



**STAFF REPORT
ACTION REQUIRED**

Sign Variance Report

55 Gould Street, 122 Bond Street, 125 Bond Street, 243 Church Street, 87 Gerrard Street East, 50 Gould Street, 240 Jarvis Street, 285 Victoria Street

Date:	January 9, 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:	06-190595, 06-190594, 06-190586, 06-190591, 06-190579, 06-190596, 06-190605, 06-190601, 06-190585, 06-190588

SUMMARY

To review and make recommendations on a request by Dominic Magnone of Ryerson University for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an integrated and unified Signage program for the buildings listed in the table below. These buildings form part of the Ryerson University Campus.

Staff recommends approval of the applications listed in the table below. The variances are minor and within the general intent and purpose of the sign provision of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the request for variances to permit, for identification purposes, an integrated unified signage programme for the buildings at 55 Gould Street, 122 Bond Street, 125 Bond Street, 243 Church Street, 87 Gerrard Street East, 50 Gould Street, 240 Jarvis Street and 285 Victoria Street; and
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 buildings listed in the table below form part of the Ryerson University Campus. The buildings listed in the table below are zoned Q, except the 6-storey building at 87 Gerrard Street East and 11-storey student residence building at 240 Jarvis Street are in a CR zone. The proposal is to erect back-lit illuminated fascia signs in the form of a corporate logo to represent the Ryerson University on the buildings listed in the table below.

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

Application No. and Address	No. of Storeys and Zoning	Sign By-law Section and Requirements	Applicant's Proposal	Required Variance	Heritage Designation	See Attachment
06-190595 ZSV 55 Gould Street	3-Storey Q Zone	Chapter 297-9D(2)(a) Chapter 297-9D(2)(b)	The sign would have an area of 18.0m ² . The sign would be located 9.3m high above grade.	The 18.0m ² sign area would exceed by 15.5m ² , the maximum 2.5m ² sign area permitted. The 9.3m sign height above grade would exceed by 3.3m, the maximum 6.0m permitted.		6
06-190594 ZSV 122Bond Street	2-Storey Q Zone	Chapter 297-10D(4)(a)	Corporate logo sign on the west elevation of a 16.0m high building.	Required to be located at the top floor level of a 34.0m high building		7
06-190586 ZSV 125Bond Street	3-Storey Q Zone	Chapter 297-10D(4)(a) and Chapter 297-10D(4)(b)	Corporate logo sign on the west elevation of a 16.0m high building.	Required to be located at the top floor level of a 34.0m high building Only one fascia sign on each building frontage is permitted.		8

Application No. and Address	No. of Storeys and Zoning	Sign By-law Section and Requirements	Applicant's Proposal	Required Variance	Heritage Designation	See Attachment
06-190591 ZSV 243 Church Street	4-Storey Q Zone	Chapter 297-10D(4)(a)	Corporate logo sign on the south of a 16.95m high building.	Required to be located at the top floor level of a 34.0m high building		9
06-190579 ZSV 87 Gerrard Street East	4-Storey Q Zone	Chapter 297-9D(2)(a) Chapter 297-9D(2)(b)	The area of the sign is 8.0m ² . The sign would be located at 8.1m above grade.	The 8.0m ² sign area exceeds by 5.5m ² , the maximum 2.5m ² permitted. The 8.1m sign height above grade would exceed by 2.1m, the maximum 6.0m permitted	Listed Heritage Building	10
06-190596 ZSV 87 Gerrard Street East	6-Storey CR Zone	Chapter 297-9D(2)(a) Chapter 297-9D(2)(b)	The area of the sign is 11.5m ² . The sign would be located at 22.0m above grade.	The 11.5 m ² sign area would exceed by 9.0m ² the maximum 2.5m ² permitted. The 22.0m sign height above grade would exceed by 16.0m the maximum 6.0m permitted.	Listed Heritage Building	11
06-190605 ZSV 50 Gould Street	3-Storey Q Zone	Chapter 297-9D(2)(a) Chapter 297-9D(2)(b)	The sign would have an area of 11.5m. The sign would be located 12.2m above grade.	The 11.5m ² sign area would exceed by 9.0m ² , the maximum 2.5m ² sign area permitted. The 12.2m sign height above grade would exceed by 6.2m, the maximum 6.0m sign height above grade permitted	Listed Heritage Building	12

