

**Sign Variance Report
700 University Avenue**

Date:	October 4, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-246625

SUMMARY

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

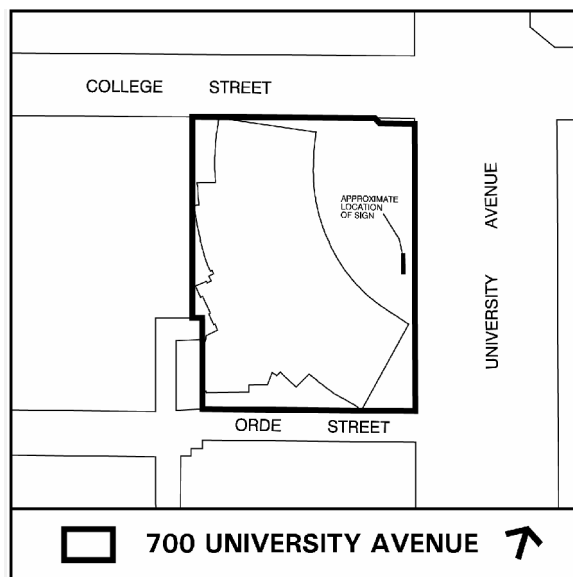
This report reviews and makes recommendations on a request by Dominic Rotundo with Pattison Sign Group on behalf of ING Canada Inc., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated single face pedestal sign along the University Avenue frontage of the property at 700 University Avenue.

Staff recommends approval of the application. The variances are 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 requested variances to permit, for identification purposes, an illuminated single face pedestal sign along the University Avenue



frontage of the property at 700 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

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the southwest corner of University Avenue and College Street in a CR zone. The property contains a twenty-storey office building known as Ontario Hydro Building. ING Canada is a major tenant and occupies several floors in the building. The applicant is requesting permission to erect, for identification purposes, an illuminated single face pedestal sign in the form of corporate name and a logo to identify ING Canada in the building. There are four small to modest size pedestal signs located along the University Avenue frontage of the property. The proposed sign would also be located along the University Avenue frontage of the property. The sign is 2.97m wide and 1.37m high with an area of 4.07m².

The sign does 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
1. Chapter 297-11 JJ(8)	To erect 2.97m wide and 1.37m high illuminated pedestal sign with an area of 4.07m ² , along the University Avenue frontage of the property.	With the addition of this 4.07m ² pedestal sign, there would be a total of five ground signs or pedestal signs along the University Avenue frontage, whereas only one ground sign per frontage is permitted.
2. Chapter 297-10D (12)(a)	To erect 2.97m wide and 1.37m high illuminated pedestal sign with an area of 4.07m ² , along the University Avenue frontage of the property.	A total of two ground signs or pedestal signs on a lot are permitted provided two frontages of the lot are more than 30m in length. With the addition of this sign, the property would have a total of eight ground or pedestal signs on the property.

COMMENTS

The variances are required because the Municipal Code allows only one ground or pedestal sign along any frontage of the property and a total of two ground or pedestal signs on a lot. There are four small to modest size ground or pedestal signs already located along the University Avenue frontage. The lot frontage and the total lot size is large enough to accommodate an additional pedestal sign without contributing to a sense of clutter. It is staff's opinion that the sign would not adversely impact the property or the streetscape.

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

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax No. 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

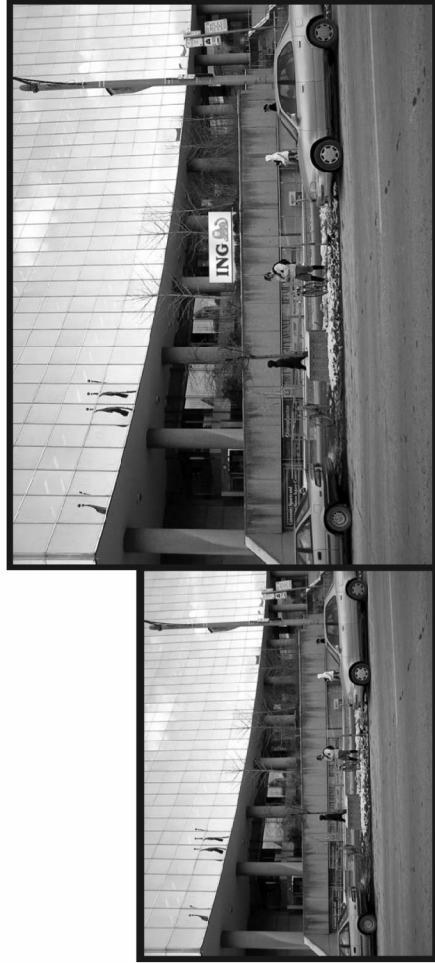
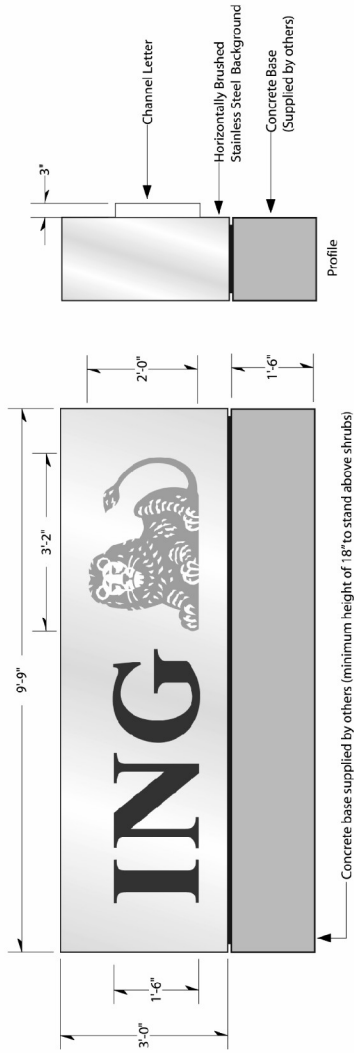
Gary Wright, Director
Community Planning, Toronto and East York District

(P:\2007\Cluster B\pln\teycc22242801036.doc) - smc

ATTACHMENTS

Attachment 1: Elevations & Sign Details

Attachment 1: Elevations & Sign Details



Before

After

Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale
08/29/07

700 University Avenue

File # 07_246625