

Sign Variance - 370 King St W

Date:	March 3, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	2010TE052 10 117967 ZSV 00 ZR

SUMMARY

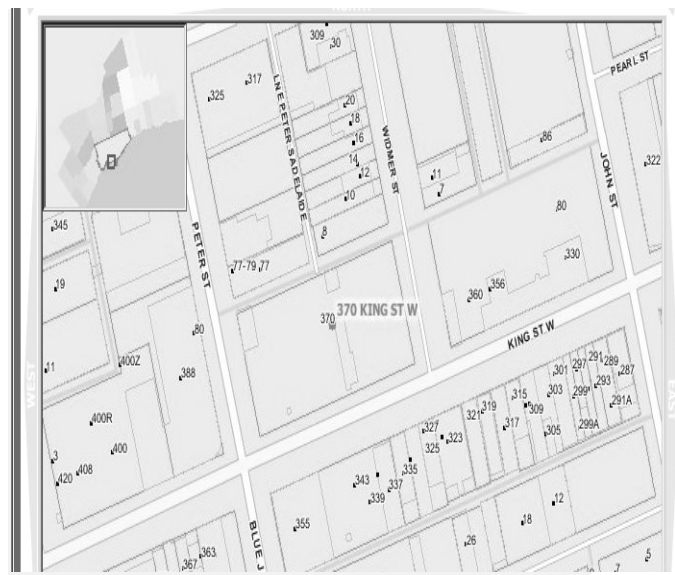
This report reviews and makes recommendations on a request by Sam Cini of Sign Age & Lighting Systems Inc. on behalf of King Street Enterprises, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, the erection of two (2) vertically applied illuminated signs at the uppermost storeys of the building in order to facilitate the re-branding of the existing hotel located on the property for “Hyatt Regency Toronto”.

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 variance to permit two illuminated fascia sign to be located on the property.



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; and
 - 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 north side of King Street West and is flanked by Widmer Street to the East and Peter Street to the west. The property is developed with a multi-storied non-residential building and houses the new location of the “Hyatt Regency Toronto” hotel. It is proposed to permit the existing identification signs located on the property to be removed and replaced with new identification signs, two of which are the subject of this application. The proposed signs, “Hyatt” logos, (signs A and B) would be illuminated using LED’s and would be erected within the four uppermost stories of the portion of the (east and west elevations of the) building not containing windows.

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 297-10(D) (4)(c)]	The proposed logo signs 'A' and 'B' are to be erected in a vertical fashion to within the uppermost four stories of the portion of the east and west elevations of the building not containing windows.	A sign used for purpose of identification in the form of a logo is permitted if It is located within the uppermost storey of the building or the parapet wall of the uppermost storey.
Chapter 297-10(D) (4)(d)]	The proposed log signs will each have a height of approximately is 10.31 metres	A sign used for purpose of identification in the form of a logo is permitted if it is not more than 3.0 metres in height.

COMMENTS

Variances are required for the two logo signs because the letters spelling “Hyatt” are proposed to be arranged in a vertical fashion. In this instance, although the height of the signs and their location do not comply, the area of the proposed signs would each be in conformance with that permitted by the Toronto Municipal Code. Additional signage proposed to be located at the ground floor level is also in compliance with the Municipal Code and does not require variance. Staff note the re-branding of the hotel at the ground

floor level results in a reduction in the amount of identification signage located on Widmer Street frontage. Also, all the illuminated signage will be illuminated using more energy efficient lighting.

The proposed logo signs have strategically placed to continue to appear to be located at the top of the building. Staff believe that this arrangement continues to meet the objective of the Municipal Code. The proposal to erect new logo signs on the elevations of the building as shown in attached rendering are designed, sized and positioned to complement the existing building and the re-branding to occur at the ground floor level of the building.

