

**Sign Variance Report
Part of 1 Dundas Street West**

Date:	April 12, 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. 06 130242 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.

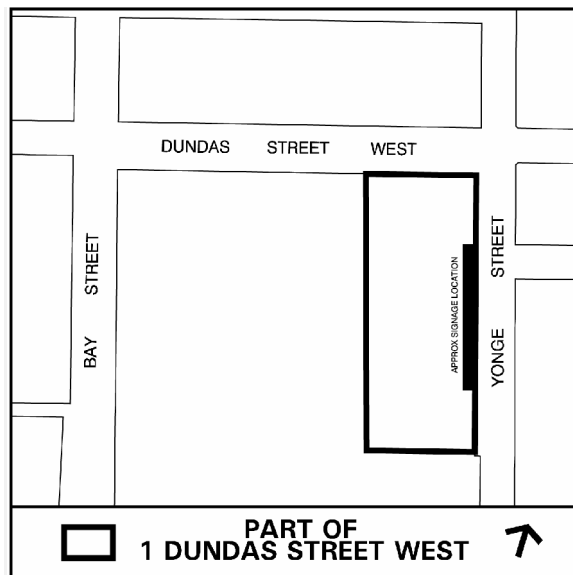
This report reviews and make recommendations on a request by Kim Kovar of Aird and Berlis LLP on behalf of Jason Garnet of Maxximum Outdoor Inc., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the east (Yonge Street) elevation of the Sears building forming part of the Eaton Centre complex at 1 Dundas Street West.

Staff recommends approval of this application subject to two conditions of approval regarding sign usage 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, a non-illuminated fascia sign between the third and sixth storey on the east elevation of the Sears building forming part of the Eaton Centre Complex at 1 Dundas Street West, subject to the following conditions:

- (a) the entire signage area shall be used to advertise a single business, product or service at all times, and shall not be subdivided into multiple unrelated advertising spaces; and
 - (b) a period of authorization not exceeding three years from the date that the necessary sign permit is 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 for a sign substantially in accordance with Drawing No. W2.0 dated April 4, 2007, and date stamped as received April 10, 2007, and on file with the City Planning Division.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

In June 1999, City Council approved an amendment to Chapter 297, Signs, of the former City of Toronto Municipal Code to permit various types of first and third party signage for the east building façade and a proposed media tower at the former Eatons department store and the southwest corner of Yonge and Dundas Streets. The sign permissions were incorporated as subsection “S” in Chapter 297-12, Permission Exceptions.

In October 2000, City Council approved a minor variance from Chapter 297, Signs, as a result of Sears Canada taking over the former Eatons department store. The revised signage package responded, in part, to the façade reconstruction implemented by Sears Canada.

Current Application

The applicant is requesting permission to erect a non-illuminated fascia sign, for third party advertising purposes, between the third and sixth storey on the east (Yonge Street) elevation of the Sears building. The elevation consists of a solid wall between the third and sixth storey with the exception of two recesses occupied by glass-clad exit staircases.

The proposed sign is 93.5 metres wide and 20 metres high with an area of 1,860 square metres. The proposal has been revised from the original submission to occupy the space from the third storey to below the top of the sixth storey in order to maintain unobstructed views from the seventh floor, which is setback from the sixth floor.

Attachment 1 provides the building’s east elevation with the proposed sign location while Attachment 2 and 3 show photograph renderings looking south and north along Yonge Street, respectively.

The proposed non-illuminated fascia sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

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 a fascia sign, for third party advertising purposes, on the building’s east elevation between the third and sixth storey, and up to 32 metres above grade
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 east elevation facing Yonge Street
Chapter 297-10D(5)(g)	The maximum permitted area of a sign is 25 square metres	To erect a fascia sign with an area of 1,860 square metres
Chapter 297-10(F)(1)	A minimum radius of 60 metres between signs used for third party advertising purposes	To erect a fascia sign that is not separated by a minimum radius of 60 metres from another third party advertising sign
Chapter 297-10(F)(2)	A minimum separation distance of 300 metres between signs having an area exceeding 70 square metres	To erect a fascia sign that is not a minimum 300 metres from another third party advertising sign exceeding 70 square metres

COMMENTS

There are existing permissions for large format third party signs on the building’s east elevation fronting Yonge Street.

As part of the 1999 Amendment discussed above, City Council approved six large format sign locations on the east elevation that could be used for either first or third party advertising purposes. Attachment 4 shows these approved locations (Sign Nos. 3, 4, 5, 6, 7 and 8). The current proposal would replace these six sign locations plus an identification sign location (Sign No. 25 on Attachment 4).

Today, the building's east elevation contains two blade signs identifying 'Sears' as well as a large mid-block fascia sign used to advertise products available at the department store with the 'Sears' logo at the bottom. These signs are part of the variance approval granted by City Council in 2000. The variance approval also permitted five large format fascia signs located between the third and sixth storey. Three of these signs have been erected, two at the south end by the Trinity Way entrance to the Eatons Centre and one at the north end of the building's east elevation. Attachments 5 and 6 provide pictures showing existing signage on the building looking south and north along Yonge Street, respectively. The current proposal would replace the two existing blade signs and the mid-block fascia sign as well as the two large format fascia sign locations (approved, but not erected) in front of the two façade recesses.

