

**Sign Variance Report
1 Dundas Street West**

Date:	April 2, 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:	07-109560

SUMMARY

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

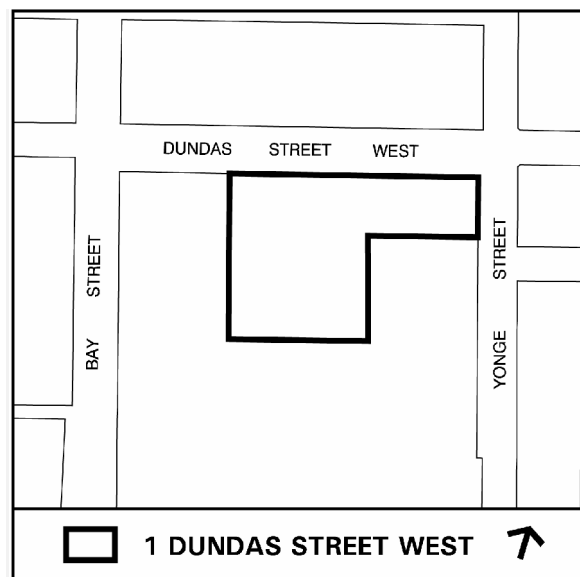
This report reviews and makes recommendations on a request by Glenn Walters, with Excellent Signs and Displays, for Cadillac Fairview Corp. Ltd. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated canopy sign on the front elevation of the building at 1 Dundas Street West.

Staff recommends approval of the application. The variance is minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for a variance to permit, for identification purposes, an illuminated canopy sign on the front elevation at 1 Dundas Street West, and require



- that energy efficient lights be used; and
2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on Dundas Street West between Yonge and Bay Street in a CR (mixed-use) zone. It forms part of the northerly component of the Eaton Centre complex municipally known as 1 Dundas Street West. The property contains a seven-storey mixed-use building with retail uses at the grade level (and below grade), above-grade parking and the Ryerson School of Business. The applicant intends to install an illuminated canopy sign in the form of individual letters to represent “Toronto Eaton Centre” on the front elevation of the building. The proposed sign is 12.04m wide and 0.82m high with an area of 9.87m².

The sign does 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 297-10D(3)(b)	The proposed canopy sign would have an area of 9.87m ² .	The proposed 9.87m ² area for the canopy sign would exceed by 8.30m ² , the maximum 1.57m ² sign area permitted.

COMMENTS

The permitted area of sign copy for a canopy sign on a building that is not a theatre, is not to exceed six-tenths (0.6) times the area of the parameter of the canopy. In this instance the calculation would permit a maximum sign area of 1.57m. The proposed canopy sign is well designed and it complements the rectangular building façade. It is staff's opinion that the proposed sign would not adversely impact the building or the streetscape.

CONTACT

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SIGNATURE

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

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ATTACHMENTS

Attachment 1: Elevation & Sign Details

Attachment 1: Elevation & Sign Details



1 Dundas Street West

Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale
04/17/07

File # 07_109560