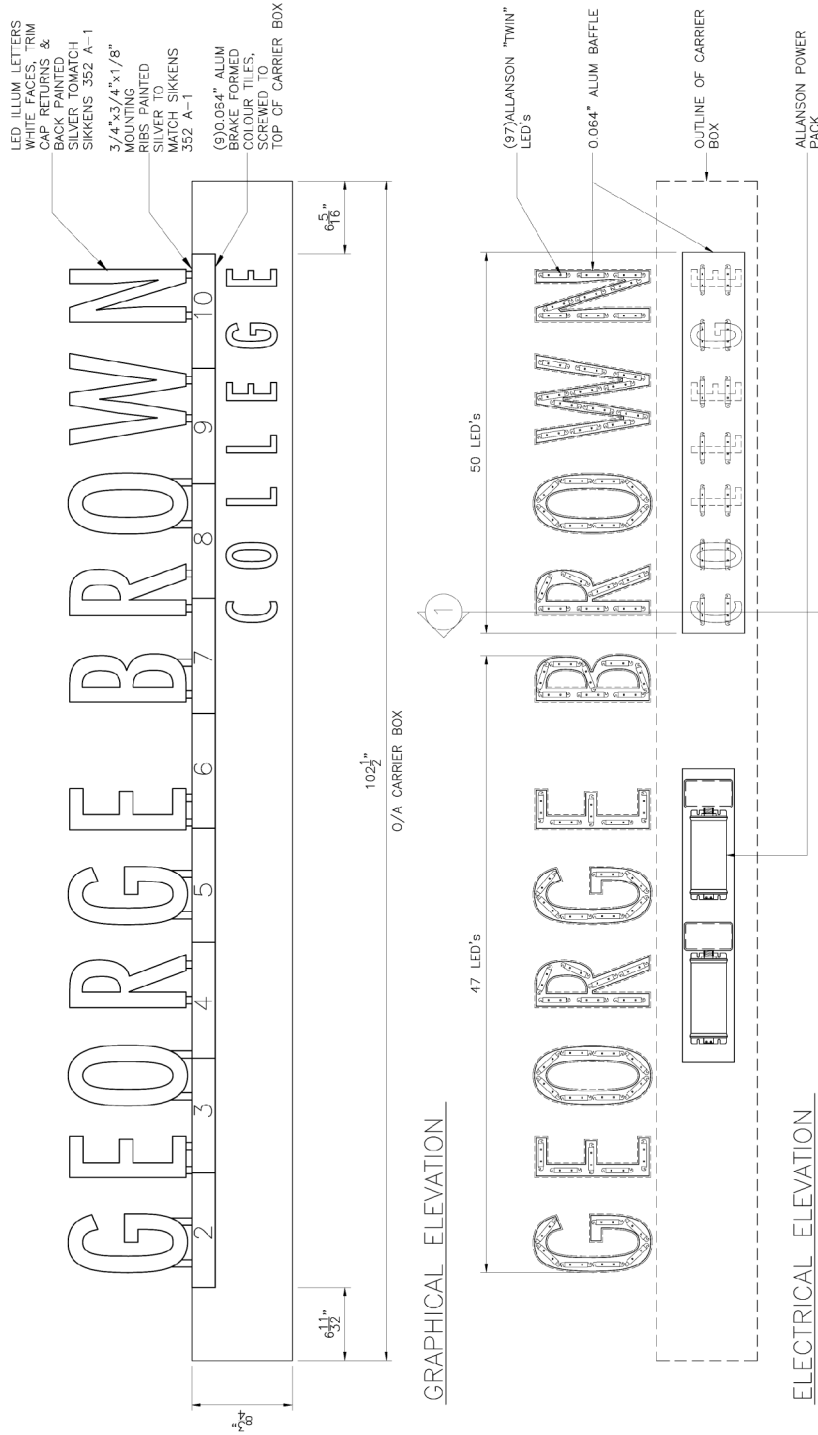
Elevations
215 King Street East

Applicant's Submitted Drawing

Not to Scale
 02/16/2010

File # 10_111334

Attachment 4:



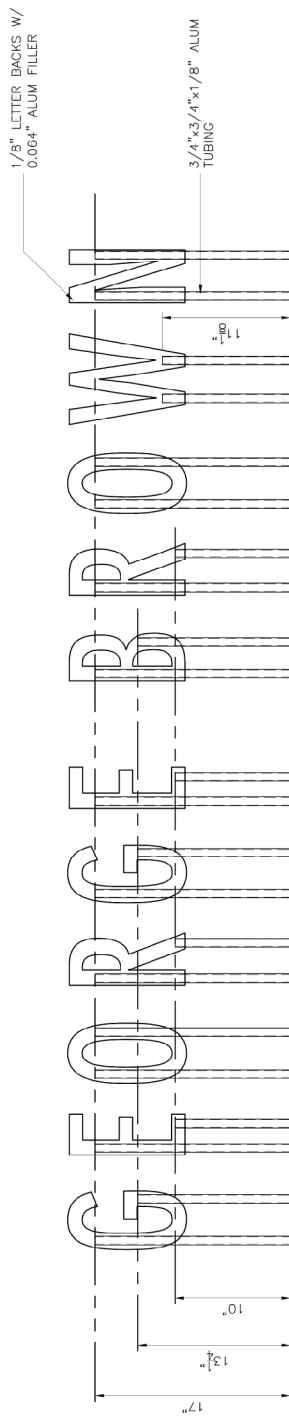
215 King Street East

Elevations
Applicant's Submitted Drawing

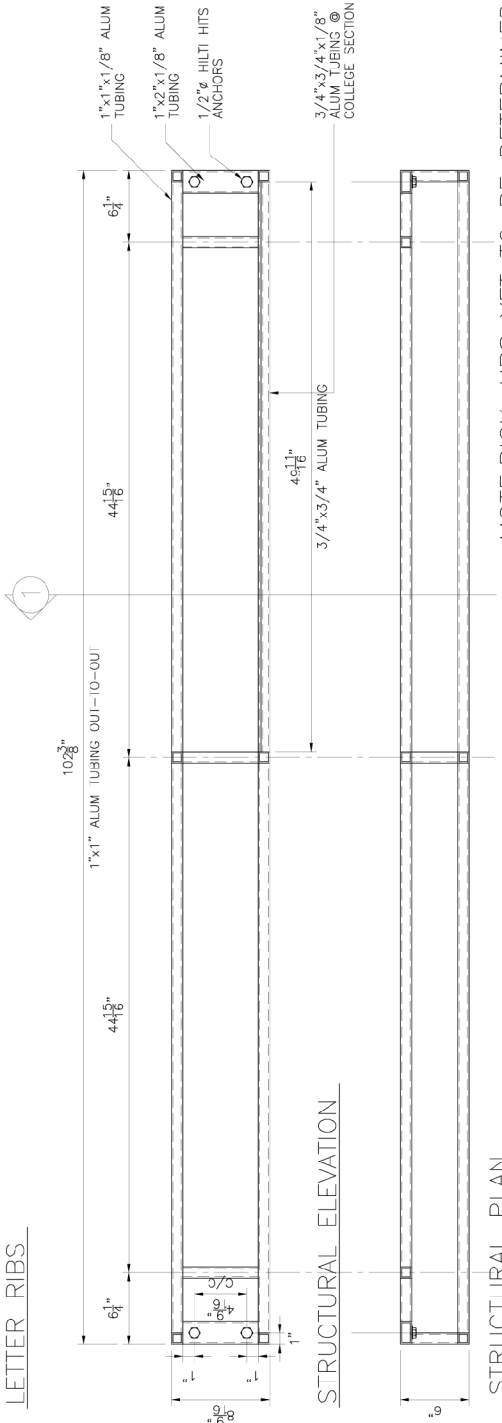
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Attachment 5:



LETTER RIBS



STRUCTURAL ELEVATION

STRUCTURAL PLAN

NOTE: PICK-UPS YET TO BE DETERMINED

Elevations

215 King Street East

Applicant's Submitted Drawing

Not to Scale
02/16/2010

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