

**Sign Variance Report
363-369 Queen Street East**

Date:	December 12, 2006
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	06-152311

SUMMARY

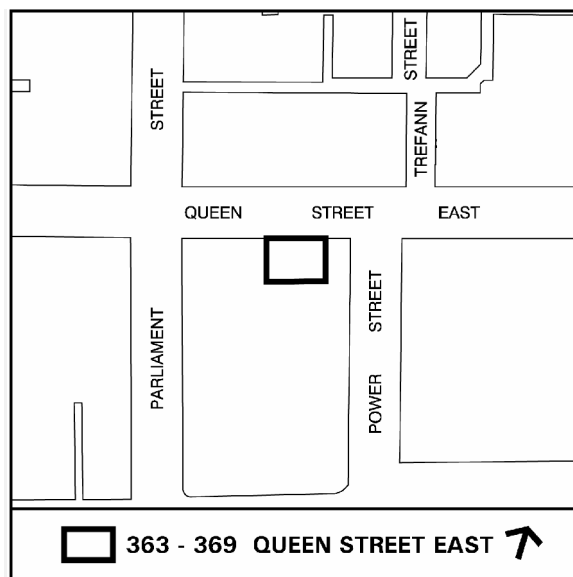
To review and make recommendations on a request by Edward Mak of MacNaughton Hermsen Britton Clarkson Planning Limited, on behalf of 201441 Ontario Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, four illuminated fascia signs in the form of a corporate logo to identify “TD Canada Trust” financial services. The signs would be erected on the north, south, east and west elevation of an architectural feature that extends above the second floor level of the building.

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

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the request for a variance to permit, for identification purposes, four illuminated fascia signs in the form of a corporate logo to represent “TD Canada Trust” on the north, south, east and west elevations of an architectural feature that extends



above the second floor level of the building at 363-369 Queen Street East; and

2. City Council direct the City Clerk's Office to advise the applicant, upon approval of variance, 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 two-storey building is located west of Parliament Street on south side of Queen Street East in a MCR zone. The building is occupied by a "TD Canada Trust" branch. The applicant intends to erect four-fascia signs in the form of a corporate logo to identify "TD Canada Trust" financial services. Each sign has an area of 2.89m².

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

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
Chapter 297-10 D (6) (c)	To erect four illuminated fascia signs in the form of a corporate logo to identify "TD Canada Trust" financial services. The signs would be erected on the north, south, east and the west elevations of a four-sided architectural feature that extends above the second floor level of the building and 11.5m above grade.	A fascia sign located more than 10.0m above grade or above the second floor level of a building is not permitted.

COMMENTS

The by-law requirement that restricts the height above grade of a fascia sign is in place to minimize the negative impact of signage on the building to which they are attached, the surrounding uses and the streetscape. In this instance, the sign are designed to integrate well with the architectural features. It is staff's opinion that the moderate size corporate logo signs would not adversely impact the building or the streetscape.

CONTACT

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

SIGNATURE

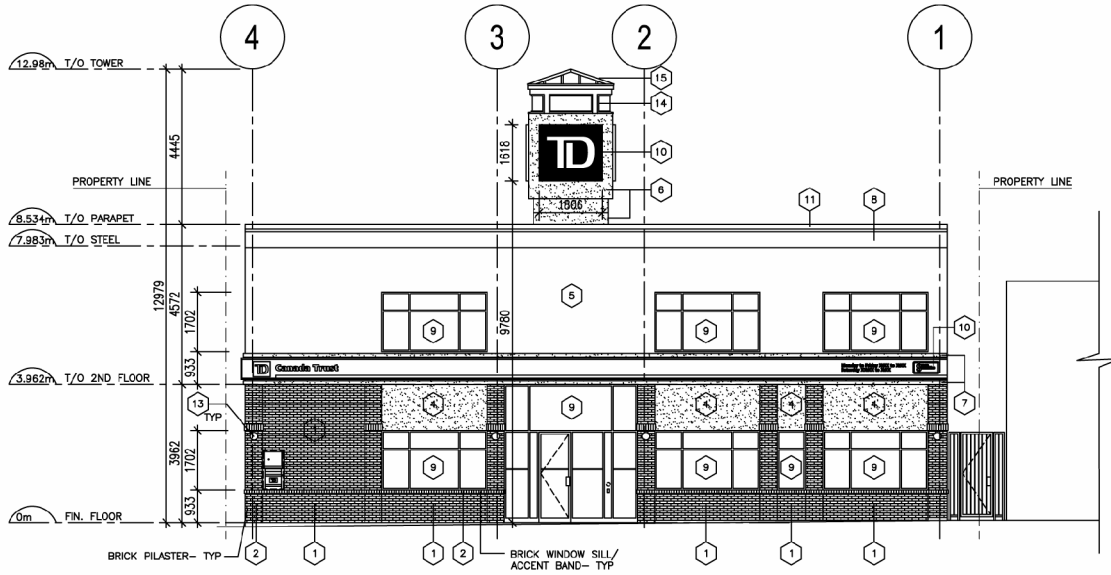
Gary Wright
Director, Community Planning, Toronto and East York District