Application No. and Address	No. of Storeys and Zoning	Sign By-law Section and Requirements	Applicant's Proposal	Required Variance	Heritage Designation	See Attachment
06-190601 ZSV 87 Gerrard Street East	3-Storey Q Zone	Chapter 297-9D(2)(a) Chapter 297-9D(2)(b)	The sign would have an area of 7.2m ² . The sign would be located at 6.1m high above grade.	The 7.2 m ² sign area would exceed by 4.7m, the maximum 2.5m permitted. 6.1m sign height above grade would exceed by 0.1m, the maximum 6.0 m permitted.	Listed Heritage Building	13
06-190585 ZSV 240 Jarvis Street	11- Storey Student Residence CR Zone	Chapter 297-10D(5)(e)	The sign would be located 34.0m high above grade.	The 34.0m sign height above grade would exceed by 24.0m, the maximum 10.0m sign height above grade permitted		14
06-190588 ZSV 285 Victoria Street	8-Storey Q Zone	Chapter 297-9D(2)(b)	The proposed sign would have an area of 4.6m ² . It would be located at 8.93m high above grade.	The 4.6m ² sign area would exceed by 2.1m ² , the maximum 2.5m ² permitted. The 8.93m sign height above grade would exceed by 2.93m, the maximum 6.0m sign height above grade permitted.		15

COMMENTS

The buildings listed in the table above form part of Ryerson University's Campus. The University has developed a plan for environmental upgrading and improvement of campus buildings. Part of the exercise requires implementation of an integrated and unified signage program for the campus. The proposed signs are designed well and create a unified visual identification program for the Ryerson University Campus buildings. Planning staff recommends approval of the applications listed above in the table. It is staff's opinion that the proposed signs would not adversely impact the buildings or the streetscape.

Heritage and Preservation Services Staff have also reviewed the signage plans for the listed historic buildings at 87 Gerrard Street East, and 50 Gould Street, and have advised that the signage proposal is acceptable.

CONTACT

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SIGNATURE

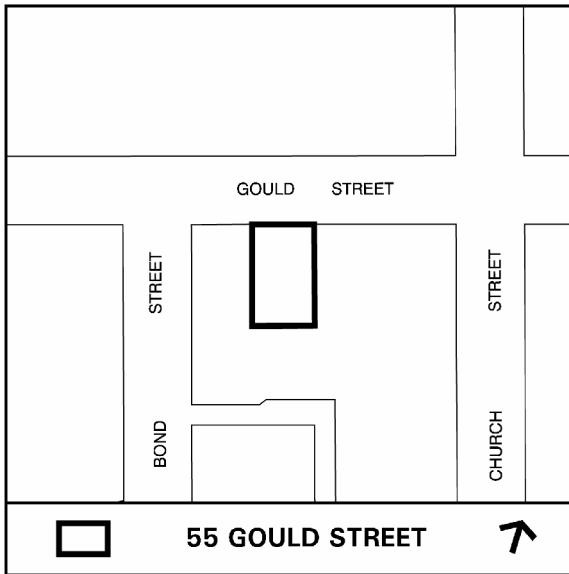
Gary Wright, Director
Community Planning, Toronto and East York District

