

**Sign Variance Report  
1 Dundas Street West**

<b>Date:</b>	December 19, 2006
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 27 – Toronto Centre-Rosedale
<b>Reference Number:</b>	File No. 06-170759 ZSV 00 ZR

**SUMMARY**

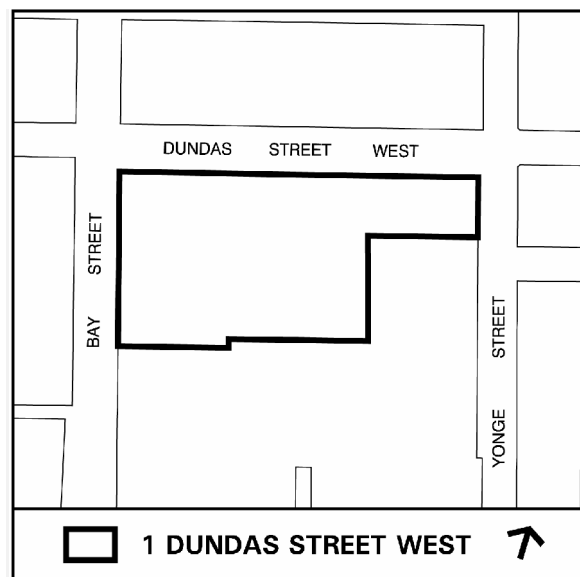
To review and make recommendations on a request by Debbie Lamch of Ryerson University for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, temporary fascia signs on the east and south elevations of the building at 1 Dundas Street West.

Staff recommends approval of this application. As a condition of approval, authorization for these temporary signs is recommended for a period of one year from the date of permit issuance.

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. City Council approve, for first party identification purposes, a temporary fascia sign on the east and south elevations of the building;
2. City Council, as a condition of approval, authorize the temporary fascia signs for a period not to exceed one year from the date that the necessary permits are issued; and



3. 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**

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

## **ISSUE BACKGROUND**

A recently completed seven-storey mixed use building anchors the southeast corner of Dundas Street West and Bay Street. The building forms part of the northerly component of the Eaton Centre complex municipally known as 1 Dundas Street West.

The building contains Canadian Tire, Mark’s Work Wearhouse and Best Buy retail uses on the ground floor and the first level below grade, three levels of above-grade parking (internal to the building), and three floors for Ryerson University. Two additional floors for Ryerson University may be added in the future. The building was developed through a partnership between Cadillac Fairview and Ryerson University.

In September 2006, Ryerson opened its new School of Business in the building. Ryerson University is proposing an identification sign on the building’s east and south elevations, respectively. 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	By-law Requirements	Required Variance for Applicant’s Proposal
Chapter 297-10D(5)(e)	A fascia sign is not permitted above the second storey or ten metres	To erect two fascia signs above the second storey at approximately 30 metres on the south elevation and 21 metres on the east elevation.
Chapter 297-10D(5)(g)	A fascia sign is permitted to have a maximum area of 25 metres	To erect two fascia signs, each with an area of 44.31 square metres

## **COMMENTS**

Attachment 1 provides the building’s footprint and identifies the two proposed sign locations. Attachment Nos. 2 to 5 show the east and south building elevations with the proposed temporary identification signs.

Ryerson’s new School of Business is located on the upper three floors of the seven-storey building with an overall height of 32 metres. The main entrance to the School is at the northeast corner of the building. One of many site attributes attractive to the School is the frontage on Bay Street – ‘Business on Bay’. Given the building’s scale and massing, the size and placement of the proposed identification signs are appropriate.

The proposed fascia signs are temporary. The new School of Business will be named in recognition of a benefactor. Permanent signs may be in the form of individual letters made of high quality material with back-lighting tracing the outline of each letter. Municipal review and approval will most likely be required for any permanent signage.

In light of the temporary nature of the proposed signs, an authorization period of one year from the date of permit issuance is recommended.