Accordingly, staff recommend approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

Norm Girdhar, Assistant Planner
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Fax No. 416-392-7536
E-mail: ngirdhar@toronto.ca

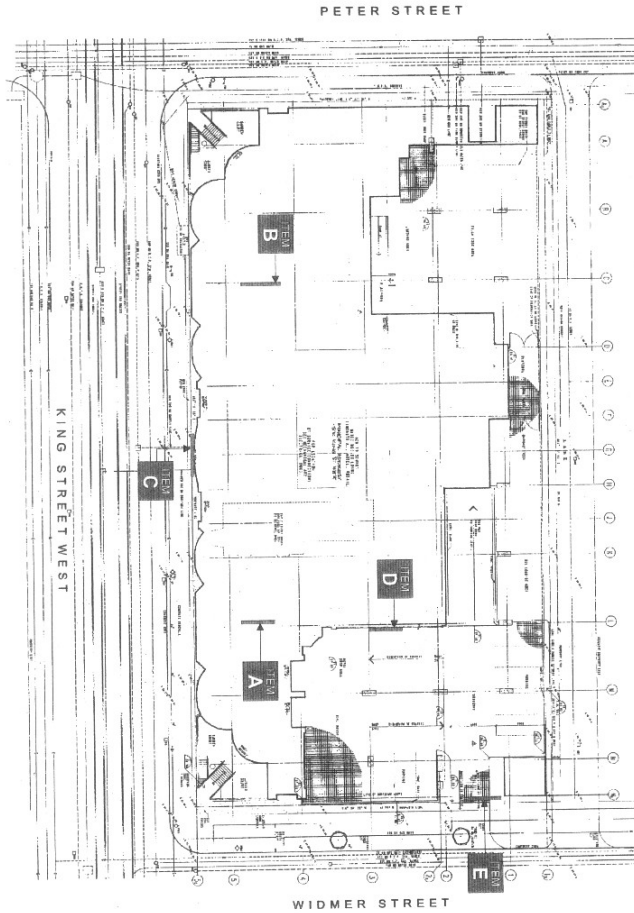
SIGNATURE

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


ATTACHMENTS

Attachment 1: Site Plan
Attachment 2: Elevations
Attachment 3: Sign Details (A)
Attachment 4: Sign Details (B)

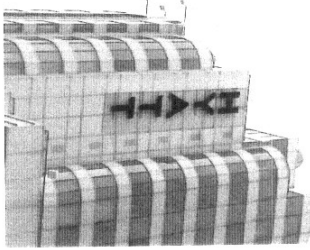
Attachment 1: Site Plan



ALL NETWORK SHOWN IS THE SOLE PROPERTY OF SIGNAGE & LIGHTING SYSTEMS INC. & MAY NOT BE USED IN ANY FORM WITHOUT PERMISSION. ANYONE CONTRAVENING THIS SHALL BE SUBJECT TO LEGAL ACTION.

	
3-19 RUTHERFORD RD S BRAMPTON, ON L6W 3J3 Tel: 905.405.9555 Fax: 905.452.9061	
PROJECT TITLE HYATT REGENCY TORONTO KING STREET WEST, TORONTO	
DRAWING TITLE SITE PLAN EXTERIOR SIGNS • ITEM A • ITEM C • ITEM D • ITEM E	
ACCOUNT MGR.:	SC
DRAWN BY:	MNP
CHECKED BY:	SC
DATE:	12.05.08
SCALE:	1:400
FILENAME:	HYATT HOTEL PERMIT 12.05.08
HYT08-1	11 DF 11

