

**Sign Variance Report
1 Dundas Street West**

Date:	October 10, 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:	07-255450

SUMMARY

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

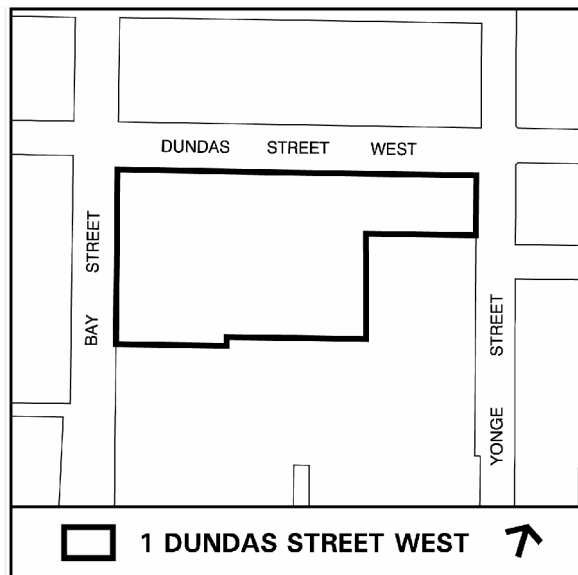
This report reviews and makes recommendations on a request by Dominic Magnone, with Ryerson University, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, five non-illuminated fascia signs on the north, south, east and west elevations of the building at 1 Dundas Street West.

Staff recommends approval of Sign # 4 and Sign # 6 as shown on the attached graphics. The variances related to these signs are minor and within the general intent and purpose of the Municipal Code.

Staff recommends refusal of Sign # 1, Sign # 3 and Sign # 5 as shown on the attached graphics. The variances related to these signs are major and not 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, a non-illuminated fascia sign # 4 “Ted Rogers School of Management / Ryerson University” located at the west portion of the north elevation of the building and the fascia Sign # 6 “Ted Rogers School of Management / Ryerson University” located at the southwest corner of the building along Bay Street at 1 Dundas Street West; and
2. Toronto and East York Community Council refuse the requested variances to permit, for identification purposes, a non-illuminated fascia sign # 1 “Ted Rogers School of Management / Ryerson University” located at the northeast corner of the building along Dundas Street West, a non-illuminated fascia sign # 3 “Ted Rogers School of Management” located at the east portion of the north elevation and a non-illuminated fascia sign # 5 “Ted Rogers School of Management” located at the north corner of west elevation; and
3. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances for Sign # 4 and Sign # 6, 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

Several existing first party fascia signs are located on all building elevations. These signs identify Ryerson University and retail stores in the building. A canopy sign identifies Toronto Eaton Centre. An illuminated third party fascia sign with an animated copy video display is located at the northwest corner of the building.

The applicant is now seeking permission to erect five non-illuminated fascia signs on the north, south, east and west elevations of the building. The proposed non-illuminated fascia sign # 1 ‘Ted Rogers School of Management / Ryerson University’ would be located at the northeast corner of the building along Dundas Street West. Sign # 1 would have a total area of 105.3m², with 76.2m² located on the east elevation of the building and 29.1m² located on the north elevation of the building. The proposed non-illuminated fascia sign # 3 ‘Ted Rogers School of Management’ is located at the east portion of the north elevation, and would have an area of 33.6m². The proposed non-illuminated fascia sign # 4 ‘Ted Rogers School of Management / Ryerson University’ located at the west portion of the north elevation would have an area of 42.0m². The proposed non-illuminated fascia sign # 5 ‘Ryerson University’ located at the north end of west elevation would have an area of 18.84m². The proposed non-illuminated fascia sign # 6 ‘Ted Rogers School of Management / Ryerson University’ would be located at the southwest corner of the building along Bay Street. Sign # 6 would have a total area of 102m², with 60.0m² located on the west elevation of the building and 42.0m² located on the south elevation of the building.

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
1. Chapter 297-10D (5)(e)	All the proposed fascia signs would be located above the second storey of the building.	A fascia sign located above the second storey of a building is not permitted.
2. Chapter 297-10D (5)(g)	sign # 1 would have an area of 105.3m ² , sign # 3 would have an area of 33.6m ² , sign # 4 would have an area of 42.0m ² , sign # 6 would have an area of 102.0m ² ,	The proposed area of each sign would exceed the maximum permitted area of 25.0m ² .