## **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: Site Location Plan

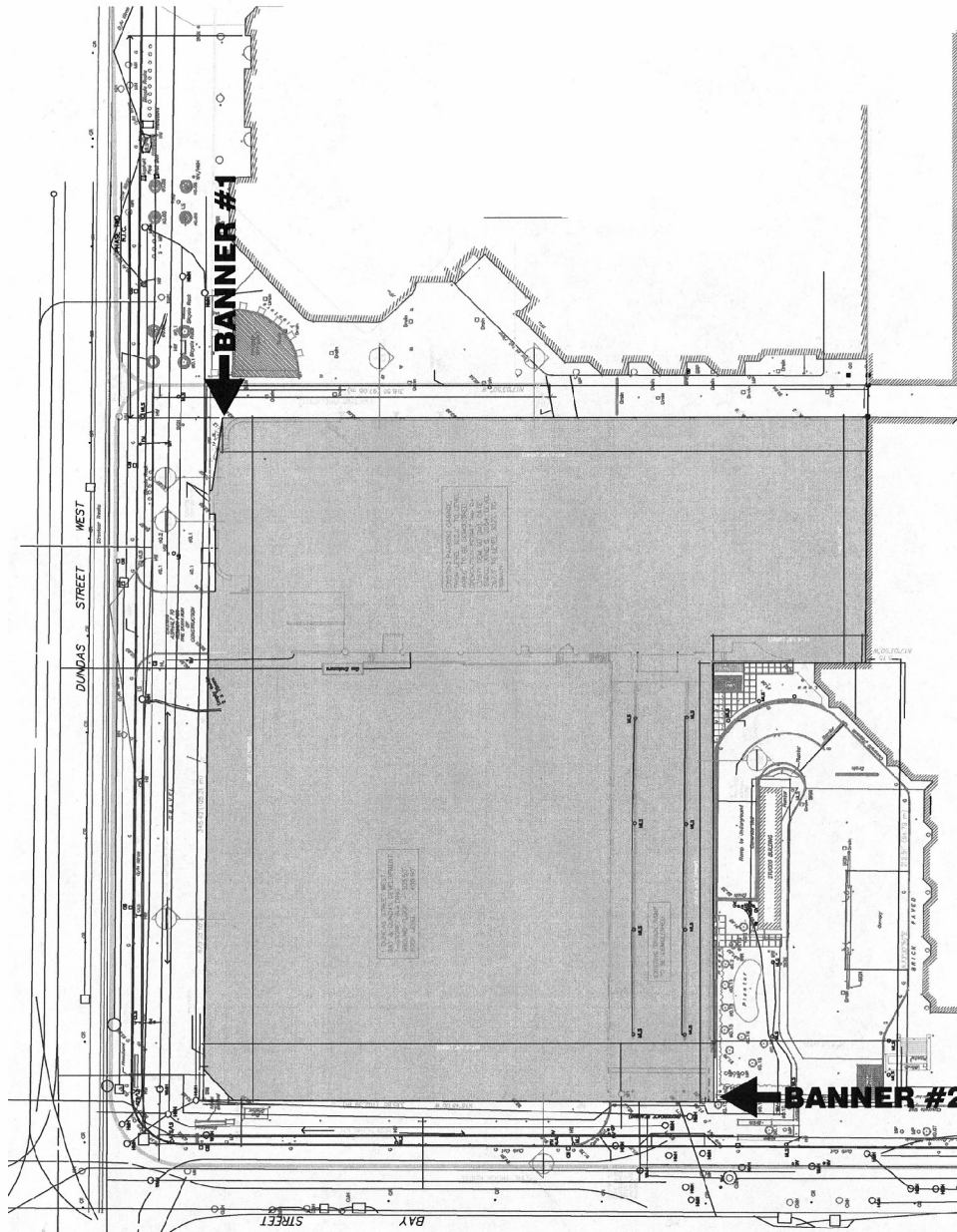
Attachment 2: East Elevation – Banner No. 1