Attachment 2: Elevations

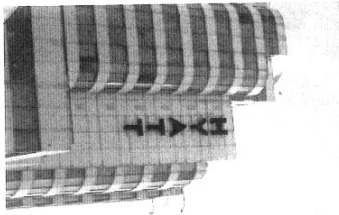


ITEM A

New "Hyatt" Illuminated Channel Letters

East Elevation - Widmer Street

Sign Area: 111.9 SF 10.39 SM

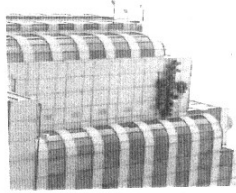


ITEM B

New "Hyatt" Illuminated Channel Letters

West Elevation - Peter Street

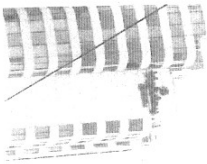
Sign Area: 111.9 SF 10.39 SM



Old "Holiday Inn" Illuminated Channel Letters & Symbol

East Elevation - Widmer Street

Sign Area: 101 SF 9.38 SM




Old "Holiday Inn" Illuminated Channel Letters & Symbol

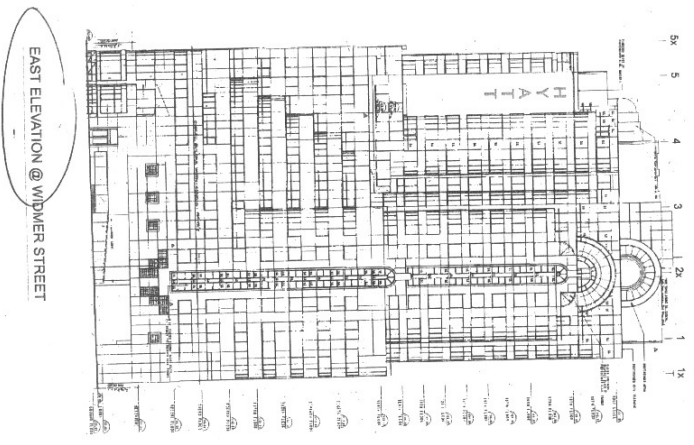
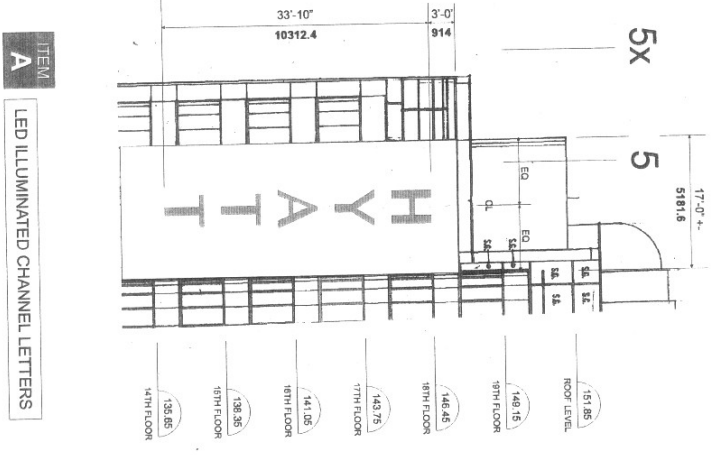
West Elevation - Peter Street

Sign Area: 101 SF 9.38 SM

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 SignAge <small>A LIGHTING SYSTEMS INC.</small>	
3-18 RUTHERFORD RD S BRAMPTON, ON L6W 3J3 Tel: (905) 405-9555 Fax: (905) 452-9061	
PROJECT TITLE HYATT REGENCY TORONTO 370 KING ST WEST, TORONTO	
DRAWING TITLE ITEM A ITEM B Exterior Signage King St. & Widmer St.	
ACCOUNT MGR:	SC
DRAWN BY:	MMP
CHECKED BY:	SC
DATE:	02 11 09
SCALE:	NTS
FILENAME:	HYATT HOTEL EXTERIOR SIGNAGE SV
DRAWING NO.	PAGE NO.
HHE10-1	1 OF 4

