

**Sign Variance - 181 Wellington St W**

<b>Date:</b>	February 18, 2010
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	2010TE053 10 119987 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.

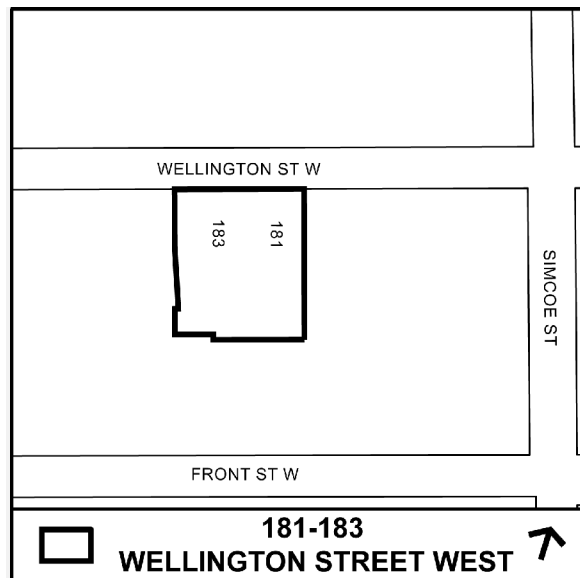
This report reviews and makes recommendations on a request by Kirk Morozov of Kramer Design Associates on behalf of Graywood Development Ltd., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification and direction purposes, four illuminated Pedestal signs along the north frontage of the property for Ritz Carlton Hotel on this property at 181 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 Code to permit, for identification and direction purposes, four illuminated Pedestal signs along the north frontage of the



property for Ritz Carlton Hotel on this property at 181 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; 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 just west of and Simcoe Street, on the south side of Wellington Street West in a “CR” zone. A multi-storey Ritz Carlton hotel building is currently under construction at this site. The applicant is requesting permission to install, for identification purposes and direction purposes, four illuminated pedestal signs along north frontage of the property at 181 Wellington Street West. The proposed pedestal sign “The Ritz-Carlton with a corporate logo” at the main entrance of the building is 3.08m wide and 1.83m high with an area of 5.64 m<sup>2</sup>. The other three pedestal signs are identified on the plan as “Pylon A” on the north east corner of the property and “Pylon C” on the northwest corner of the property and the “Pylon B” is located at the northeast corner of the building. These three pedestal signs are designed to provide identification and direction for the services and facilities in the building. Each pedestal sign is 0.98m wide and 2.54m high with an area of 2.49m<sup>2</sup>.

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 (12)	To install four illuminated pedestal signs, for identification purposes, along north frontage of the property.	Only one pedestal or ground sign, for identification purposes, per lot frontage of the property is permitted.
Chapter 297-10D(12)	The pedestal sign at the main entrance of the building would set back 0.61m from the north property line, the pedestal sign “Pylon A” would set back 1.0m from the north property line and 1.0m from the east property line. The pedestal sign “Pylon C” would set back 1.0m from the north property line and 1.86m from the west property line.	A pedestal sign or a ground sign is required to set back 2.0m from a property line.

Chapter 297-10D (2)	The pedestal sign at the main entrance is 3.08m wide and 1.83m high.	The 3.08m sign width of the proposed illuminated pedestal sign would exceed by 0.58m, the maximum 2.5m sign width permitted by the Municipal Code.

**COMMENTS**

The first and third variances are required because the north frontage of the property would have four pedestal signs instead of only one permitted by the Municipal Code and the sign width of the main entrance pedestal sign exceeds by 0.58m than the permitted width of 2.5m. In this case, the Ritz-Carlton is a world class hotel and the building is a multi-use building. These proposed signs are required for identification and for direction purposes. The proposed pedestal signs designed, sized and positioned to complement the property, surrounding uses and the streetscape. It is staff’s opinion that the signs would not adversely impact the building, surrounding uses or the streetscape.

