



**STAFF REPORT
ACTION REQUIRED**

**2300 Yonge Street.
Sign Variance Request**

Date:	August 15, 2007
To:	Chairman and Members, North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 16, Eglinton - Lawrence
Reference Number:	File No: 2007 NY 029 Folder No. 07 246182 ZSV 00 ZR

SUMMARY

This staff report is about a matter that the community council has delegated authority to make a final decision provided that it is not amended so that it varies from City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Robert Manning of Sign Advice, on behalf of Rio Can Real Estate Inc. Trust, for an approval of a variance from former City of Toronto Sign By-law No. 297, as amended, to permit erection of two (2) illuminated identification wall signs, each 48.88 sq. m in area located on the east and west elevations of the top floor of the 30 storey building at 2300 Yonge street.

The proposed signs will be similar in size and nature to other signs already erected in the area, such as "GREENWIN" sign at 20 Eglinton Ave. West and the "Heart and Stroke Foundation of Canada" sign at north and south elevations of the same building (2300 Yonge Street). Sign variances for the "Heart and Stroke Foundation of Canada" were approved by council at the February, 2007 Council meeting.

RECOMMENDATIONS

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 east and west 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.

COMMENTS

The property is located at the northwest corner of Yonge Street and Eglinton Avenue West in a "CR" zone. The property is a 30 storey mixed use building with the top three (3) stories being the mechanical floors.

The proposed two (2) illuminated channel letter fascia signs will identify the building with a corporate logo and name "Rio - Can" on the top floor of the buildings east and west elevations. The proposed area of each sign is 48.88 sq. m (Sq. ft.)

The applicant in the letter dated July 23, 2007 states that the increase in the area of each sign is needed to ensure the visibility and legibility of the signs at the 30 storey height.

The proposed signs will be visible to the traffic travelling east and westbound along Eglinton Ave. E/W.

Abutting uses are as follows:

North – Main Street Commercial, Residential (MCR);

South - Main Street Commercial, Residential (MCR);

East - Main Street Commercial, Residential (MCR);

West - Residential (R2)

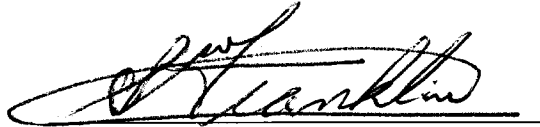
Proposed signage does not comply with the City of Toronto Sign By-law 297 as amended

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 (e)The area of the sign may not exceed 25 square metres.	The area of each sign is 48.88 square metres.	To allow signs that are 23.88 sq. m larger than permitted.

CONTACT

Galina Veltman P. Eng., Manager Plan Review Tel: 416-395-7018; Fax: 416-395-7589;
E-mail: veltman@toronto.ca