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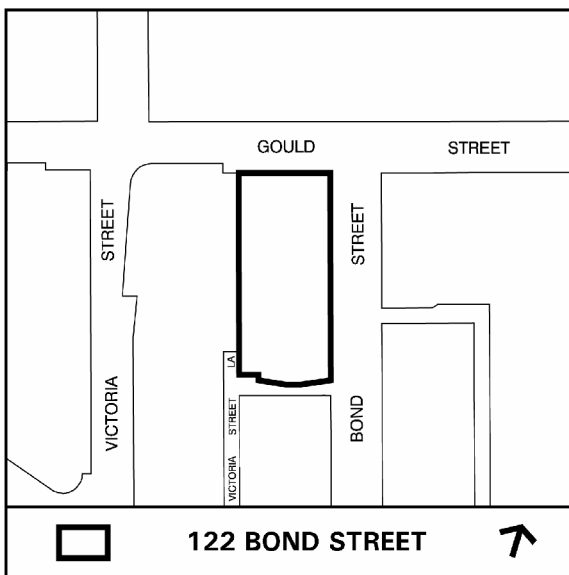
ATTACHMENTS

- Attachment 1: Key Maps for 55 Gould Street and 122 Bond Street
- Attachment 2: Key Maps for 125 Bond Street and 243 Church Street
- Attachment 3: Key Maps for 87 Gerrard Street East and 50 Gould Street
- Attachment 4: Key Maps for 240 Jarvis Street and 285 Victoria Street
- Attachment 5: Elevation & Sign Detail - 55 Gould Street
- Attachment 6: Elevation & Sign Details – 122 Bond Street
- Attachment 7: Elevation & Sign Detail – 125 Bond Street
- Attachment 8: Elevation & Sign Detail – 243 Church Street
- Attachment 9: Elevation & Sign Detail – 87 Gerrard Street East
- Attachment 10: Elevation & Sign Details - 87 Gerrard Street East
- Attachment 11: Elevation & Sign Details – 50 Gould Street
- Attachment 12: Elevation & Sign Details – 87 Gerrard Street East
- Attachment 13: Elevation & Sign Detail – 240 Jarvis Street
- Attachment 14: Elevation & Sign Detail – 285 Victoria Street

Attachment 1: Key Maps for 55 Gould Street and 122 Bond Street

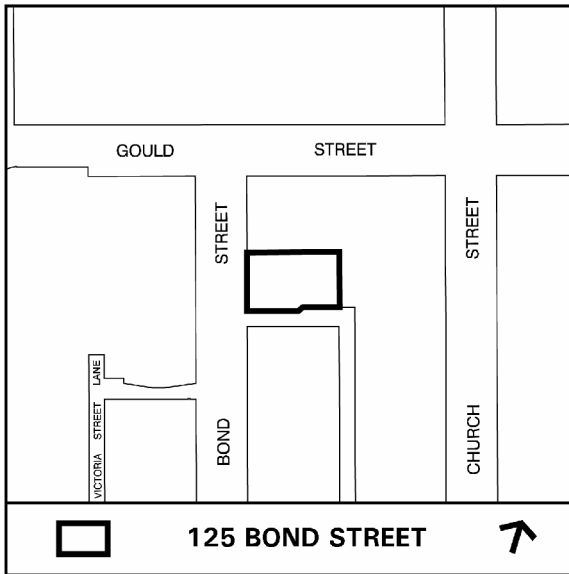


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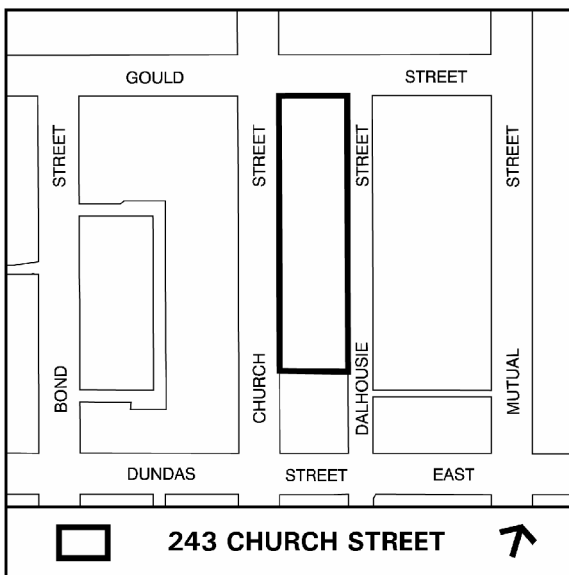