COMMENTS

The height of signs above grade and the area of signs are regulated in order to minimize the negative impact of the signs on the building to which they are attached, surrounding uses and on the streetscape. In this case, all proposed fascia signs except # 5 are larger than permitted. Also, all signs are proposed above second storey of the building.

Although, the signs do not meet the By-law requirements, sign # 4 and the sign # 6 are well designed and fit with the north, south and west façades of the building. Ryerson University requires identification signage and the variances, staff support signage on three of the buildings four elevations.

The proposed non-illuminated fascia sign # 1 would interfere with the windows and the Municipal Code does not permit any sign to interfere or obstruct a door or window of a building. Proposed signs # 3 and # 5 are located on the separation band between retail and institutional functions. This is a design feature to delineate the limits of each use. Approval of these signs would blur the line between the retail and institutional use. These are two distinct functions in the building, which should continue to be shown as distinct.

Staff recommends approval of Sign # 4 and Sign # 6. The variances related to these signs are minor and within the general intent and purpose of the Municipal Code.

Staff recommends refusal of Sign # 1, Sign # 3 and Sign #5. The variances related to these signs are major and not within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

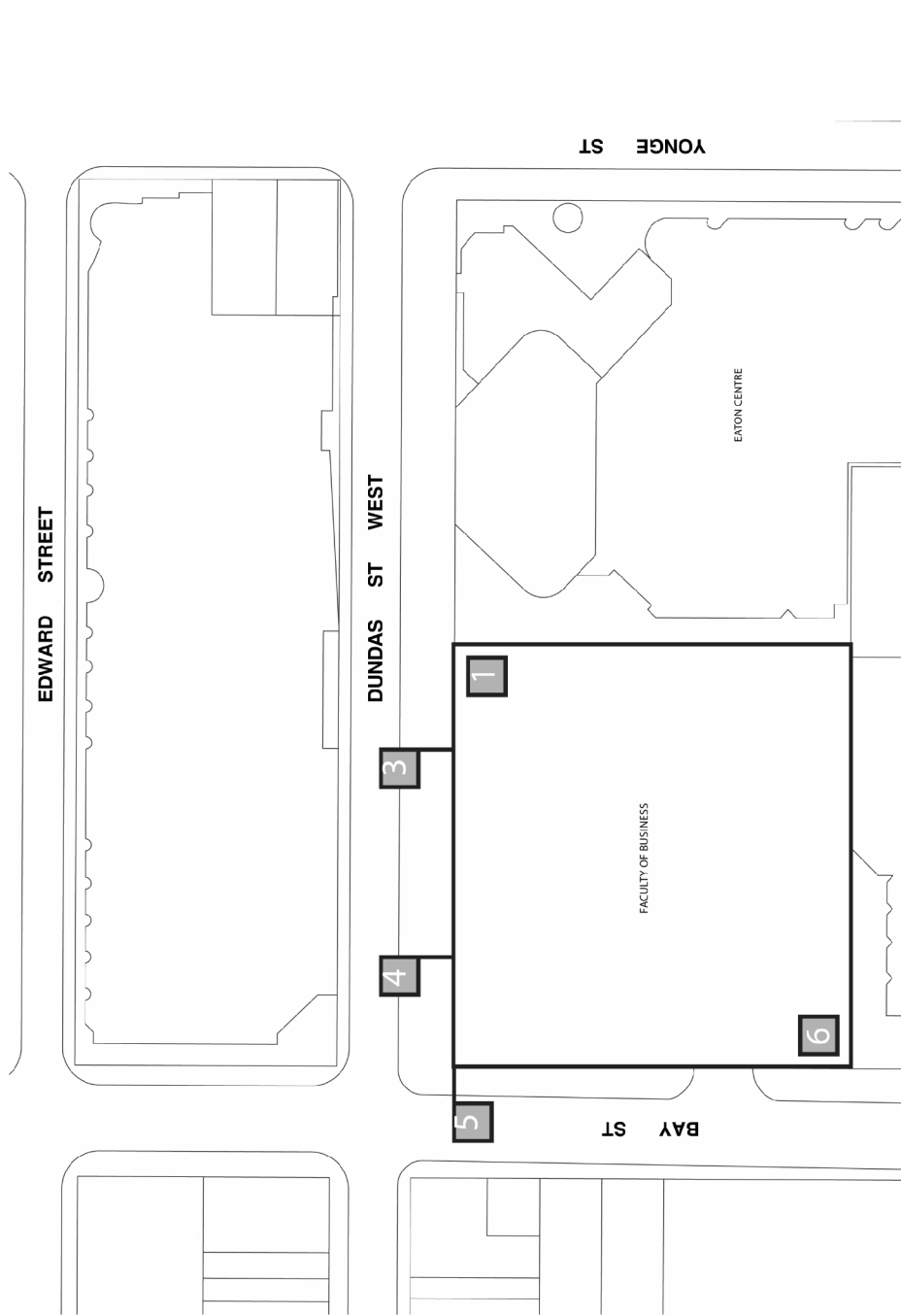
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Locations
Attachment 2: Elevation
Attachment 3: Elevation
Attachment 4: Elevation
Attachment 5: Elevation
Attachment 6: Elevation
Attachment 7: Elevation
Attachment 8: Elevation