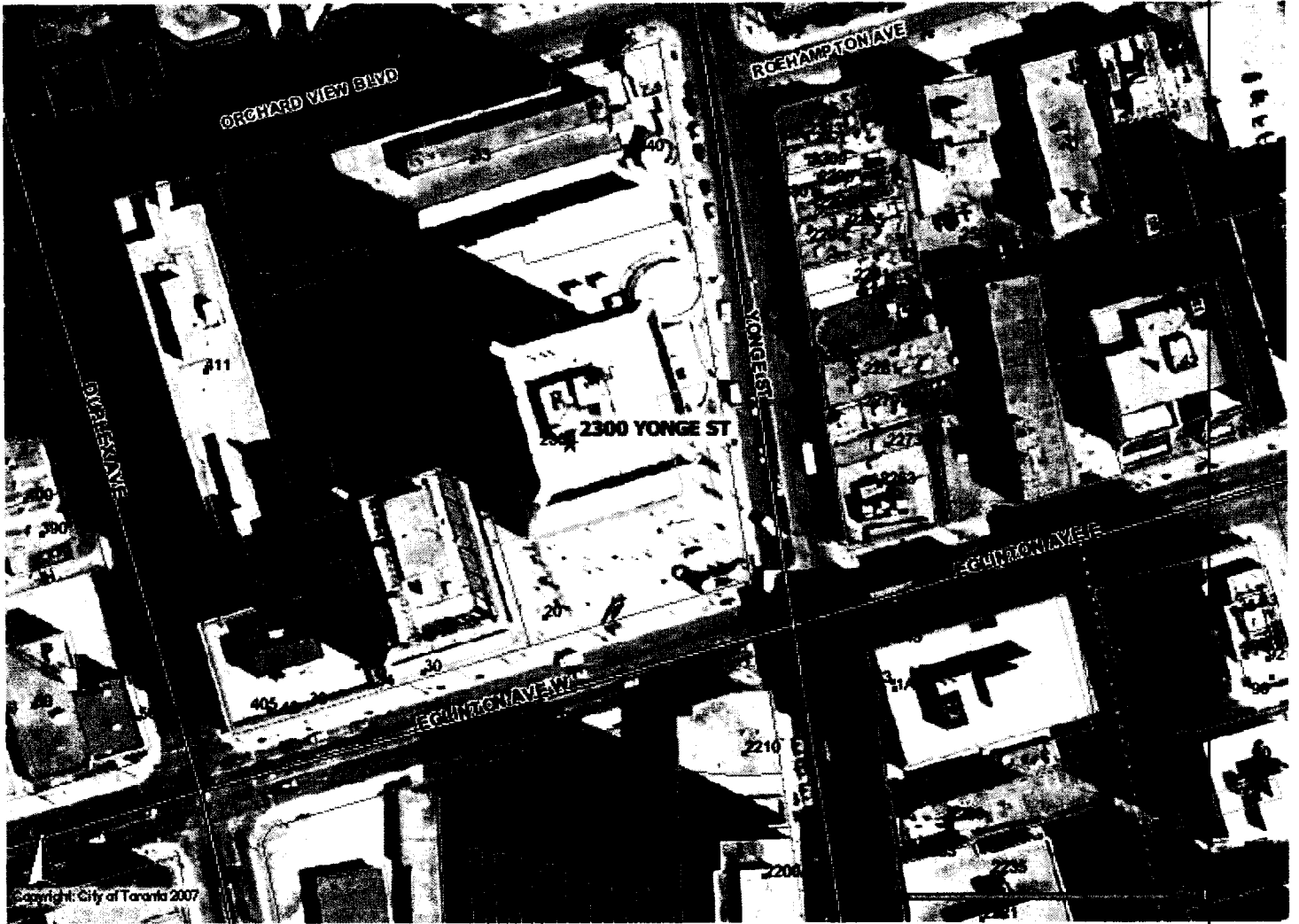
SIGNATURE



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

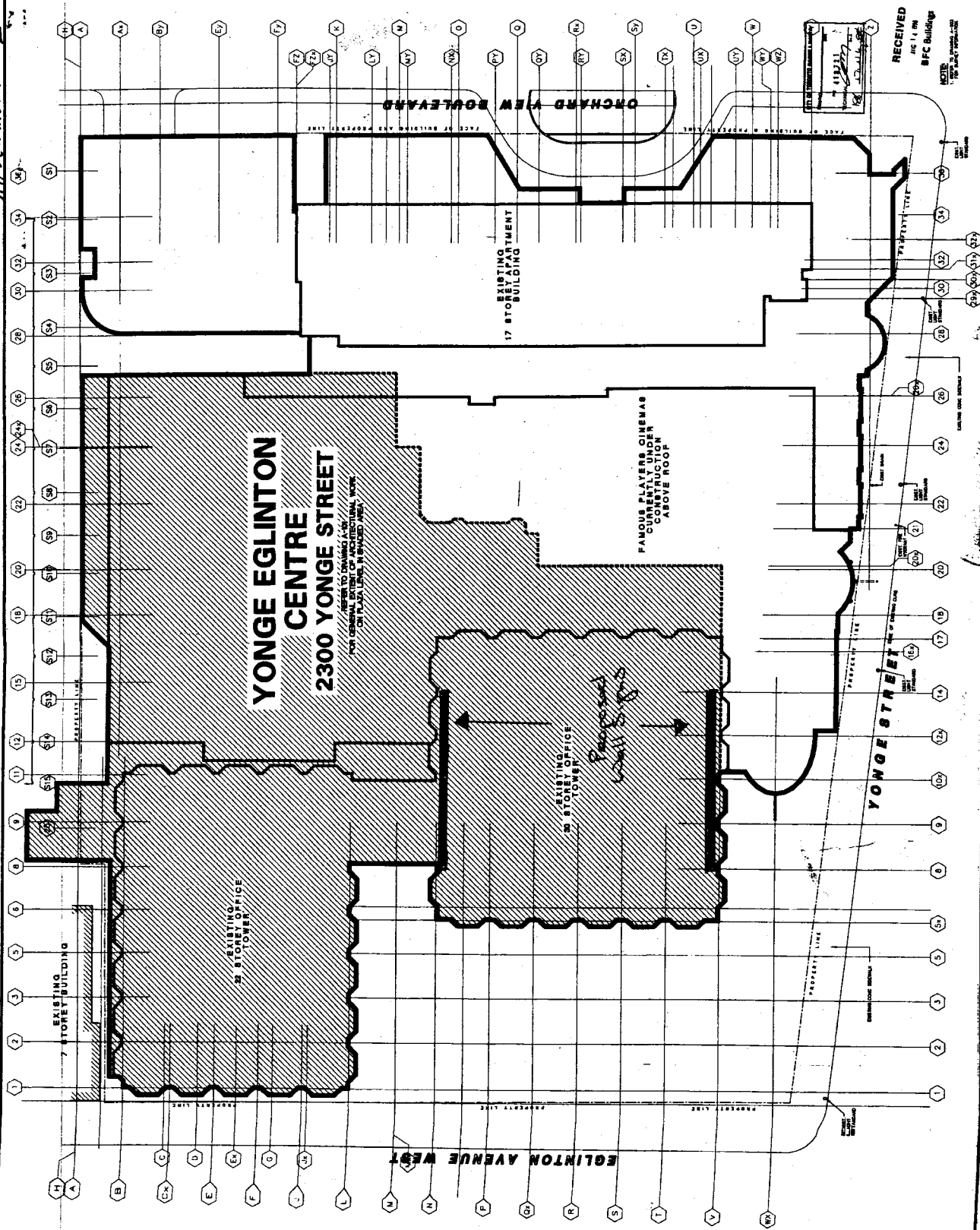
ATTACHMENTS

- Attachment 1 Aerial Map
- Attachment 2 Site Plan
- Attachment 3 Photo of the proposed sign location
- Attachment 4 Applicants Letter