Attachment 3: East Elevation – Banner No. 1

Attachment 4: South Elevation – Banner No. 2

Attachment 5: South Elevation – Banner No. 2

# Attachment 1: Site Location Plan



## Sign Location Plan

1 Dundas Street West

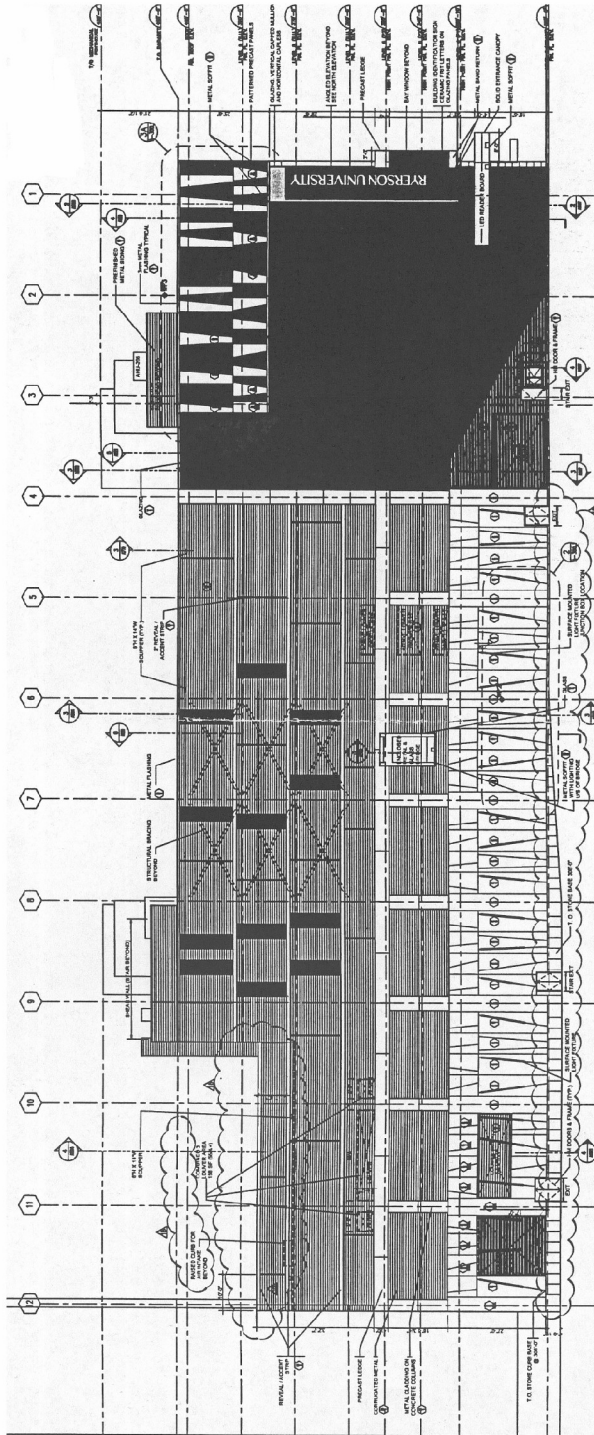
Applicant's Submitted Drawing

Not to Scale  
12/07/06



File # 06\_170759

Attachment 2: East Elevation – Banner No. 1



1 Dundas Street West

File # 06\_170759

East Elevation Banner 1

Applicant's Submitted Drawing

Not to Scale  
12/07/06

**Attachment 3: East Elevation – Banner No. 1**



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**East Elevation Banner 1**

