

Sign Variance - 1100 King St W

Date:	February 18, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 19 – Trinity-Spadina
Reference Number:	2010TE050 10 119478 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.

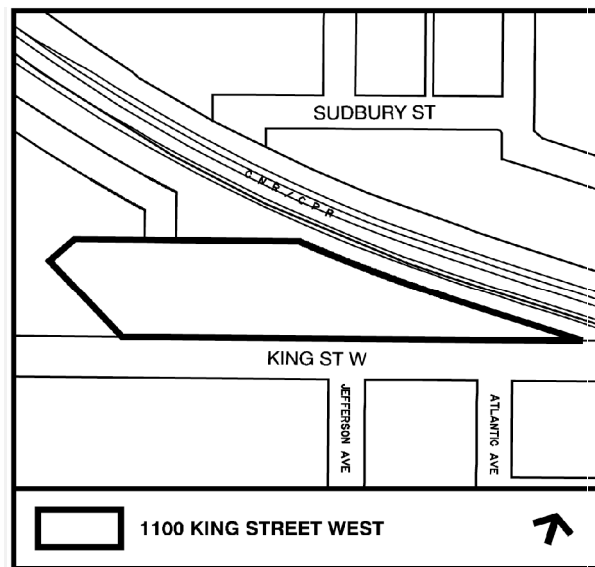
This report reviews and makes recommendations on a request by Tony Manocchio on behalf of UrbanCorp for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, four temporary non- illuminated ground signs along King Street West frontage of the property at 1100 King Street West, for a period of two years from the date of approval.

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 requested variances to permit, for identification purposes, four temporary non- illuminated ground signs along King Street West frontage of the property at 1100



King Street West, for a period of two years from the date of approval; and

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

The property is located east of Dufferin Street on the north side of King Street West. The property contains a one-storey sales office for a proposed condominium residential development at this property. The applicant is seeking permission to install, five non-illuminated ground signs to advertise the sales and marketing of residential condominium units in the new development at 1100 King Street West. Each double sided ground sign is 5.5m high. The four proposed ground signs would have an aggregate area 59.46. The sign height from grade to the top of each ground sign is 6.1m.

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 19(a)	The proposed four ground signs would have an aggregate area of 59.46m ² .	The 59.46m ² aggregate area of four ground signs exceeds by 54.46m ² , the maximum 5.0m ² aggregate area permitted.
2. Chapter 297-10D 19(a)	Each proposed ground sign is 6.1m high.	The 6.1m height of each sign exceeds by 0.6m, the maximum 5.5m sign height permitted.
3. Chapter 297-10D (9)(b)	To install four non-illuminated ground signs along south frontage of the property.	Only one ground sign per lot frontage is permitted.

COMMENTS

The first variance is required because the aggregate area of the proposed four ground sign exceeds the permitted aggregate area of the signs. The second variance is required because the proposed signs are slightly taller than permitted. The third variance relates to the number of sign permitted along any frontage of the property.

The Municipal code regulates the size and height of signs and also limits only one sign per lot frontage of the property. The intent of the By-law is to prevent the sign clutter by limiting their number size and height of signs, so as to mitigate any concerns of clutter and their adverse impact on the property, surrounding uses and the streetscape. In this case, these signs are required for the sales and marketing of the residential units in the proposed residential condominium development. Also, the proposed signs are temporary for a period of only two years and the lot frontage of the property is long enough to accommodate the proposed four ground signs without causing a sense of sign clutter. It is staff's opinion that the proposed sign at this location would not adversely impact the property, surrounding uses and the 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