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Attachment 2: Key Maps for 125 Bond Street and 243 Church Street

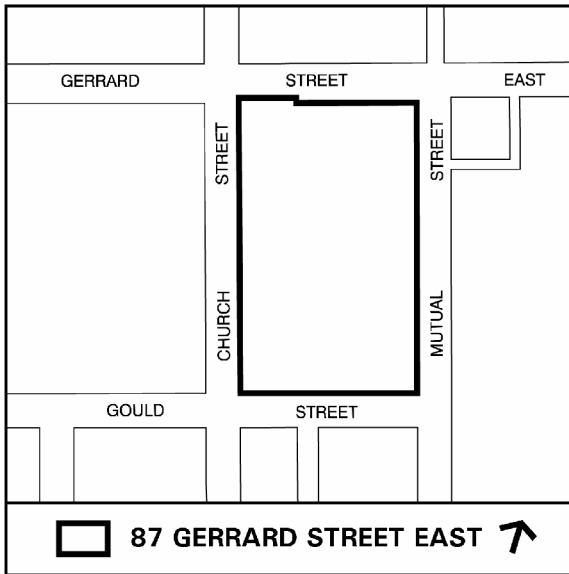


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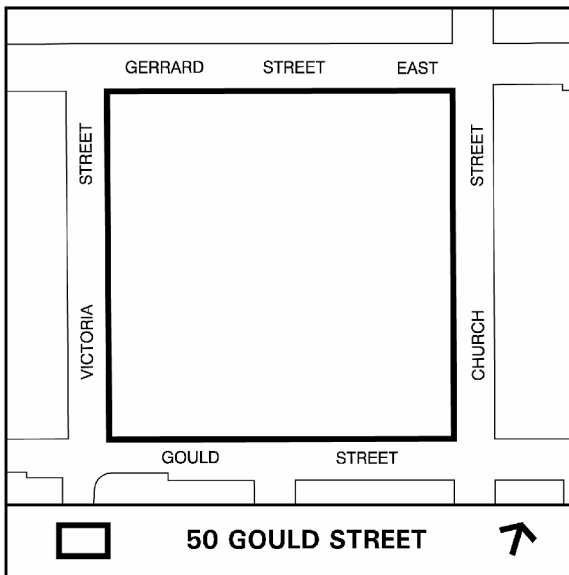