Attachment 1: Sign Locations



1 Dundas Street West

Sign Locations

Applicant's Submitted Drawing

Not to Scale
1:1000

File # 07_255450

Attachment 2: Elevation



Sign 1. New landmark on northeast main entrance.

Elevation

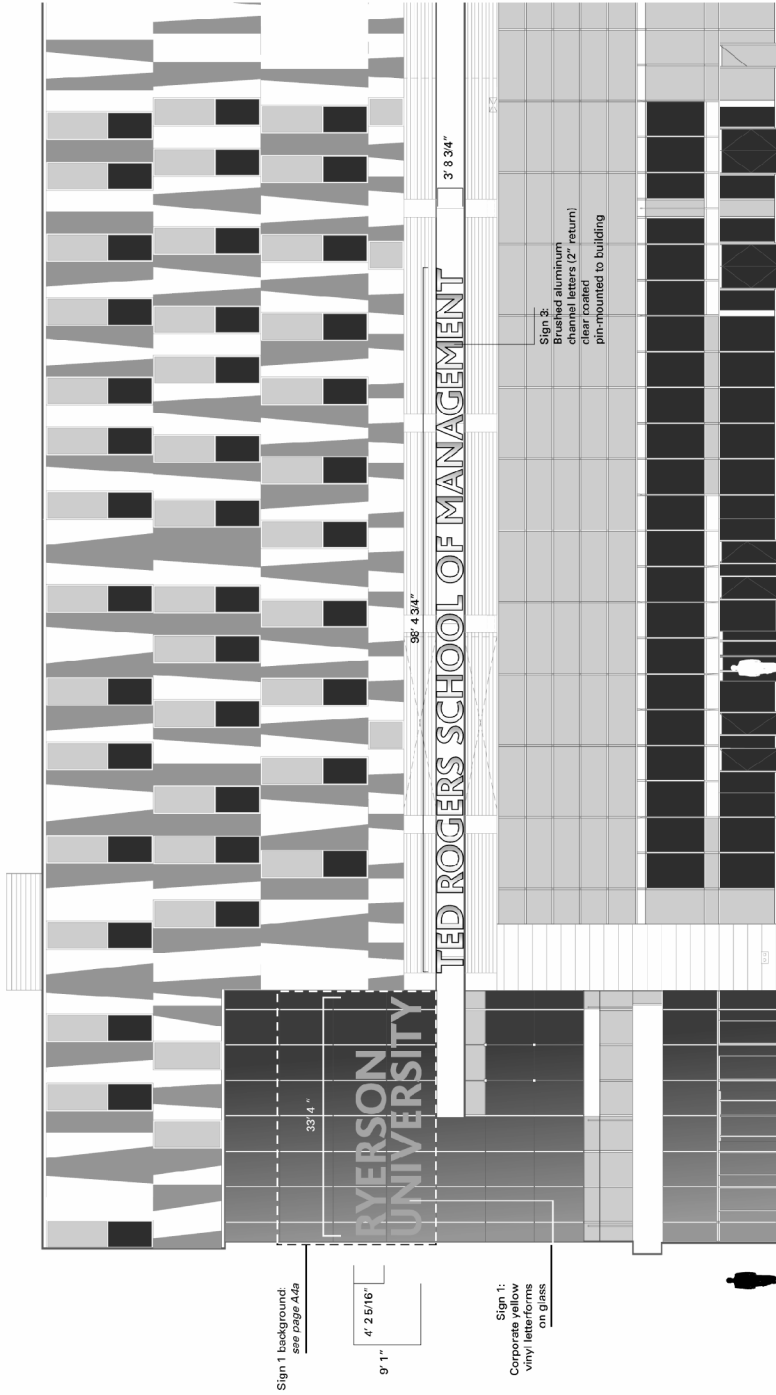
Applicant's Submitted Drawing

Not to Scale
1005/07

1 Dundas Street West

File # 07_255450

Attachment 3: Elevation



Sign 1. New landmark on north elevation at main entrance's glass wall.
Sign 3. New landmark on north elevation over main entrances.

Elevation

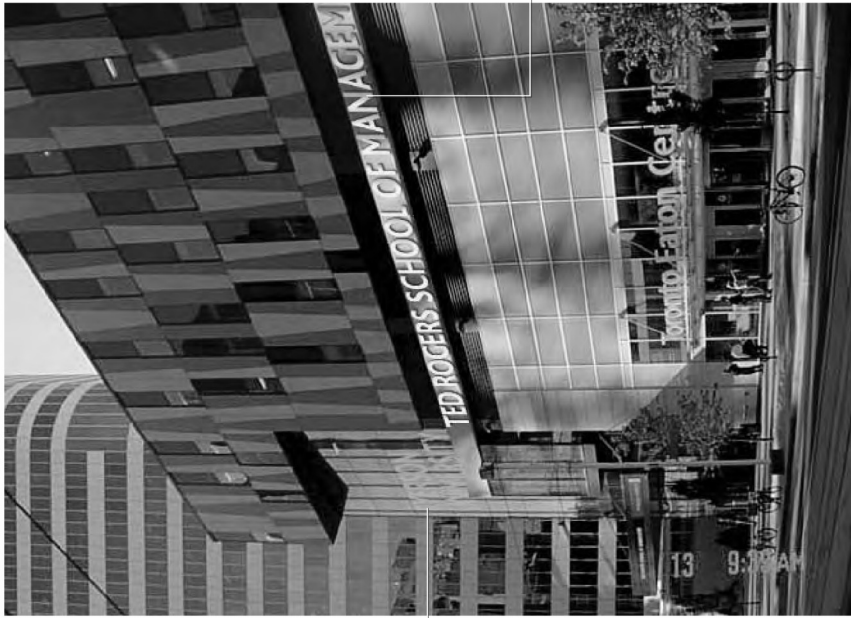
1 Dundas Street West

Applicant's Submitted Drawing

Not to Scale
100% 07

File # 07_255450

Attachment 4: Elevation



Sign 1:
Corporate yellow
vinyl letterforms
on glass

Sign 3:
Crushed aluminum
letterforms attached
to building

Sign 1 - 3. New landmark on north elevation
along Dundas street.

Elevation

Applicant's Submitted Drawing

Not to Scale
100% 07

1 Dundas Street West

File # 07_255450

Attachment 5: Elevation



Sign 4. New brandmark on north elevation over retail's main entrance.

Elevation

1 Dundas Street West

Applicant's Submitted Drawing

Not to Scale
100% 07

File # 07_255450

Attachment 6: Elevation



Sign 4. View from Bay street, near Gerrard street

Elevation

Applicant's Submitted Drawing

Not to Scale
1005/07

1 Dundas Street West

File # 07_255450

Attachment 7: Elevation



Sign 5. New landmark on west elevation over retail's main entrance.

Elevation

Applicant's Submitted Drawing

Not to Scale
100%07

1 Dundas Street West

File # 07_255450

Attachment 8: Elevation



Sign 6. New landmark on southwest corner of the building.

Elevation

Applicant's Submitted Drawing

Not to Scale
1/00/07

1 Dundas Street West

File # 07_255450