

**Sign Variance Report
123 Front Street West**

Date:	October 31, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-271177

SUMMARY

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

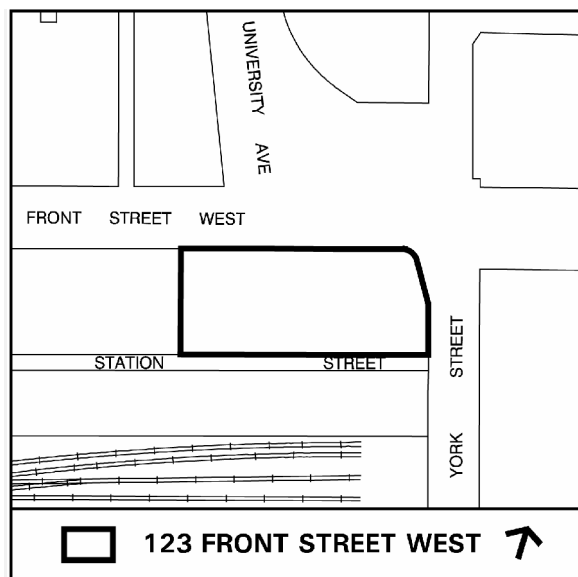
This report reviews and makes recommendations on a request by Keith Dudley, with Brian Dudley Ltd., on behalf of Citygroup for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of two existing illuminated fascia signs “Citygroup” located at the top floor level, with newly designed “citi” illuminated fascia signs on the north and south elevations of the building at 123 Front Street West.

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, replacement



of two existing illuminated fascia signs “Citygroup” located at the top floor level, with newly designed “citi” illuminated fascia signs on the north and south elevations of the building at 123 Front Street West 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 Front Street West and York Street in a CR zone. The property contains a multi-storey office building with retail uses at grade level. The applicant is seeking permission to replace two existing illuminated corporate name and logo “Citygroup” fascia signs with two newly designed “Citi” illuminated fascia signs, for identification purposes, at the top floor level, on the north and south elevations of the building. Each existing sign is 11.28m wide and 2.94m high with an area of 33.16m². Each proposed illuminated fascia sign is 6.17m wide and 4.14m high with an area of 25.54m².

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) Section - 10D (4)(d)	Each proposed sign is 6.17m wide and 4.14m high with an area of 25.54m ² .	The 4.14m sign height would exceed by 1.14m, the maximum 3.0m sign height permitted.
(1) Section – 10D (4)(e)	Each proposed sign would have an area of 25.54m ² .	The 25.54m ² sign area of each sign would exceed by 0.54m ² , the maximum 25.0m ² sign area permitted.

COMMENTS

The variances relate to the height and the area of the signs. The height and area of signs are regulated in order to reduce any negative visual impact the signs may have on the buildings to which they are attached, surrounding uses and on the streetscape. In this case, the proposal is to replace two existing illuminated corporate name and logo fascia signs with newly designed corporate and logo fascia signs on the north and south

elevations of the building. Although, the height of the proposed replacement signs exceeds the 3.0m permitted height by 1.14m and the proposed 25.54m² sign area exceeds the permitted 25.0m² sign area by 0.54m², the overall size of the proposed replacement signs are smaller than the existing signs. It is staff's opinion that the proposed replacement signs would not adversely impact the building to which they are attached, surrounding uses or the streetscape.

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

CONTACT

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SIGNATURE

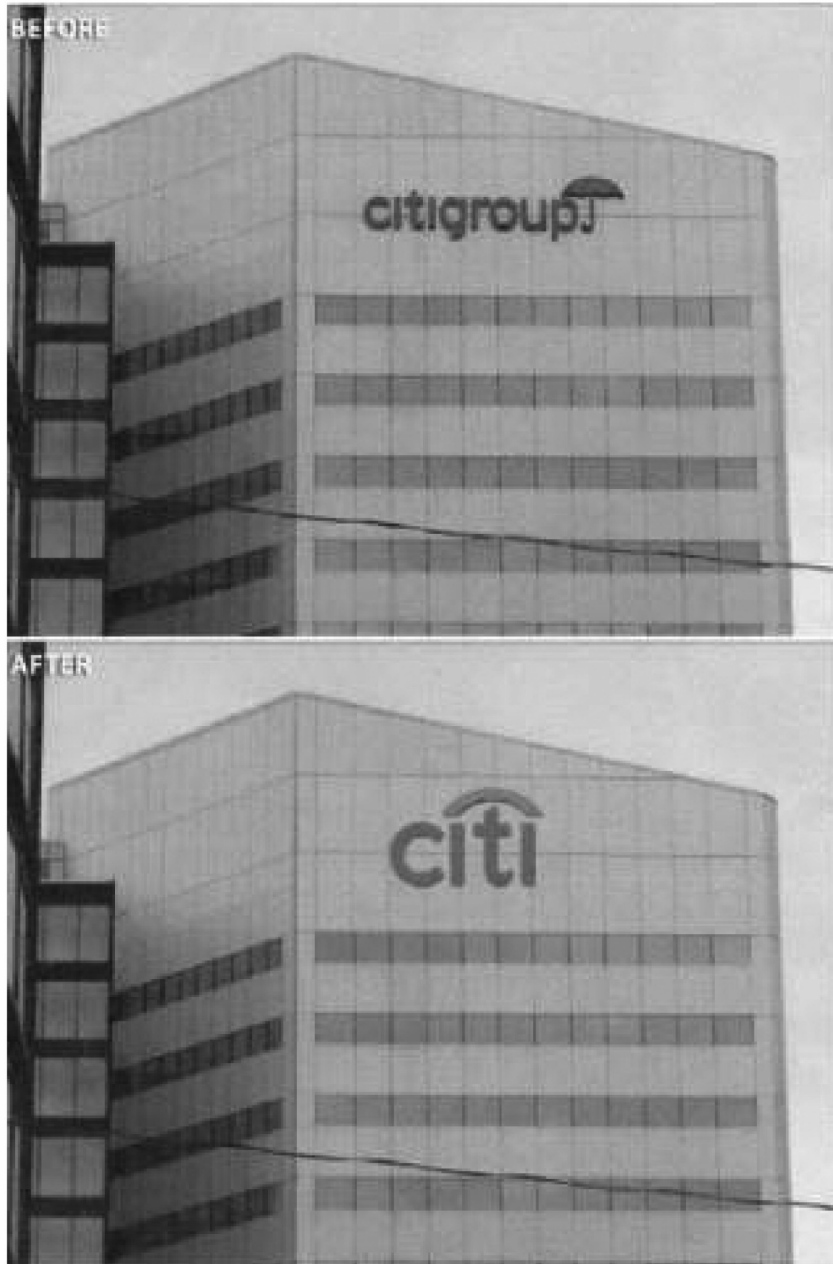
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: North Elevation
Attachment 2: South Elevation
Attachment 3: Sign Details