File Number: 06-190591

Attachment 3: Key Maps for 87 Gerrard Street East and 50 Gould Street

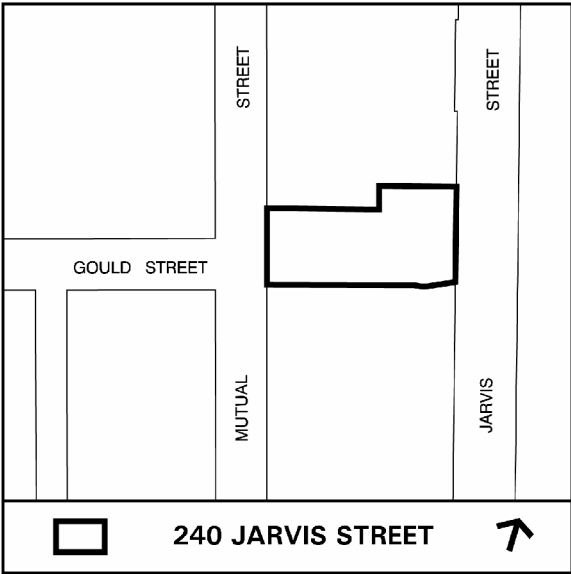


File Numbers: 06-190579, 06-190596, 06-190601

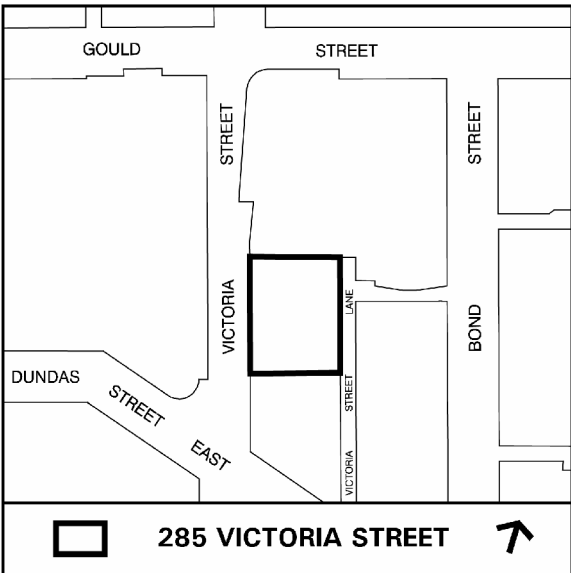


File Number: 06-190605

Attachment 4: Key Maps for 240 Jarvis Street and 285 Victoria Street

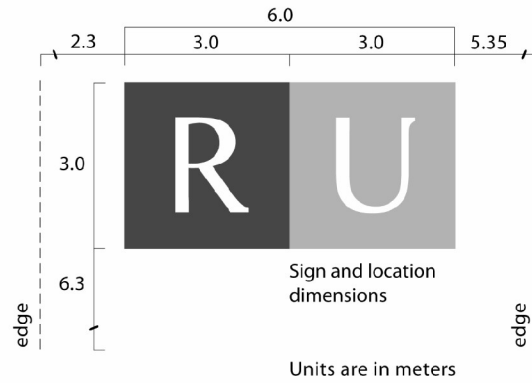


File Number: 06-190585



File Number: 06-190588

Attachment 5: Elevation & Sign Detail - 55 Gould Street



Student Campus Centre Building on Church

Elevation & Sign Detail

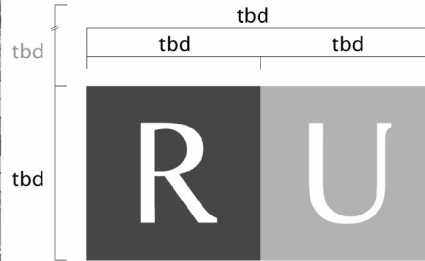
Applicant's Submitted Drawing

