

**Sign Variance Report
2 Carlton Street**

Date:	April 11, 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:	File No. 07 102829 ZSV 00 ZR

SUMMARY

This staff report is about a matter for which the community council has delegated authority from City Council to make a final decision.

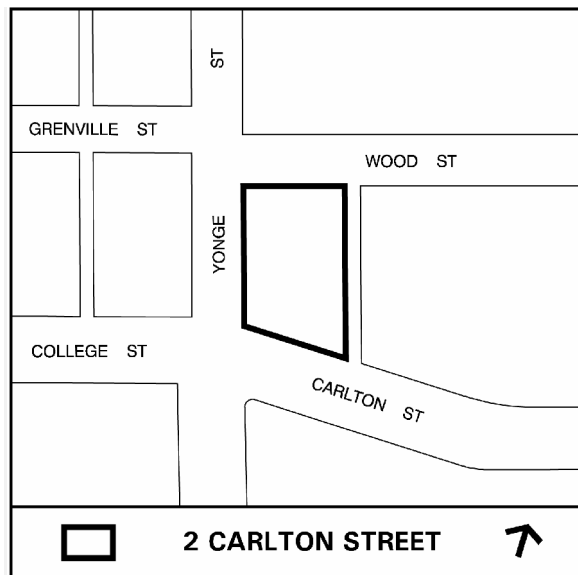
This report reviews and makes recommendations on a request by Viktor Lang of Print N’ Promotion for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, non-illuminated fascia signs on the west and south elevations of an 18-storey mixed-use building at 2 Carlton Street.

Staff recommends approval of this application subject to two conditions of approval regarding sign material and a period of authorization not to exceed three years from the date of permit issuance.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for a variance to permit, for third party advertising purposes, non-illuminated



fascia signs on the west and south elevations of an 18-storey mixed-use building at 2 Carlton Street, subject to the following conditions:

- (a) each sign be made of a perforated vinyl mesh material; and
 - (b) authorize for a period not exceeding three years from the date that the necessary permits are issued; and
2. Toronto and East York Community Council direct the City Clerk to advise the applicant, upon approval of the variance, of the requirement to obtain the necessary sign permit from the Chief Building Official.

Financial Implications

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

ISSUE BACKGROUND

In December 2001, City Council authorized variances to permit two non-illuminated fascia signs, for third party advertising purposes, on the west and south elevations of an 18-storey mixed-use building at 2 Carlton Street. Council’s approval was subject to two conditions: each sign be made of a perforated vinyl mesh material, and authorization not exceed three years from the date that the necessary permits are issued.

The three year authorization period expired in February 2005. With this current application, the applicant is requesting permission to maintain the two fascia signs, one on each of the Yonge (west) and Carlton (south) elevations of the building. Each sign is 14 metres wide and 7 metres high with an area of 98 square metres. Attachments 1 – 3 provide the building elevations.

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

Sign By-law Section	By-law Requirements	Required Variance for Applicant’s Proposal
Chapter 297-10D(5)(f)	Signage for third party advertising is not permitted above the Fourth Floor or 15 metres above grade, whichever is less	To erect two fascia signs, for third party advertising purposes, on the building’s west and south elevations above the Fourth Floor and up to 14.2 metres, as shown on Attachments 1 - 3

Chapter 297-10D(5)(f)	Signage for third party advertising facing a street is not permitted	To erect a fascia sign, for third party advertising, on the building's west elevation facing Yonge Street and the building's south elevation facing Carlton Street
Chapter 297-10D(5)(g)	The maximum permitted area of a sign is 25 square metres	Each fascia sign is 98 square metres
Chapter 297-10(F)(1)	A minimum radius of 60 metres between signs used for third party advertising purposes	The fascia signs are not separated by the minimum radius of 60 metres, as shown on Attachments 1 - 3
Chapter 297-10(F)(2)	A minimum separation distance of 300 metres between signs having an area exceeding 70 square metres	The fascia signs have a minimum separation distance of seven metres

COMMENTS

The building's parking facility is provided on the first three floors above grade. These floors present concrete walls with small 'cut-outs' to Yonge Street and Carlton Street. The majority of the 'cut-outs' on each façade remain uncovered by the location of the proposed signs. This report recommends a condition of approval requiring each sign to be made of a perforated vinyl mesh material to permit air and some light to enter the interior area of the parking facility covered by the proposed sign.

Yonge Street continues to experience reinvestment and renewal. As a condition of approval, a three-year period of authorization is recommended. This enables the City to re-evaluate the appropriateness of the third party advertising signs against any new regulations and/or guidelines at that time.

