

TORONTO
Sign Variance Report
730 Yonge Street

STAFF REPORT
ACTION REQUIRED

Date:	January 16, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	06-178364

SUMMARY

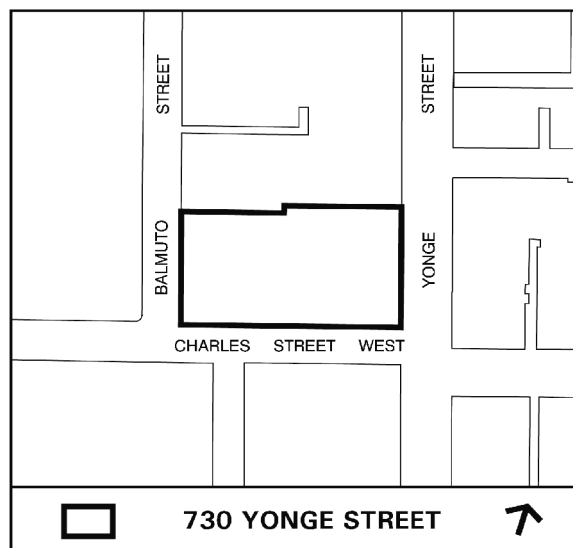
To review and make recommendations on a request by Svetlana Levant of Pride Signs Ltd on behalf of Yorkwood investments Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of two existing fascia signs with two newly designed illuminated fascia signs, in the form of a corporate name and a logo, to represent “Second Cup” on the south and east elevations of the building at 730 Yonge Street. Each proposed sign is 3.50m wide and 0.76m high with an area of 3.50m².

Staff recommends approval of this application. The variances are minor and within the general intent and purpose of the provisions of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the request for variances to permit, for identification purposes, replacement of two existing fascia signs with newly designed illuminated fascia signs in the form of a corporate name and a logo to represent “Second Cup” on the south and east elevations of the building at 730 Yonge Street.



2. City Council direct the City Clerk’s Office to advise the applicant, 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 south of Bloor Street West at the southwest corner of Yonge and Charles Streets in a CR zone. The property contains a multi-storey building with retail uses at the grade level. The applicant is requesting permission to replace, for identification purposes, two existing fascia signs with newly designed fascia signs on the south and east elevations of the building. Each proposed sign is 3.50m wide and 0.76m high with an area of 3.50m².

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter 297-2 definitions-fascia sign.	The signs would be mounted on the south and east elevations of a triangular shaped architectural structure located in front of store entrance.	The Municipal code requires that signs be fully mounted against the wall of a building.

COMMENTS

The Municipal Code requires that the fascia signs be mounted against the wall of a building. In this case, the signs would be mounted against the south and east sides of an architectural structure located in front of the store entrance. The signs most closely resemble a fascia sign, excepting that they would not be placed directly against the wall of the building. Staff considers the variance to be technical and therefore acceptable.

CONTACT

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SIGNATURE

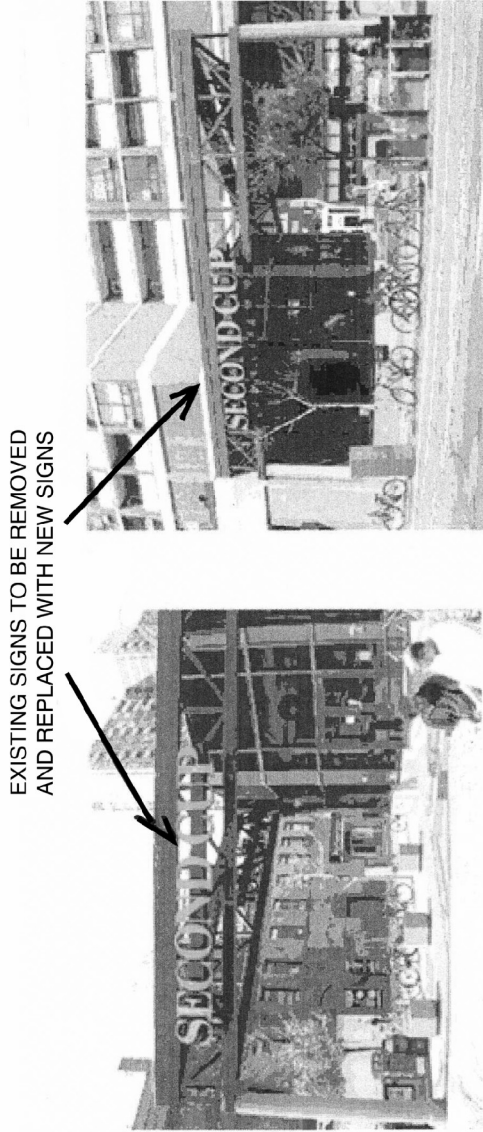
Gary Wright, Director
Community Planning, Toronto and East York District