Not to Scale
01/02/07

55 Gould Street

File # 06_190595

Attachment 6: Elevation & Sign Details – 122 Bond Street



Existing (above) and proposed sign on the Image Arts Building facing lake Davo

South East corner of Victoria St & Gould St

Elevation & Sign Details

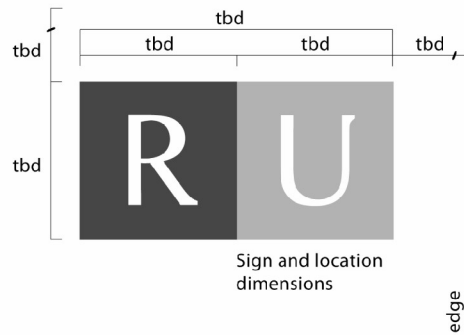
122 Bond Street

Applicant's Submitted Drawing

Not to Scale
01/02/07

File # 06_190594

Attachment 7: Elevation & Sign Detail – 125 Bond Street



Heidelberg Centre Building

Elevation & Sign Detail

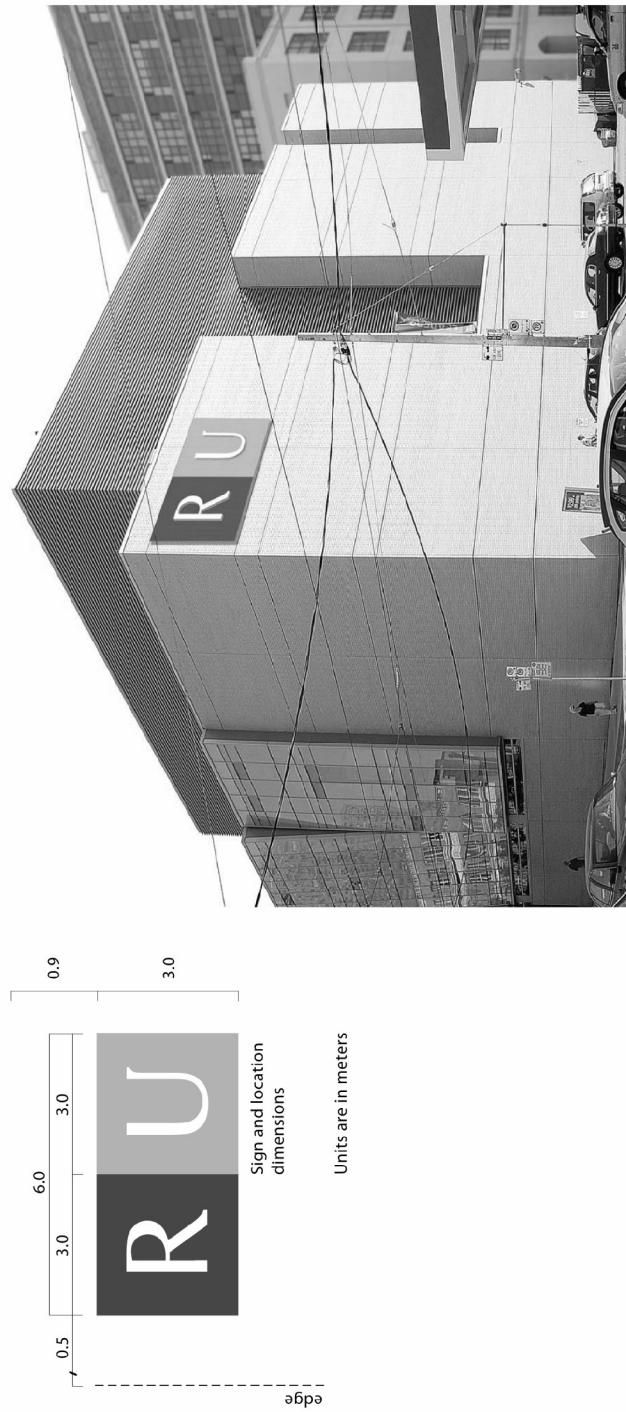
125 Bond Street

Applicant's Submitted Drawing