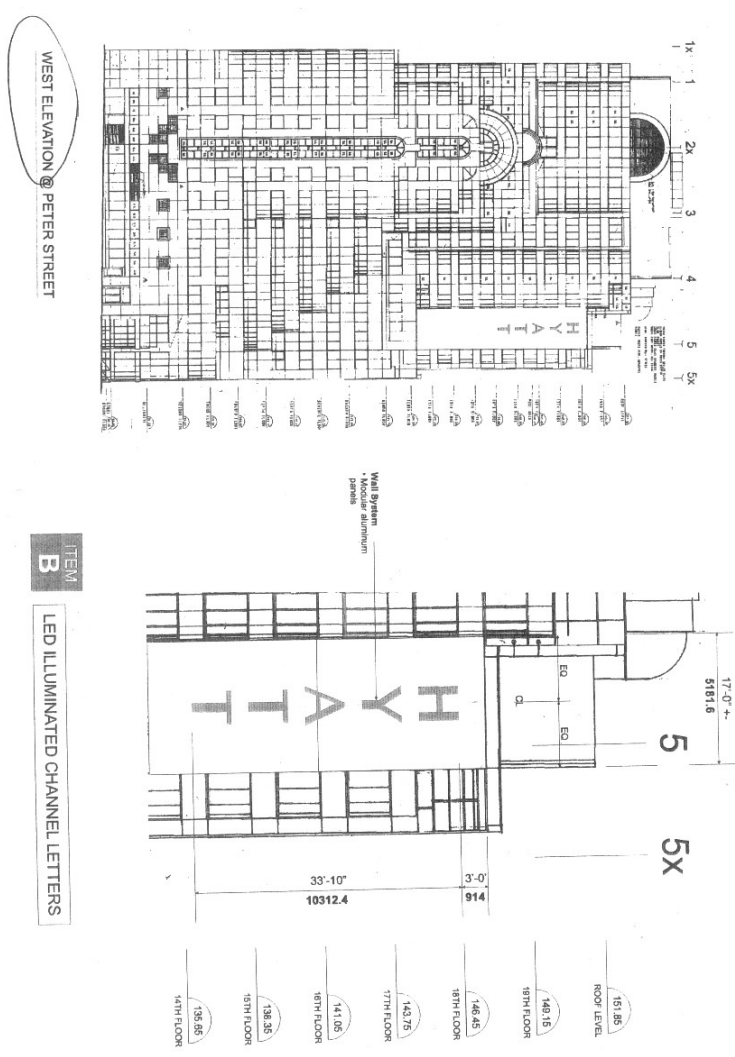
Attachment 3: Sign Details (A)




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3-19 RUTHERFORD RD S BRAMPTON, ON L6W 3J3 Tel: 905.405.9595 Fax: 905.452.9061	
PROJECT TITLE HYATT REGENCY TORONTO KING STREET WEST, TORONTO	
DRAWING TITLE ITEM A IDENTIFICATION SIGNS LED ILLUMINATED CHANNEL LETTERS WIDMER STREET ELEVATION (EAST)	
ACCOUNT MGR.: SC	DRAWN BY: MNP
CHECKED BY: SC	DATE: 12.05.08
SCALE: NTS	FILENAME: HYATT HOTEL PERMIT 12.05.08
DRAWING NO: HYT08-1	PAGE NO: 2 OF 11

Attachment 4: Sign Details (B)



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 SignAge <small>A LIGHTING SYSTEMS INC.</small>	
3-19 RUTHERFORD RD S BRAMPTON, ON L8V 3J3	
Tel: 905.405.9555 Fax: 905.452.9061	
PROJECT TITLE HYATT REGENCY TORONTO KING STREET WEST, TORONTO	
DRAWING TITLE ITEM B IDENTIFICATION SIGNS LED ILLUMINATED CHANNEL LETTERS WEST ELEVATION @ PETER ST	
ACCOUNT MGR.: SC	
DRAWN BY: MNP	
CHECKED BY: SC	
DATE: 12.05.08	
SCALE: NTS	
FILENAME: HYATT HOTEL PERMIT 12.05.08	PAGE NO. 3 OF 11
DRAWING NO. HYT08-1	