



STAFF REPORT ACTION REQUIRED

2300 Yonge Street Sign Variance Request

Date:	December 22, 2006
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 16, Eglinton -Lawrence
Reference Number:	2007NY002

SUMMARY

To review and make recommendations on a request by Dominic Rotundo of Pattison Sign Group, on behalf of Heart and Stroke Foundation of Canada, for approval of variances from former City of Toronto By-law No. 297, as amended to permit the erection of two (2) identification fascia signs, each approximately 193.2 sq. m in area. The signs are located on the walls enclosing the top three floors of the north and south elevations of the Yonge/Eglinton Centre at 2300 Yonge street.

The proposed signs will be similar in size to other signs already erected in the area, such as "GREENWIN" sign at 20 Eglinton Ave. West.

The Heart and Stroke Foundation need the larger signs for an increased visibility from greater distances.

RECOMMENDATIONS

The Toronto Building North York Division recommends that:

1. North York Community Council approve the request to permit, for identification purposes, two (2) flood illuminated fascia signs on the north and south elevations of the building at 2300 Yonge Street: and
2. the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report.

ISSUE BACKGROUND

The property is located at the northwest corner of Yonge Street and Eglinton Avenue West in a “CR” zone. The property contains a 29 storey (351 feet tall and 135 feet wide) mixed use building with the top three (3) stories being the mechanical floors. The property is known as Yonge/Eglinton Centre.

COMMENTS

The Heart and Stroke Foundation recently moved their offices to this new location. The foundation is looking for an increased visibility and greater impact on fundraising. The proposed signs will allow the foundation the opportunity to create their identification including their logo in a larger format which will make it more legible from greater distances, since it is difficult to see signs at this height from the street level in close proximity to the building.

The proposed signs will be visible to the traffic travelling north southbound along Yonge Street.

Proposed signage does not comply with the City of Toronto By-law 297, as amended, in the following ways:

Sign By-law Section Requirements	Applicant's Proposal	Required Variance
Section 297-10 Fascia Signs in the form of a logo, corporate symbol and/or name are subject to Qualification #4 (d) The height of the logo, corporate symbol or name or both comprising the sign is not more than three (3) metres. (e) The area of the sign may not exceed 25 square metres.	 The proposed height of the logo is 5.2m. The area of the two signs is 193.2 square metres.	 To allow signs 2.2 meters Taller than permitted. To allow signs that are 168.2 sq. m larger than permitted.

CONTACT

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SIGNATURE

Steve Franklin P. Eng
Director of Building and
Deputy Chief Building Official
North District

ATTACHMENTS

- Attachment 1 Site Plan
- Attachment 2 Proposed Signs North & South Elevations
- Attachment 3 Sign Details
- Attachment 4 Letter from Heart & Stroke Foundation