Council's previous signage approvals on the east elevation acknowledged the building's relationship to Yonge Dundas Square, and the City's approach to use large format signs balanced with other urban design considerations to help establish Yonge-Dundas as a distinct place in the city. Taking this into consideration and the variety of existing sign types and locations for first party identification purposes on the east elevation, a temporary opportunity exists to evaluate whether a sign of the proposed scale is appropriate in this specific urban context. Accordingly, this report recommends approval of the proposal subject to two conditions: sign usage and authorization period.

Conditions of Approval

As presented in the application, the proposed sign, at any given time, will advertise a single business, product or service. It is not the applicant's intention to subdivide the signage area into multiple advertising spaces and individually lease. To ensure the sign is not subdivided, this report recommends as a condition of approval that the sign be used to advertise a single business, product or service at all times.

The report also recommends a three-year period of authorization. This will enable the City to re-evaluate the appropriateness of the sign against any new City regulations and/or guidelines at that time.

The applicant has been advised of both conditions.

CONTACT

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SIGNATURE

Gary Wright, Director
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ATTACHMENTS

Attachment 1: Proposed East Elevation fronting Yonge Street

Attachment 2: Rendering Perspective - Southbound View along Yonge Street

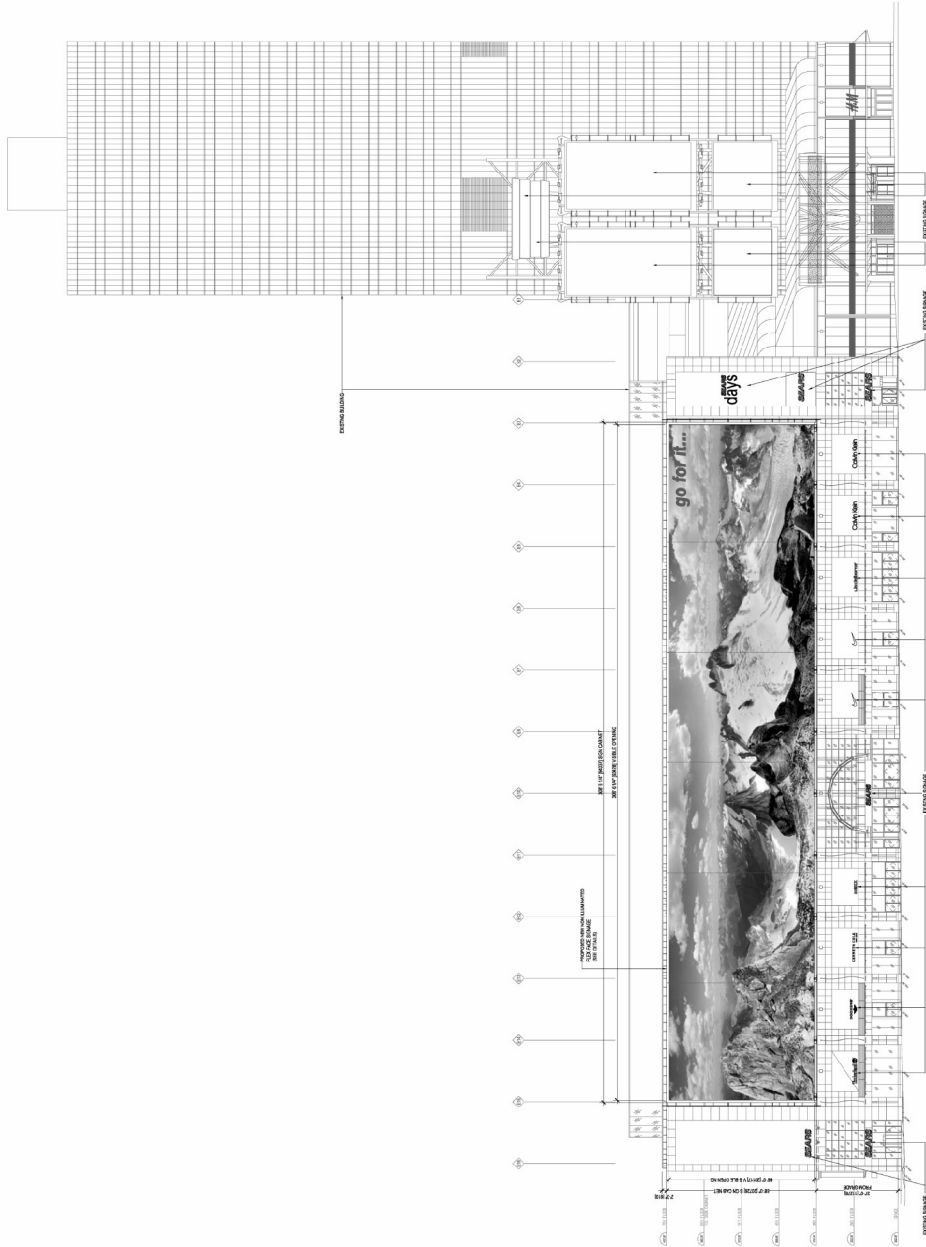
Attachment 3: Rendering Perspective - Northbound View along Yonge Street

