

**Toronto**  
**Sign Variance Report**  
**55 University Avenue**

**STAFF REPORT**  
**ACTION REQUIRED**

<b>Date:</b>	January 18, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	06-189725

**SUMMARY**

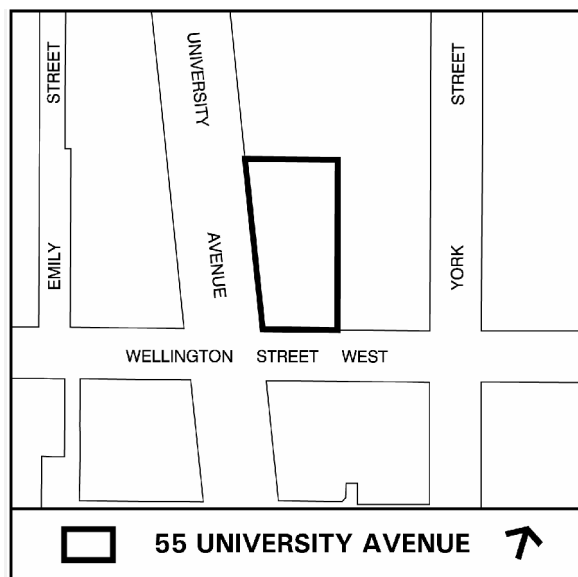
To review and make recommendations on a request by Dominic Rotundo of Pattison Signs Group on behalf of Bentall Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign on the front elevation of a glass structure over the staircase entrance to the food court located at the basement level of the building at 55 University Avenue.

Staff recommends approval of this application. The variances are minor and within the general intent and purpose 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 illuminated fascia sign on the front elevation of a glass structure over the staircase entrance to the food court located at the basement level of the building at 55 University avenue; 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 property is located at the northeast corner of University Avenue and Wellington Street west in a CR zone. The property contains a multi-storey office building with retail uses at the basement level. The applicant is requesting permission to erect an illuminated fascia sign on the front elevation of a glass structure over the staircase entrance to the food court located at the basement level of the building. The sign is 2.05m wide and 0.91m high with an area of 1.87m<sup>2</sup>.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following Ways:

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Chapter 297-2 Definition of Fascia Sign	The sign would be located on the front elevation of a glass structure located over the staircase entrance to the food court in the basement.	The Municipal code requires that a fascia sign be fully mounted against the wall of a building.
Chapter 297- 10D(5)		The sign would not be located on a wall of the business unit frontage in the building.

### **COMMENTS**

The Municipal Code requires that a fascia sign be fully mounted against the wall of a building. In this case, the sign would be mounted on the front elevation of a glass structure, just above the glass canopy located over the staircase entrance to the food court located at the basement level of the building. The sign most closely resemble a fascia sign, excepting that it would not be mounted directly against the wall of the building.

With respect to the second variance, the proposed signage location is appropriate because the food court businesses are located in the basement and the sign would provide direction at the street level. The proposed sign is designed to blend in well with the building structure and it would not adversely impact the building or the streetscape.

## **CONTACT**

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## **SIGNATURE**

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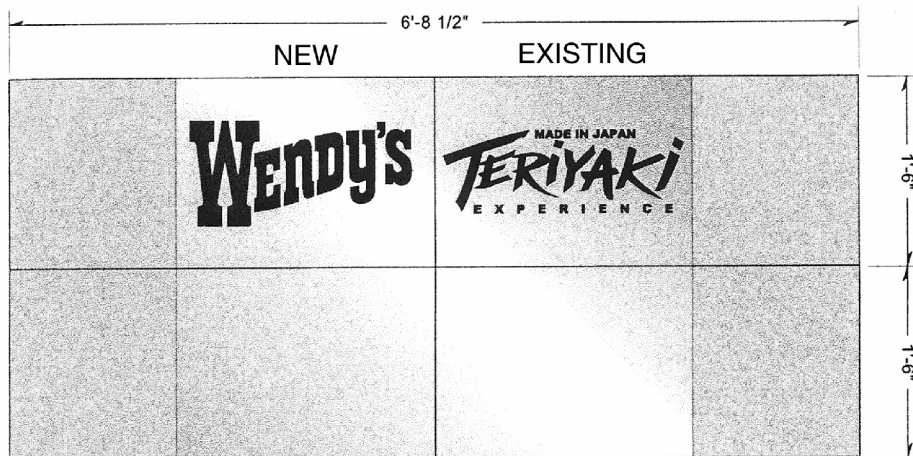
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation

**Attachment 1: Elevation**



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**Elevation & Sign Details**

Applicant's Submitted Drawing

Not to Scale  
01/05/07

**55 University Avenue**

File # 06\_189725

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