Attachment - 2

ISSUE	DATE	DESCRIPTION
1		ISSUED FOR PERMIT



REVISIONS	DATE	DESCRIPTION

DESIGNED BY: [Signature]
 DRAWING NO.: [Number]
 DATE: [Date]

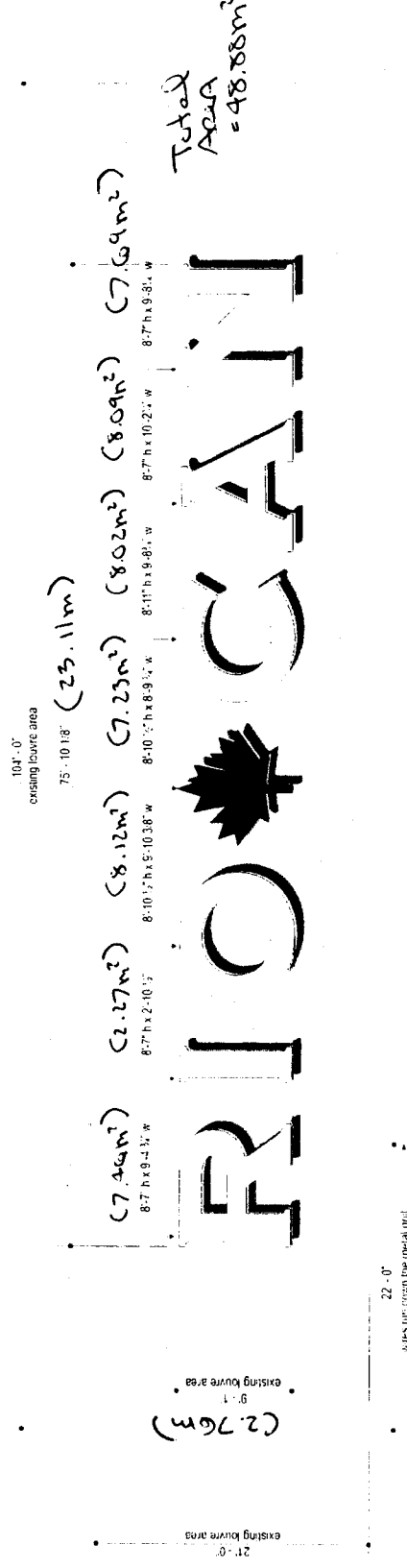
REVISIONS TO THE
YONGE EGLINTON CENTRE
 RENOVATION CONTRACT & BILL OF MATERIALS
 TORONTO ONTARIO