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File # 06_190586

Attachment 8: Elevation & Sign Detail – 243 Church Street



Centre for Computing and Engineering Building

Elevation & Sign Detail

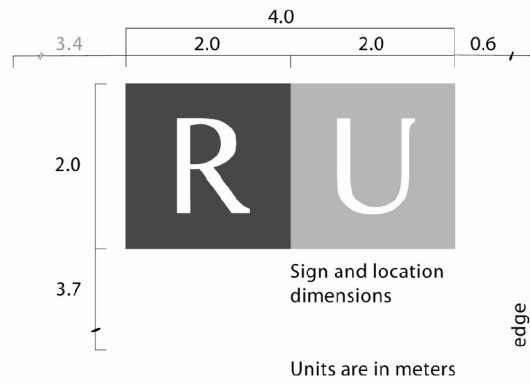
Applicant's Submitted Drawing

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01/02/07

243 Church Street

File # 06_190591

Attachment 9: Elevation & Sign Detail – 87 Gerrard Street East



Architecture Building

Church St Elevation

Elevation & Sign Detail

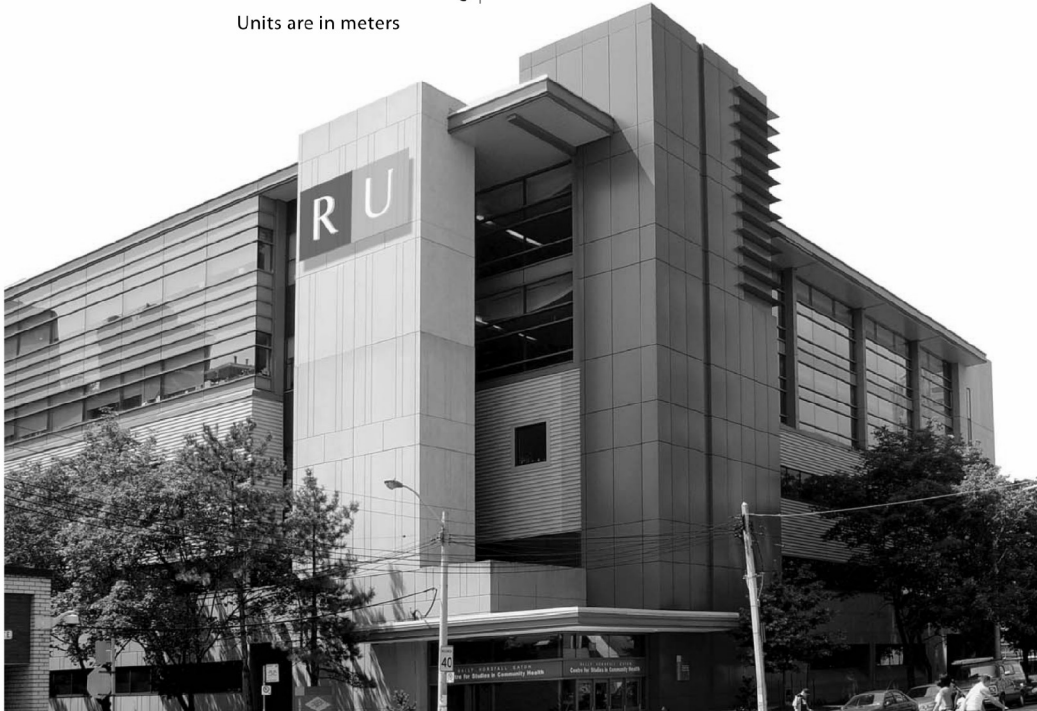
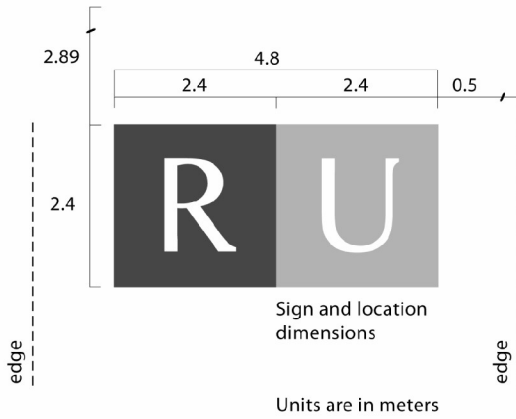
Applicant's Submitted Drawing