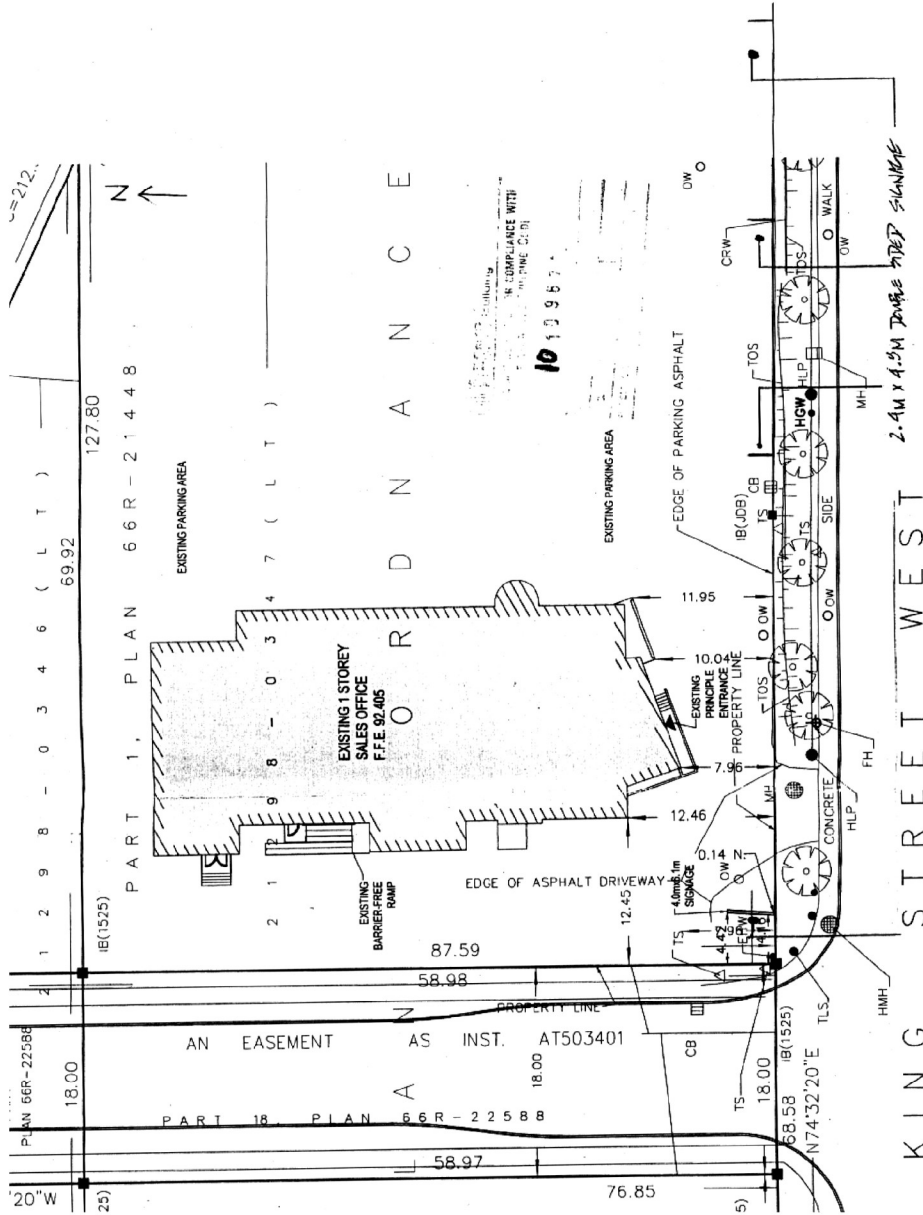
ATTACHMENTS

Attachment 1: Site Plan

Attachment 2: Elevations

Attachment 3: Sign Details

Attachment 1: Site Plan



1100 King Street West

Site Plan
 Applicant's Submitted Drawing

File # 10_119478

Not to Scale
 02/19/2010

Attachment 2: Elevations



Elevations

Applicant's Submitted Drawing

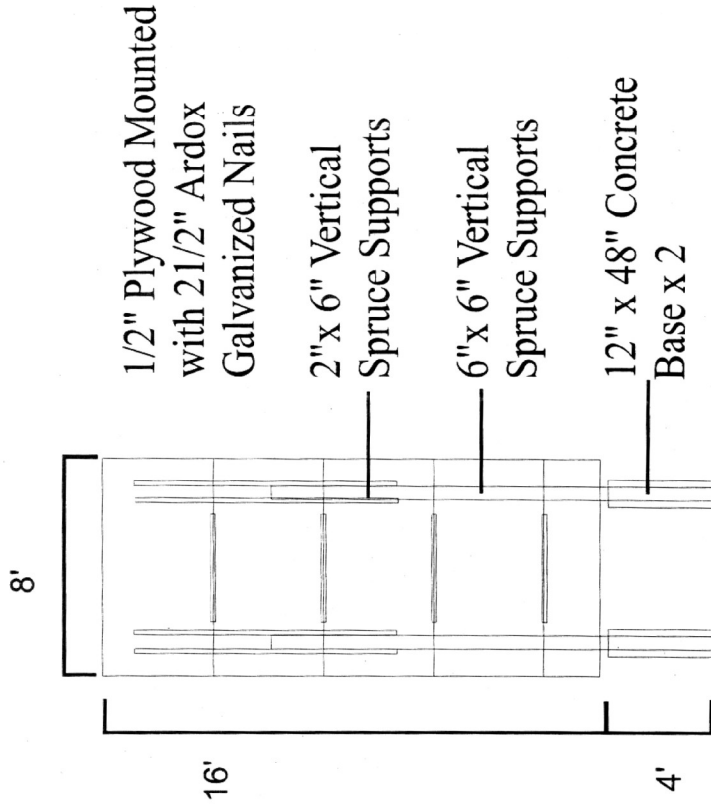
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Attachment 3: Sign Details

Urbancorp
Fuzion
8ft x 16ft Double Sided



Sign Details

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Applicant's Submitted Drawing

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