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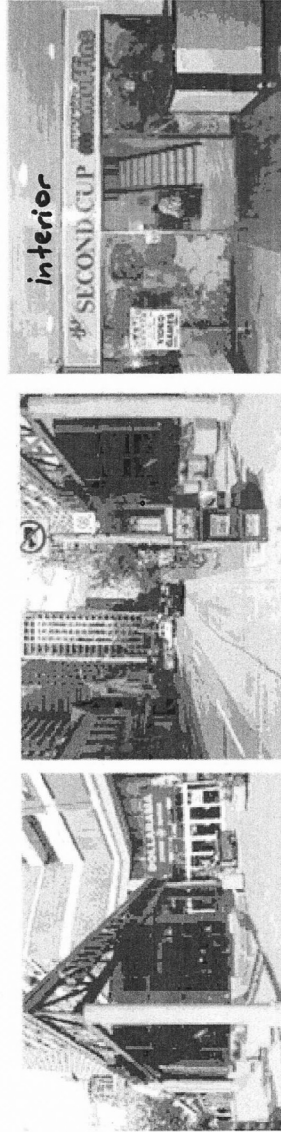
ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Sign Details

Attachment 1: Elevations



Second Cup - Yonge/Charles, TO #9169



Elevations

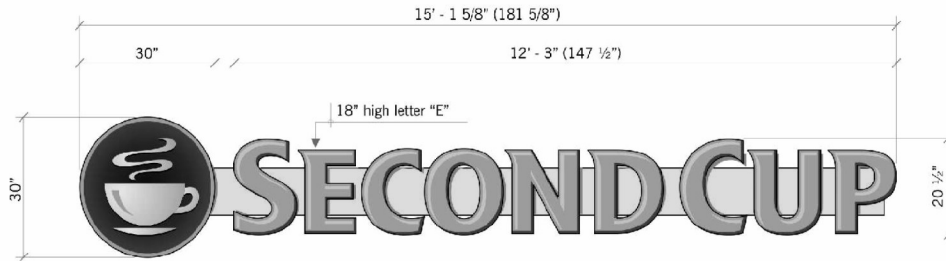
730 Yonge Street

Applicant's Submitted Drawing

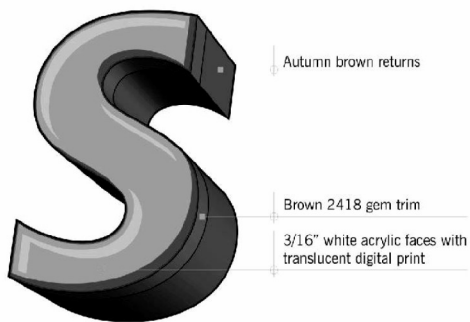
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Attachment 2: Sign Details



Digital Specifications		Digital Specifications	
Printing information: • Opaque digital image applied to 1st surface with solvent ink application and laminate • 150 DPI full size • no bleed required • Not to be printed to gold nugget vinyl	Colours: ● Camel (pms #7407) ● Dark Brown (pms #4625) ● Rust brown (pms #7517)	Printing information: • Translucent digital image applied to 1st surface of Gold nugget 3M 3630-141 with solvent ink application and laminate • 150 DPI full size • no bleed required	Colours: ● Rust brown (pms #7517) ● Camel (pms #7407)
Print size: 		Print size: 	
Note: The digital file (.ai) sent, may not be to the correct size required. Please refer to above information to confirm correct sizes and digital info.		Note: The digital file (.ai) sent, may not be to the correct size required. Please refer to above information to confirm correct sizes and digital info.	



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