The second variance is required because the Municipal Code requires a pedestal sign or a ground sign to set back 2.0m from the property line, in order to ensure that the streetscape and view corridors are preserved and to ensure that sight lines for motorists, cyclists and pedestrians are maintained. Although in this case, the proposed pedestal signs do not set back 2.0m from the property line, it is staff’s opinion that the proposed signs at this location do not obstruct the view corridor, or obscure sight lines and it is staff’s opinion that the signs would not adversely impact the view corridor or the sightlines and they would not adversely impact the property or 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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 E-mail: ngirdhar@toronto.ca

**SIGNATURE**

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

## **ATTACHMENTS**

Attachment 1: Site Plan

Attachment 2: Elevations

Attachment 3: Elevations

Attachment 4: Elevations

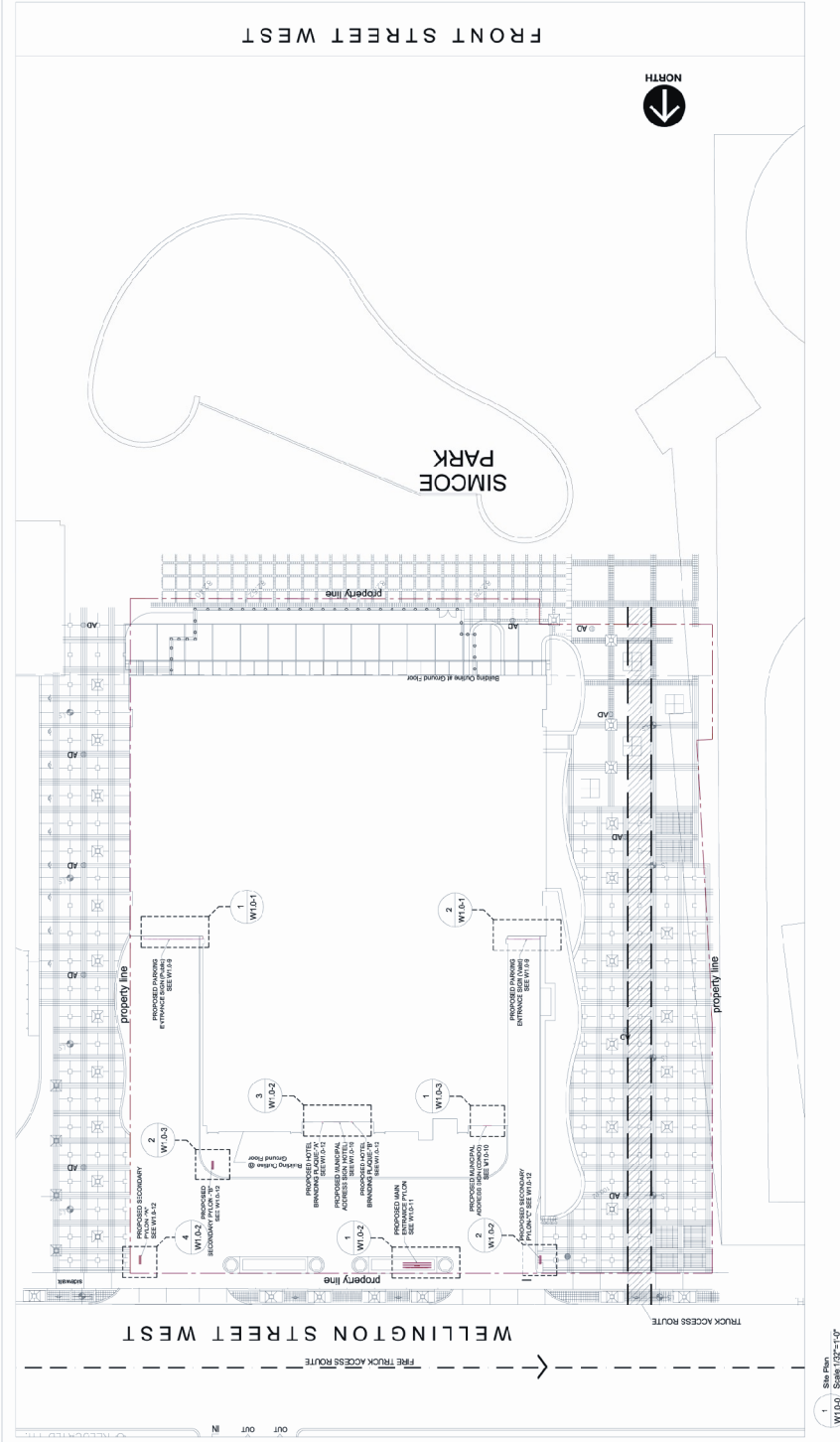
Attachment 5: Elevations

Attachment 6: Elevations

Attachment 7: Elevations

Attachment 8: Elevations

# Attachment 1: Site Plan



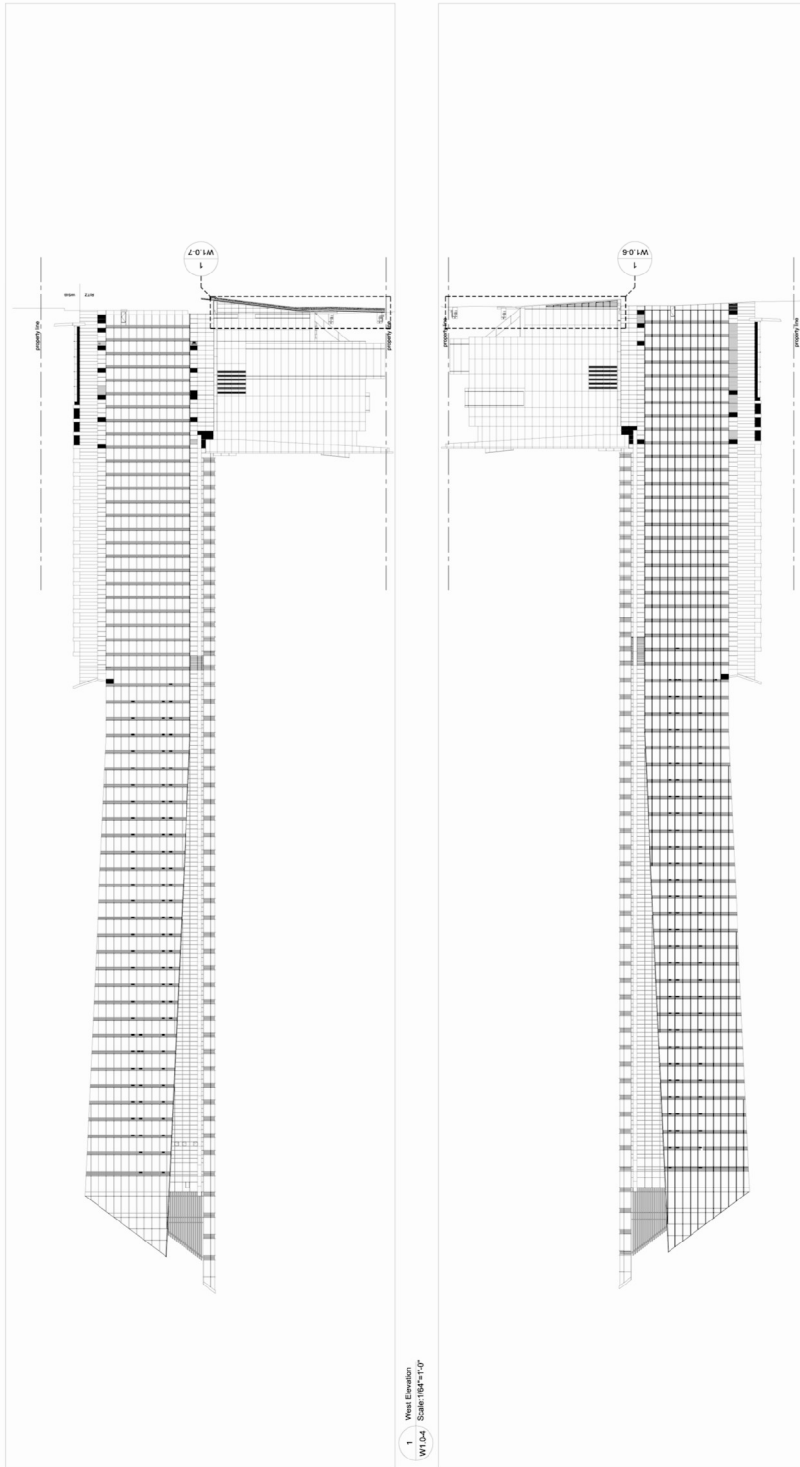