SITE PLAN

RECEIVED
 AUG 11 AM
 BFC Building
 1000 BAY ST. TORONTO, ONT. M5G 1S2

A-001

- Void
- Learn
- Paint
-

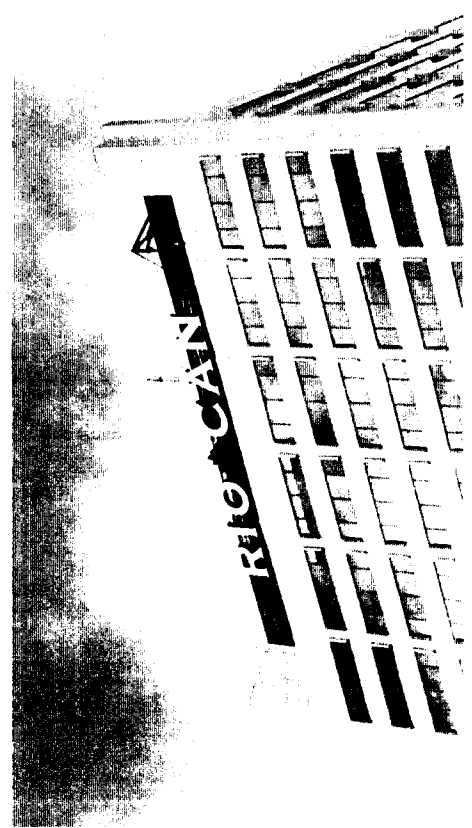


► Material Specifications

- "RIO" and "CAN"
- Pre-painted black returns
 - Pride PVC black F-1mm
 - 3/16" white lean faces
 - white LED
- Maple Leaf
- Aluminum constructed returns painted black
 - Red #2562 flex face
 - Pride plus cover / frameless / painted black
 - white LED

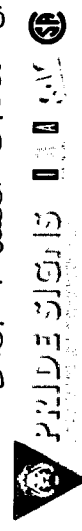
NOTE

- Letters are built in two separate pieces (both face and center) to allow door clearance on installation
- Thru bolt installation required on existing metal grid



- Vectors artwork Required
- Digital image for Printing Required
- Final Colour Specifications Required
- Site Check Required
- Preliminary artwork Approved For Production
- Approved For Production

East of West Elevations



2300 Yonge Street
Toronto, Ontario

RIO CAN

Sales: Jim Fawell
Drawn By: T. Dodge
Date: February 25, 2007

Client Approval
Revision Dates
April 16, 2007
May 1, 2007
June 18, 2007
June 21, 2007
July 9, 2007

B. Guse
B. Guse
B. Guse
B. Guse
B. Guse

July 23, 2007

To: City of Toronto – North Community Council

Re: Sign Variance for Rio-Can Real Estate Investment Trust, 2300 Yonge Street

Submitted on behalf of Rio-Can and Pride Signs Ltd.

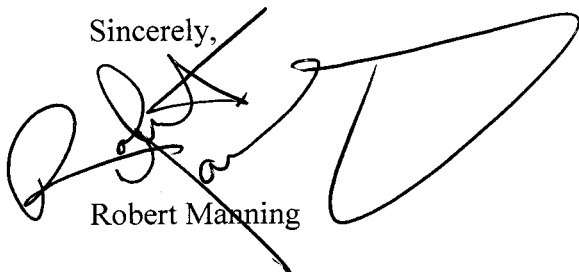
We are asking for your consideration in respect to our variance application for the installation of two illuminated individual letter style wall signs on the top storey of the 30 storey building at 2300 Yonge Street. The signs will identify “Rio-Can” and be located on the east and west elevations. The building is located on the north-west corner of Yonge Street and Eglinton Avenue West.

Each sign will have an area of 48.88 square metres, the by-law allows a maximum area of 25 square metres.

We are asking for this increase in area as it is needed for the proposed signs to be visible and legible at the 30 storey height.

The signs are designed for aesthetic compatibility with the building and otherwise meet the intent of the by-law.

Sincerely,



Robert Manning