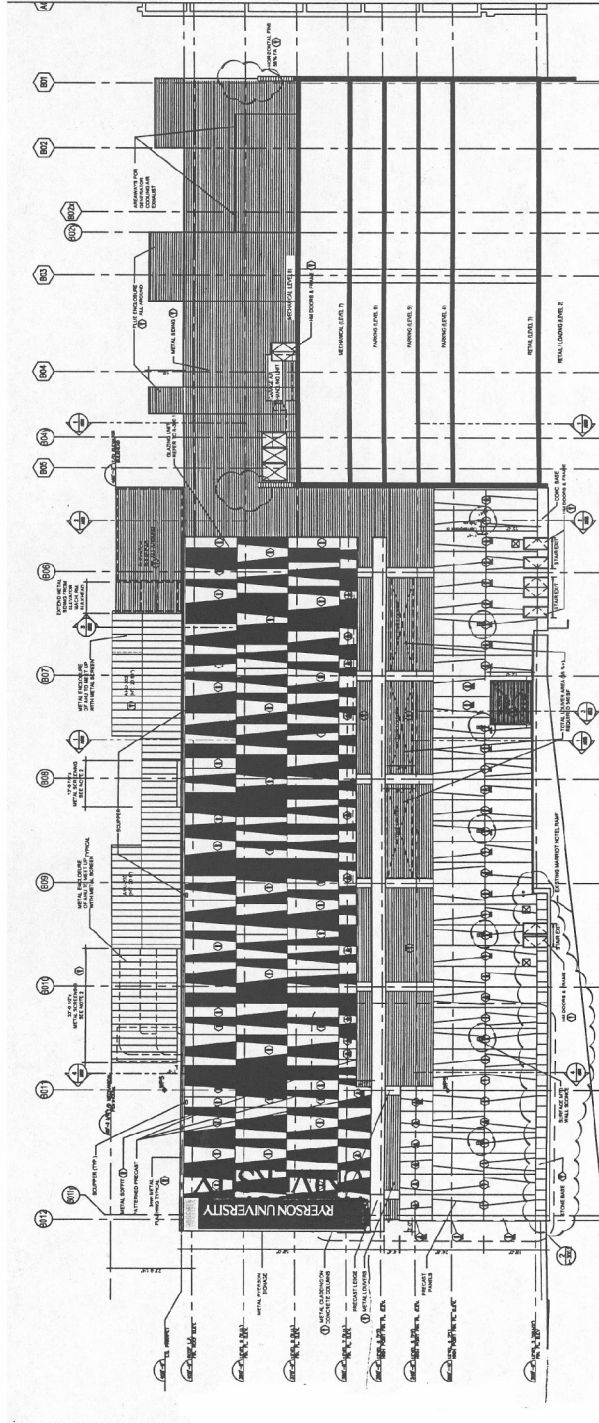
**1 Dundas Street West**

Applicant's Submitted Drawing

Not to Scale  
12/07/06

File # 06\_170759

**Attachment 4: South Elevation – Banner No. 2**



**1 Dundas Street West**

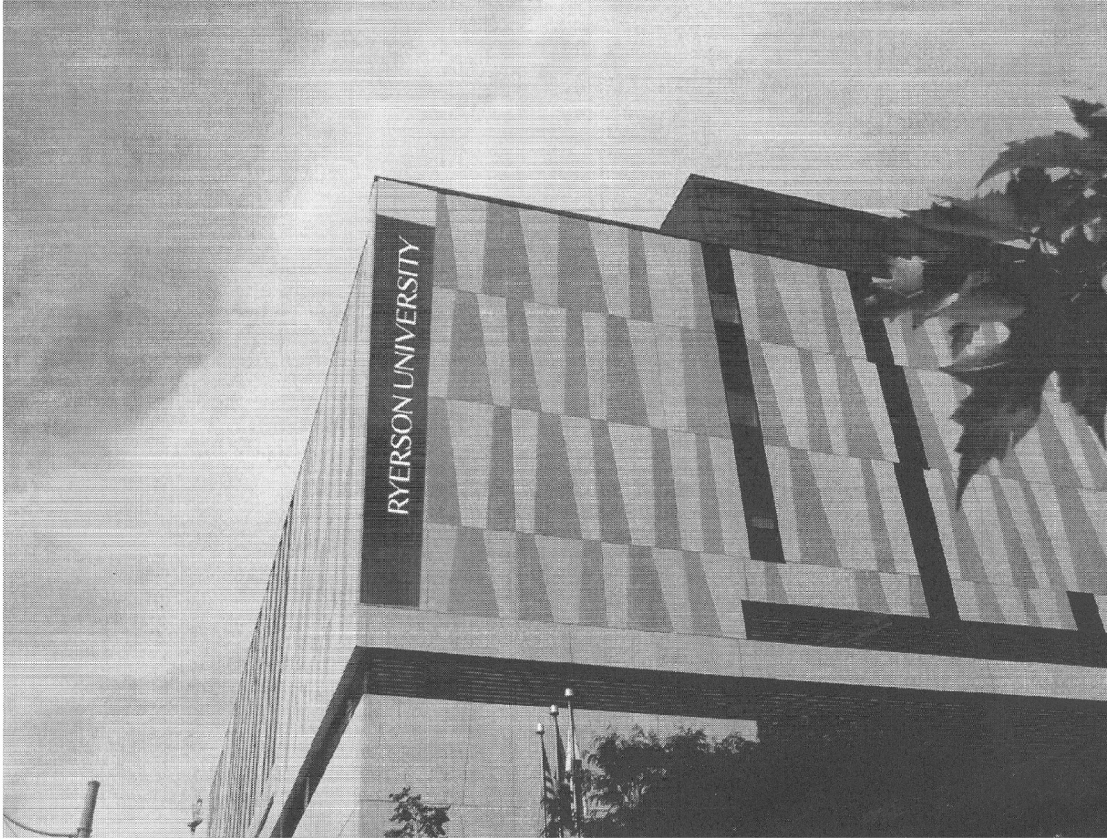
**South Elevation Banner 2**

Applicant's Submitted Drawing

Not to Scale  
12/07/06

File # 06 170759

**Attachment 5: South Elevation – Banner No. 2**



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**South Elevation Banner 2**

**1 Dundas Street West**

Applicant's Submitted Drawing

Not to Scale  
12/07/06

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