181 - 183 Wellington Street West

**Site Plan**  
 Applicant's Submitted Drawing

Not to Scale  
 02/19/10

File # 10\_119978

## Attachment 2: Elevations



**Elevations**  
181 - 183 Wellington Street West

Applicant's Submitted Drawing  
Not to Scale  
02/19/10

File # 10\_119978

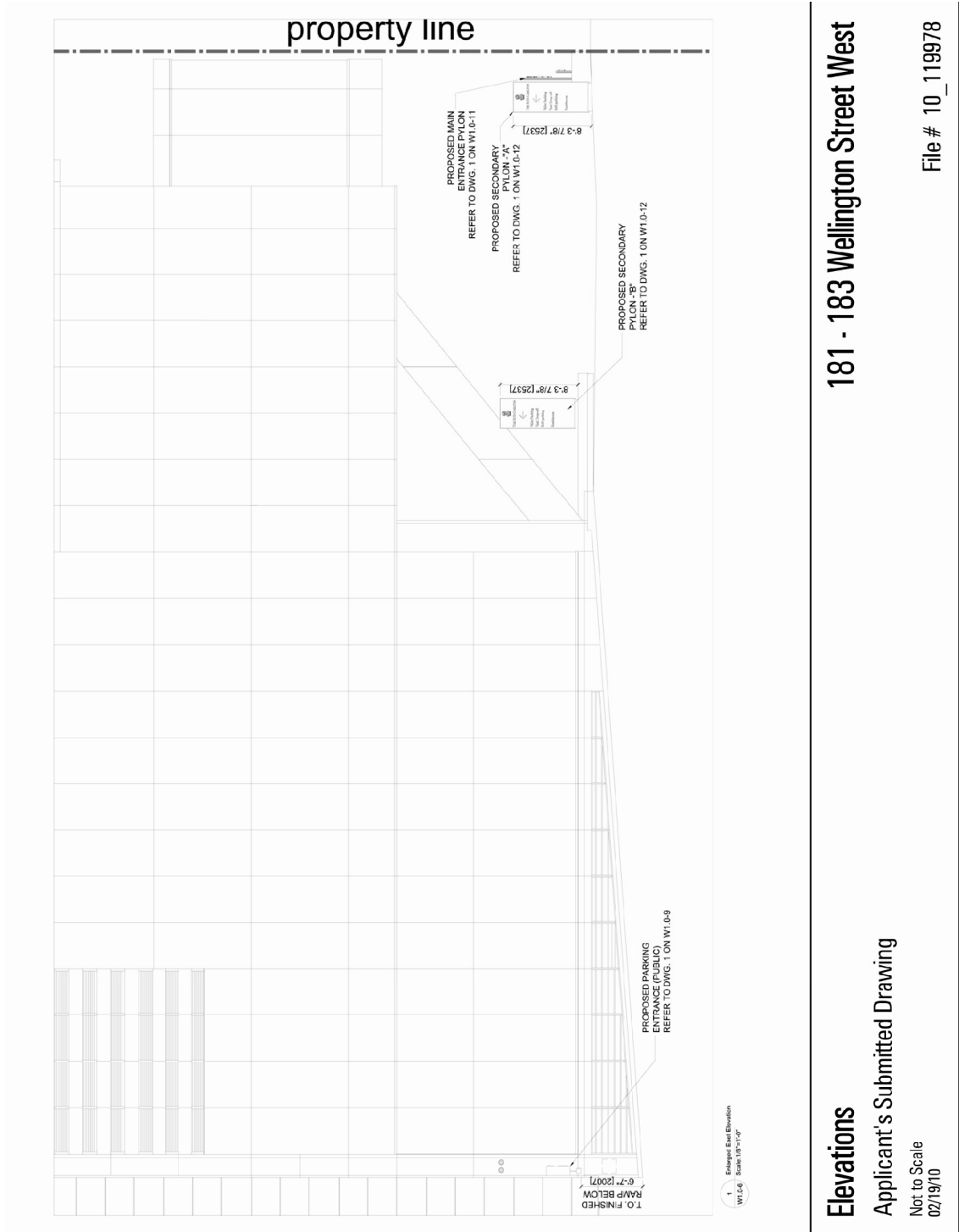
### Attachment 3: Elevations

**1** South Elevation  
W1.05 - 02/19/10

**1** North Elevation  
W1.05 - 02/19/10

**Elevations**  
181 - 183 Wellington Street West  
Applicant's Submitted Drawing  
Not to Scale  
02/19/10  
File # 10\_119978

