

**Sign Variance Report
170 University Avenue**

Date:	May 7, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-100334

SUMMARY

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

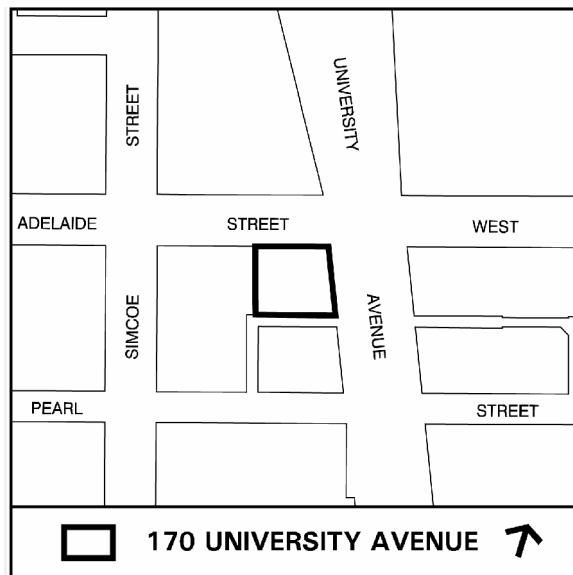
This report reviews and makes recommendations on a request by Lucy Chomolok, with Lescar Signs Ltd. on behalf of Colliers International for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated awning signs on the north elevation of the building at 170 University Avenue.

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 variances to permit, for identification purposes two illuminated awning signs, on the north elevation of the building at



170 University Avenue; 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 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 CR zoned property is located on the southeast corner of University Avenue and Adelaide Street West. The property contains a 12-storey office building with retail uses at the grade level. The applicant is proposing two illuminated awning signs with an aggregate area of 14.28m². The signs would be located on the north elevation of the building to face Adelaide Street West.

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

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
Chapter 297-11.JJ (10)	The proposed awning signs would have an aggregate area of 14.28m ² .	The proposed 14.28 m ² aggregate area of the signs would exceed by 6.42m ² , the maximum 7.86m ² signage area permitted.

COMMENTS

Although, the aggregate area of signs exceeds the permitted signage area, the signs are both distinctive and designed to complement the building façade and would contribute to an attractive streetscape. It is staff's opinion that the signs would not adversely impact the building or streetscape.

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax: 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

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

(P:\2007\Cluster B\pln\teycc4805109092.doc) - smc

ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Sign Details

Attachment 1: Elevation



170 University Avenue

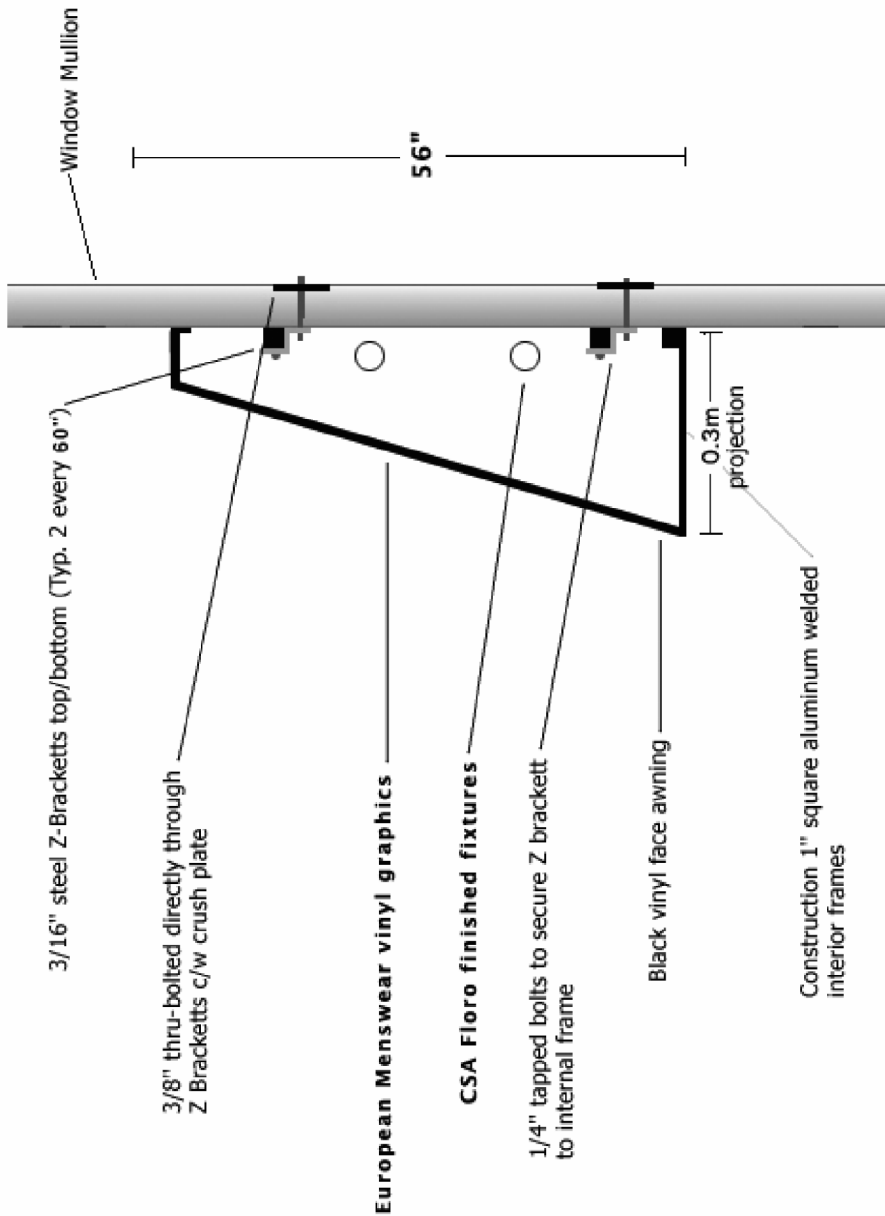
Elevation

Applicant's Submitted Drawing

Not to Scale
03/14/07

File # 07_100334

Attachment 2: Sign Details



170 University Avenue

Sign Details

Applicant's Submitted Drawing

Not to Scale
03/14/07

File # 07_100334