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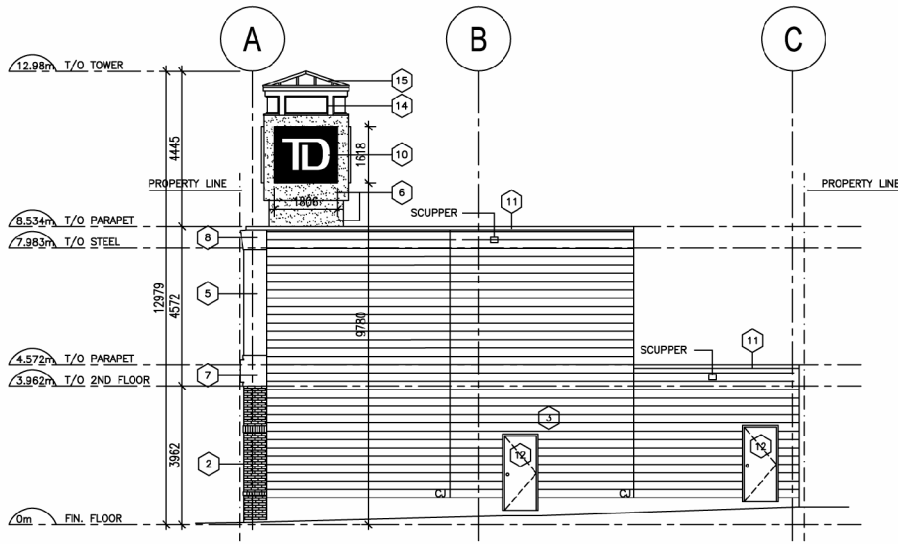
ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations

Attachment 1: Elevations



1 NORTH ELEVATION
SCALE: 1:100



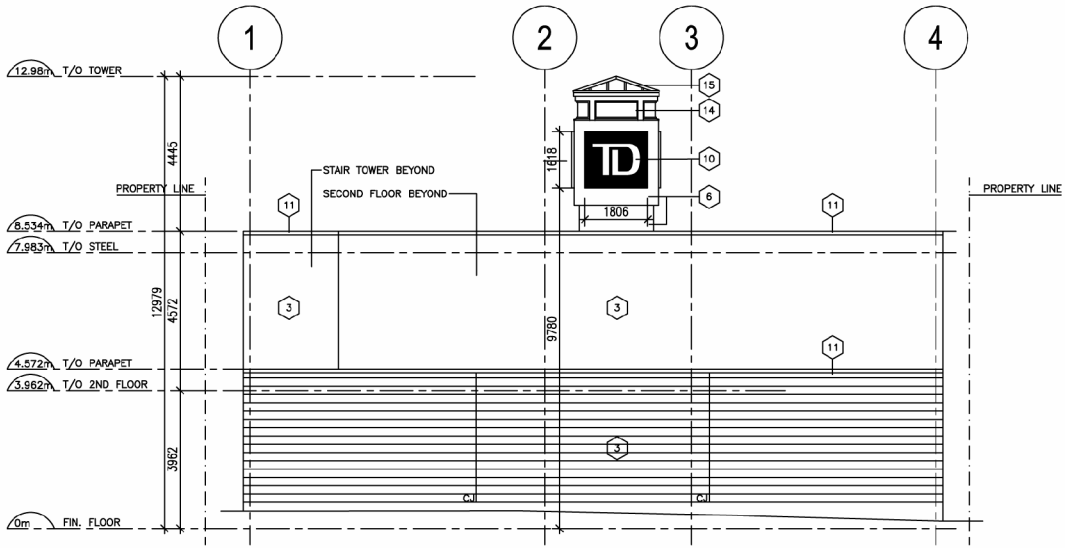
2 WEST ELEVATION
SCALE: 1:100

Elevations **363 - 369 Queen Street East**

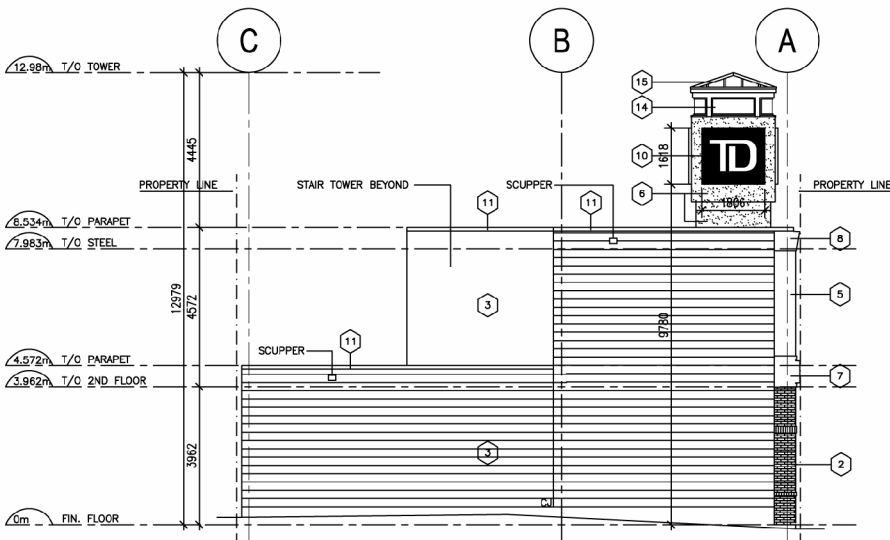
Applicant's Submitted Drawing

Not to Scale
10/06/06 File # 06_152311

Attachment 2: Elevations



3 SOUTH ELEVATION
SCALE: 1:100



4 EAST ELEVATION
SCALE: 1:100

Elevations

Applicant's Submitted Drawing

Not to Scale
10/06/06

363 - 369 Queen Street East

File # 06_152311