### Attachment 4: Elevations



**181 - 183 Wellington Street West**

**Elevations**  
 Applicant's Submitted Drawing

Not to Scale  
 02/19/10

File # 10\_119978



# Attachment 5: Elevations



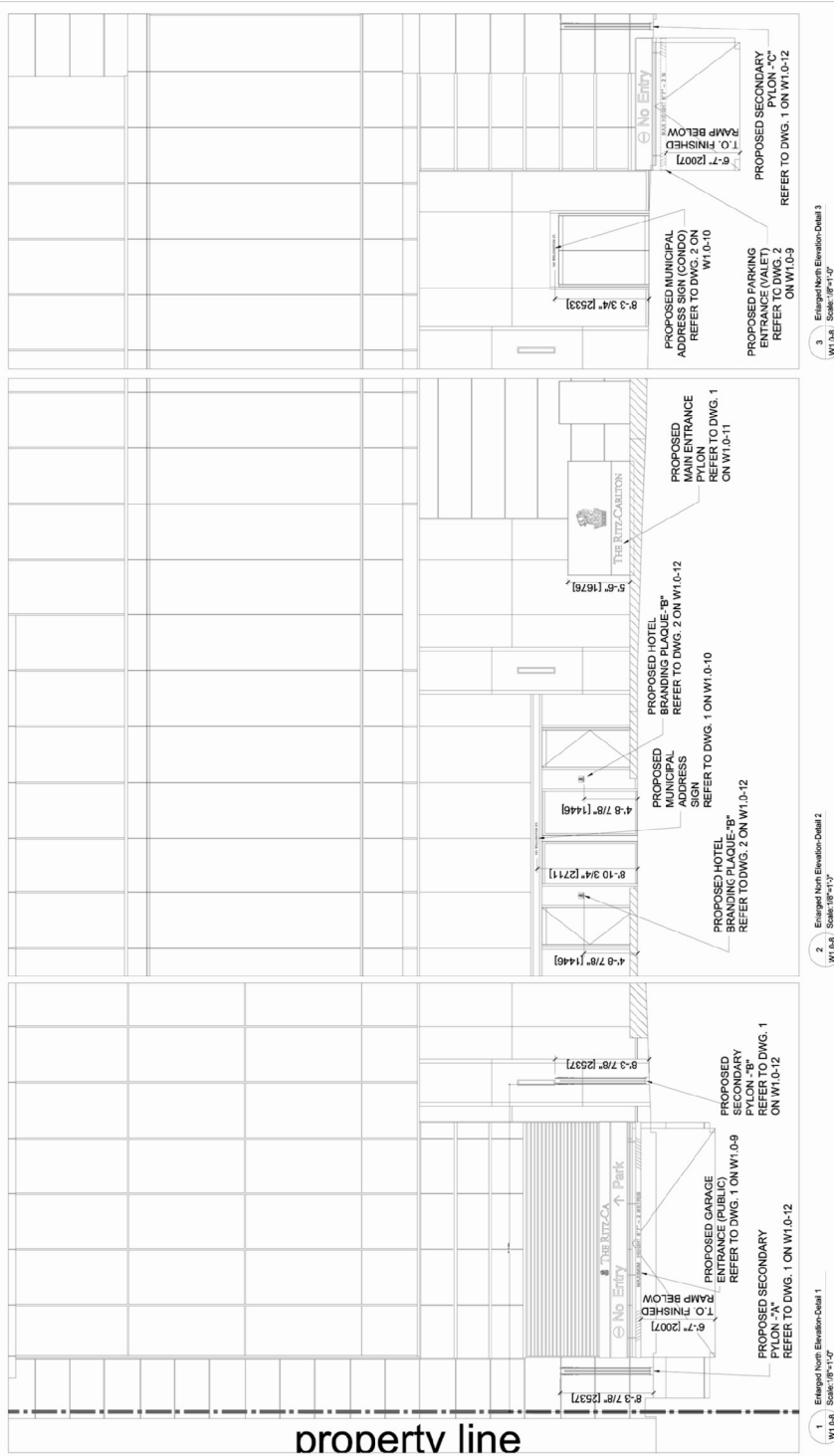
181 - 183 Wellington Street West

File # 10\_119978

**Elevations**  
 Applicant's Submitted Drawing

Not to Scale  
 02/19/10

# Attachment 6: Elevations



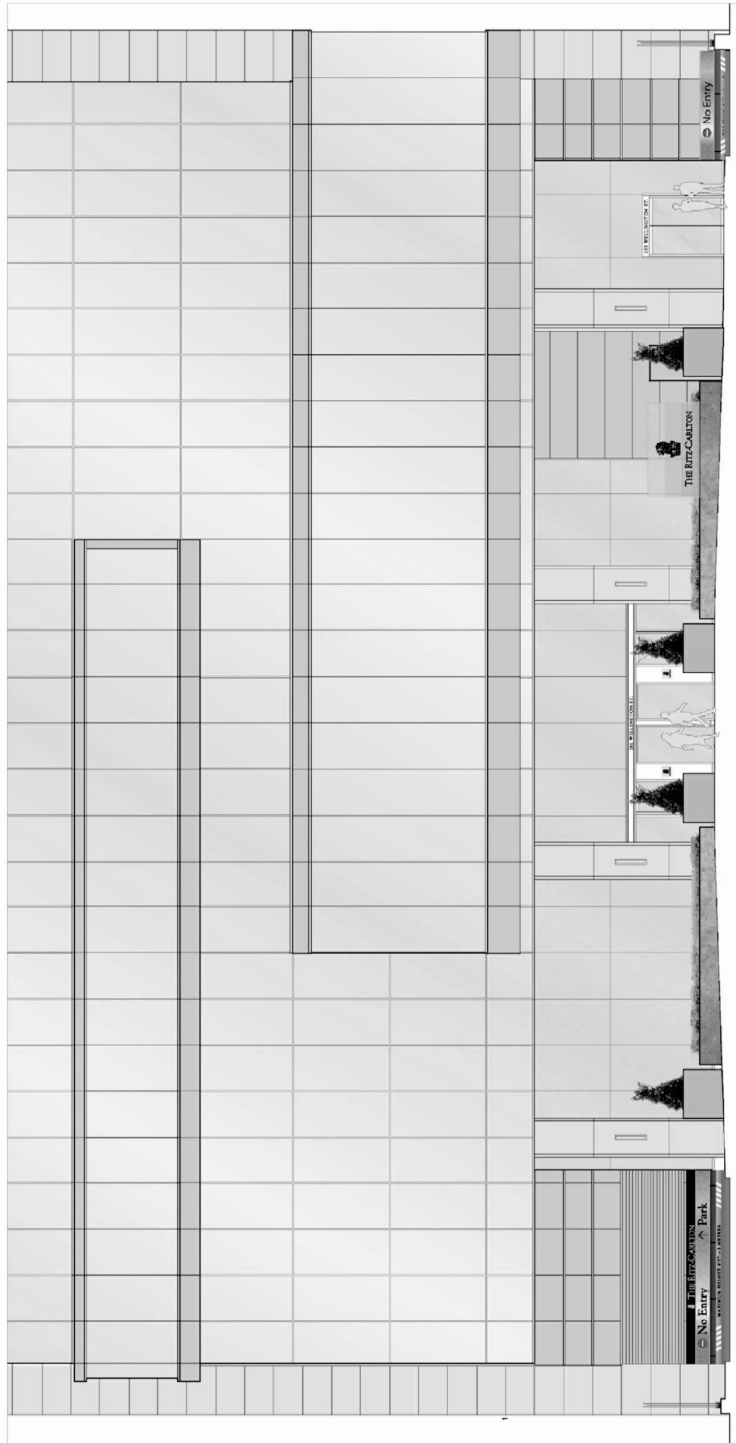
## 181 - 183 Wellington Street West

Elevations  
Applicant's Submitted Drawing

Not to Scale  
02/19/10

File # 10\_119978

# Attachment 7: Elevations



1 Conceptual Rendering-North Elevation  
W1-D-14 N.T.S.

**Elevations**  
181 - 183 Wellington Street West

Applicant's Submitted Drawing

Not to Scale  
02/19/10

File # 10\_119978

Attachment 8: Elevations



2 Site Photo-West Bound  
W/ 0-15 N.T.S.



4 Site Photo-East Bound  
W/ 0-15 N.T.S.



1 Site Photo-North East  
W/ 0-15 N.T.S.



3 Site Photo-North West  
W/ 0-15 N.T.S.

181 - 183 Wellington Street West

File # 10\_119978

Elevations

Applicant's Submitted Drawing

Not to Scale  
02/19/10