Both conditions of approval reflect those forming part of Council's 2001 approval.

CONTACT

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SIGNATURE

Gary Wright

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Toronto and East York District

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ATTACHMENTS

Attachment 1: Southwest (Yonge and Carlton) Elevation

Attachment 2: West (Yonge Street) Elevation

Attachment 3: South (Carlton Street) Elevation

Attachment 1: Southwest (Yonge and Carlton) Elevation



Southwest Elevation

Applicant's Submitted Drawing

Not to Scale
03/2/07

2 Carlton Street

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Attachment 2: West (Yonge Street) Elevation



West Elevation

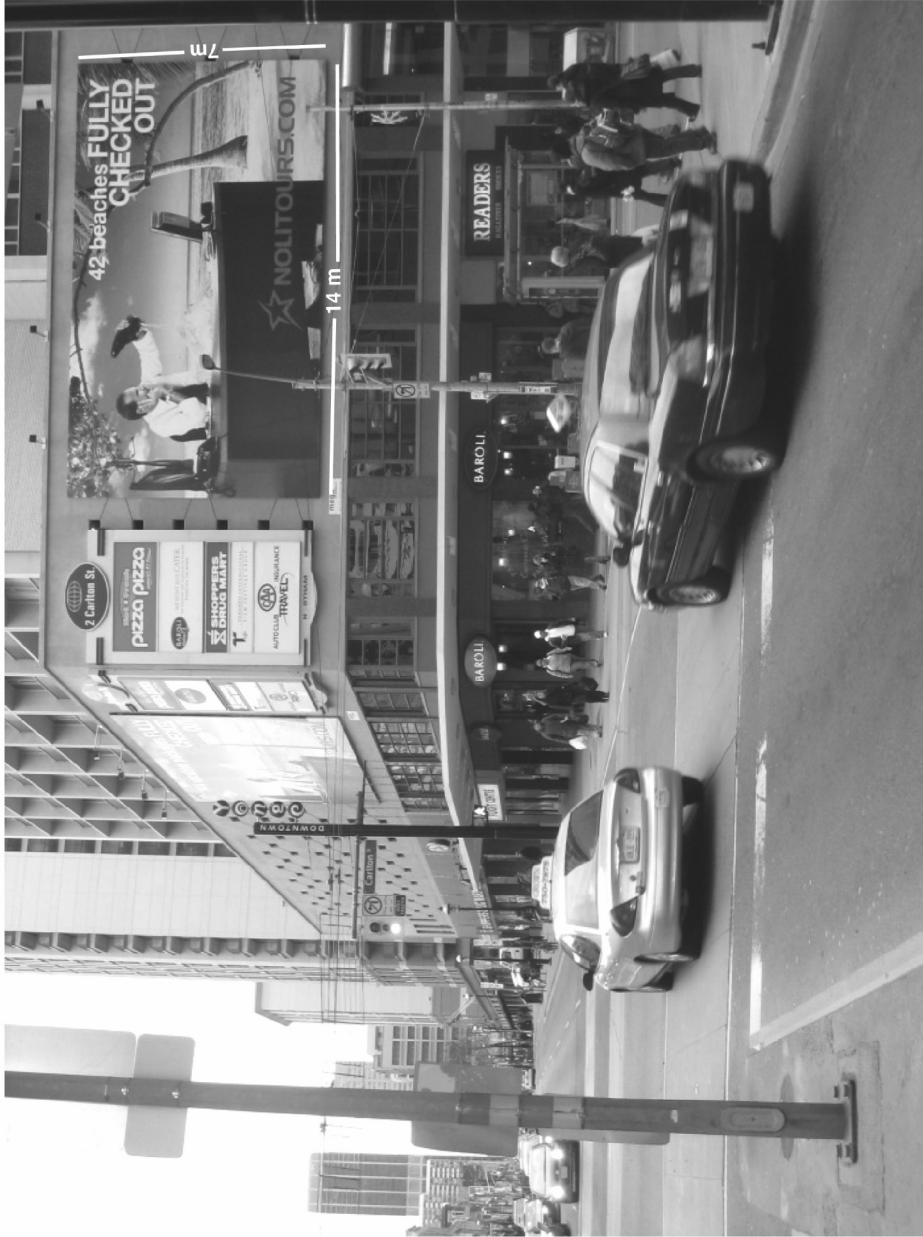
Applicant's Submitted Drawing

Not to Scale
03/27/07

2 Carlton Street

File # 07_102829

Attachment 3: South (Carlton Street) Elevation



South Elevation

Applicant's Submitted Drawing

Not to Scale
03/27/07

2 Carlton Street

File # 07_102829