Attachment 4: Chapter 297-12 S, Map 5 of 8

Attachment 5: Existing East Elevation - Southbound View along Yonge Street

Attachment 6: Existing East Elevation - Northbound View along Yonge Street

Attachment 1: Proposed East Elevation fronting Yonge Street



Yonge Street Banner (Elevation)

Applicant's Submitted Drawing

Not to Scale
04/10/07

Part of 1 Dundas Street West

File # 06_130242

Attachment 2: Rendering Perspective - Southbound View along Yonge Street



Rendering Perspective Southbound View

Applicant's Submitted Drawing

Not to Scale
04/10/07

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Attachment 3: Rendering Perspective - Northbound View along Yonge Street



Rendering Perspective Northbound View

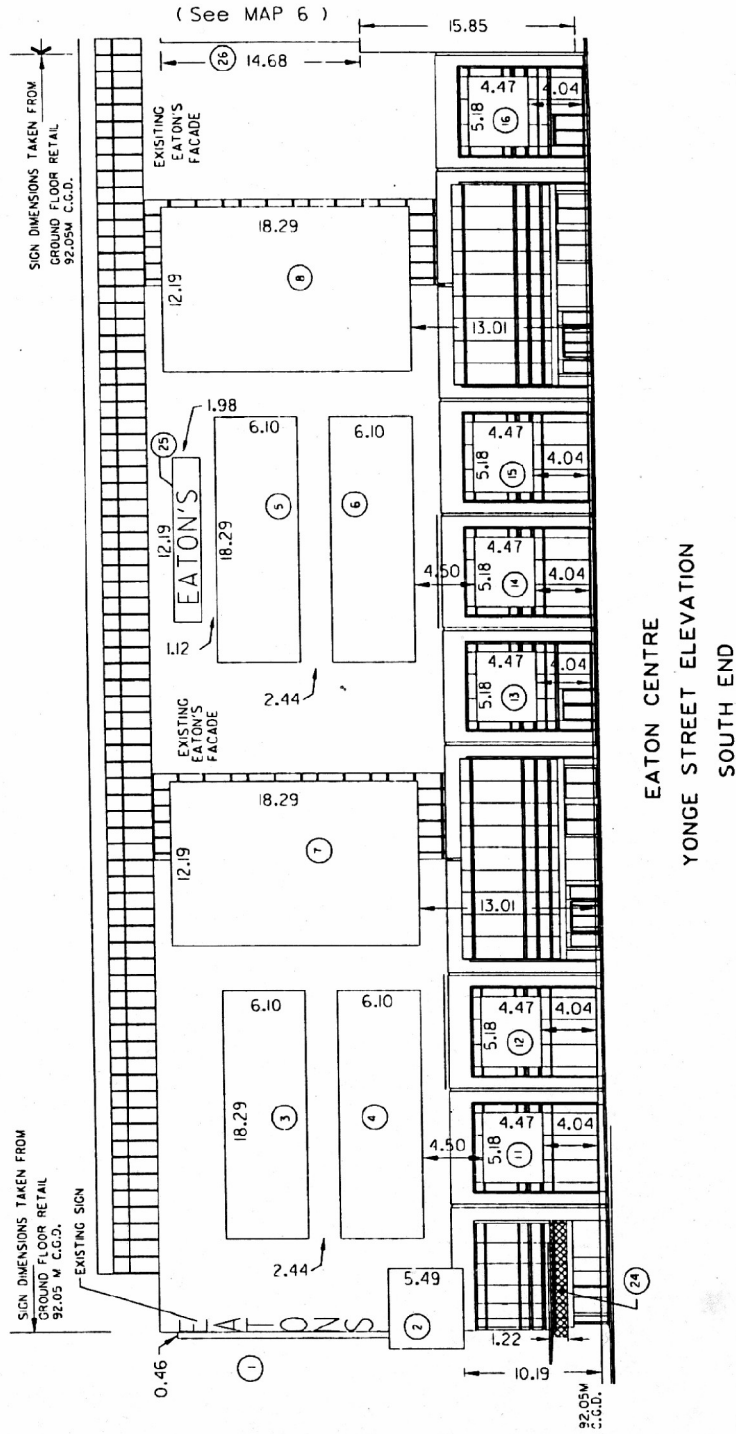
Part of 1 Dundas Street West

Applicant's Submitted Drawing

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Attachment 4: Chapter 297-12 S, Map 5 of 8



Part of 1 Dundas Street West

Chapter 297-12S Map 5 of 8

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Not to Scale
04/10/07

Attachment 5: Existing East Elevation - Southbound View along Yonge Street



Existing Conditions Southbound View

Part of 1 Dundas Street West

Applicant's Submitted Drawing

Not to Scale
04/10/07

File # 06_130242

Attachment 6: Existing East Elevation - Northbound View along Yonge Street



Existing Conditions Northbound View

Applicant's Submitted Drawing

Not to Scale
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