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01/02/07

87 Gerrard Street East

File # 06_190579

Attachment 10: Elevation & Sign Details - 87 Gerrard Street East



Sally Horsfall Eaton Centre Building

Elevation & Sign Details

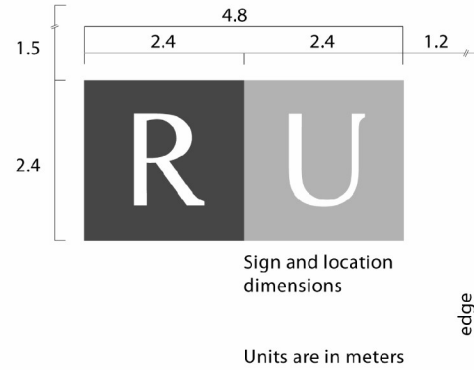
Applicant's Submitted Drawing

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01/02/07

87 Gerrard Street East

File # 06_190596

Attachment 11: Elevation & Sign Details – 50 Gould Street



East Kerr Hall Building

South West corner of Church St & Gerrard St

Elevation & Sign Details

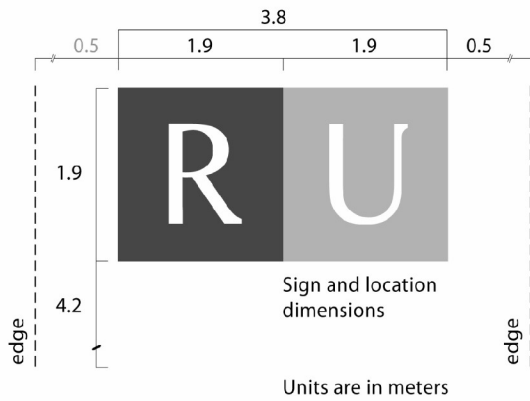
Applicant's Submitted Drawing

Not to Scale
01/02/07

50 Gould Street

File # 06_190605

Attachment 12: Elevation & Sign Details – 87 Gerrard Street East



North East corner of Gould St & Church St

Rogers Communications Centre Building

Elevation & Sign Details

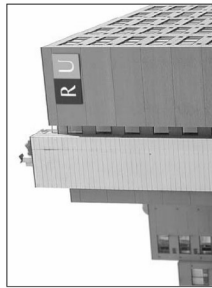
87 Gerrard Street Street

Applicant's Submitted Drawing

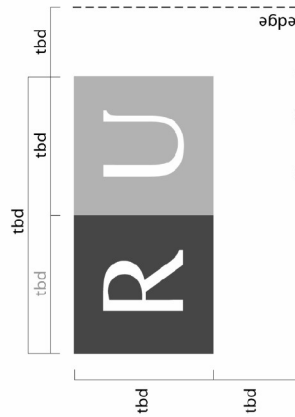
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Attachment 13: Elevation & Sign Detail – 240 Jarvis Street



Option 2

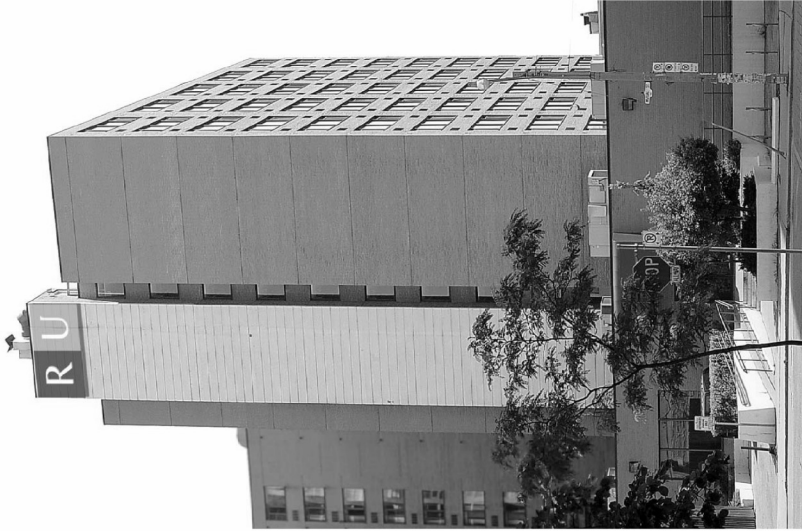


Sign and location dimensions

Units are in meters



Jarvis St Elevation
Banners in main entrance



Mutual St Elevation
International Living/Learning Centre Building
Flat sign (no dimensional letters)

Elevation & Sign Detail

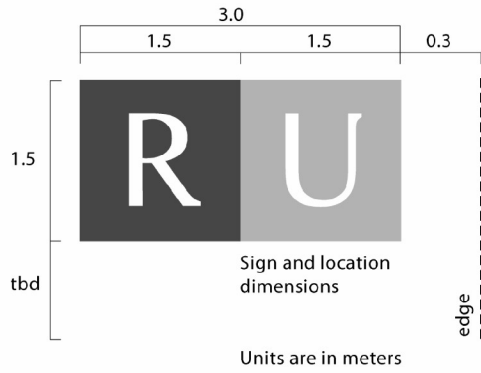
Applicant's Submitted Drawing

Not to Scale
01/02/07

240 Jarvis Street

File # 06_190585

Attachment 14: Elevation & Sign Detail – 285 Victoria Street



Business Building

Elevation & Sign Detail

Applicant's Submitted Drawing

Not to Scale
01/02/07

285 Victoria Street

File # 06_190588