Attachment 1: North Elevation



North Elevation

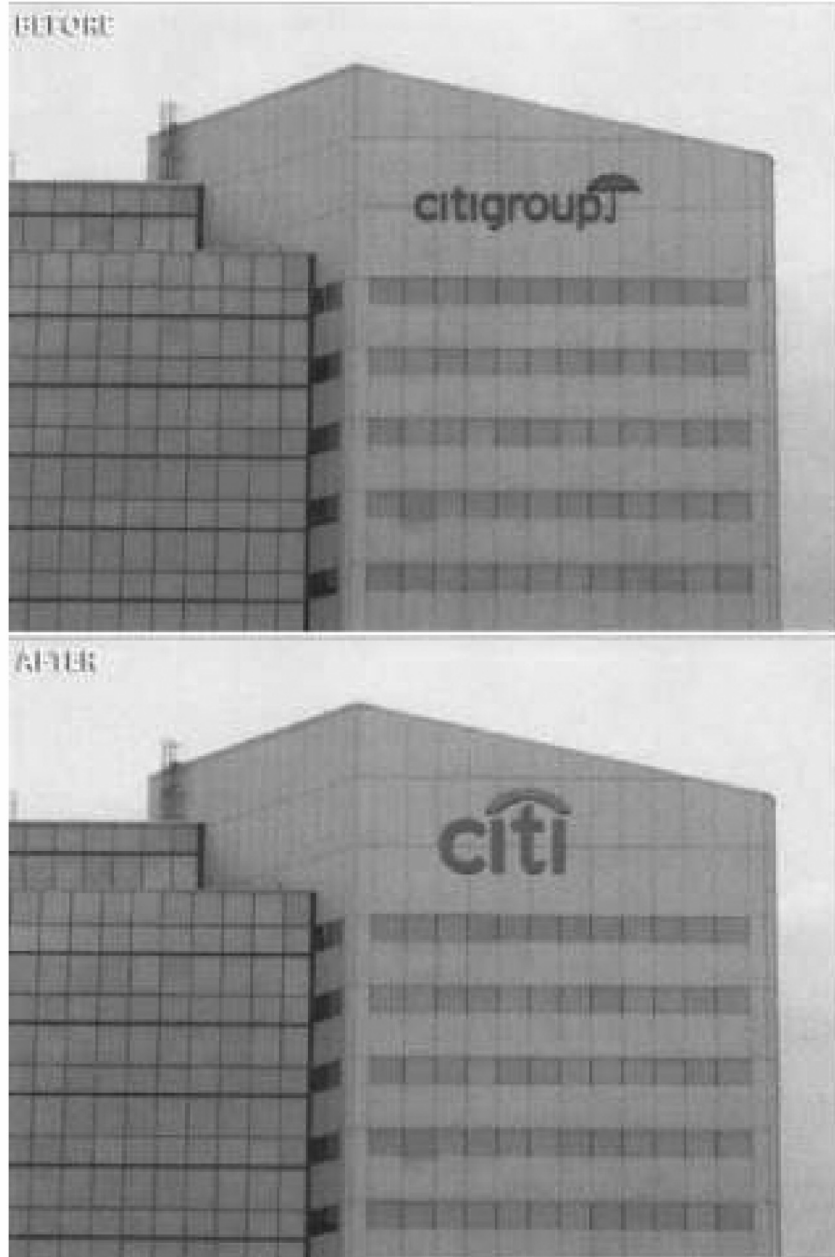
123 Front Street West

Applicant's Submitted Drawing

Not to Scale
10/26/07

File # 07_271177

Attachment 2: South Elevation



South Elevation

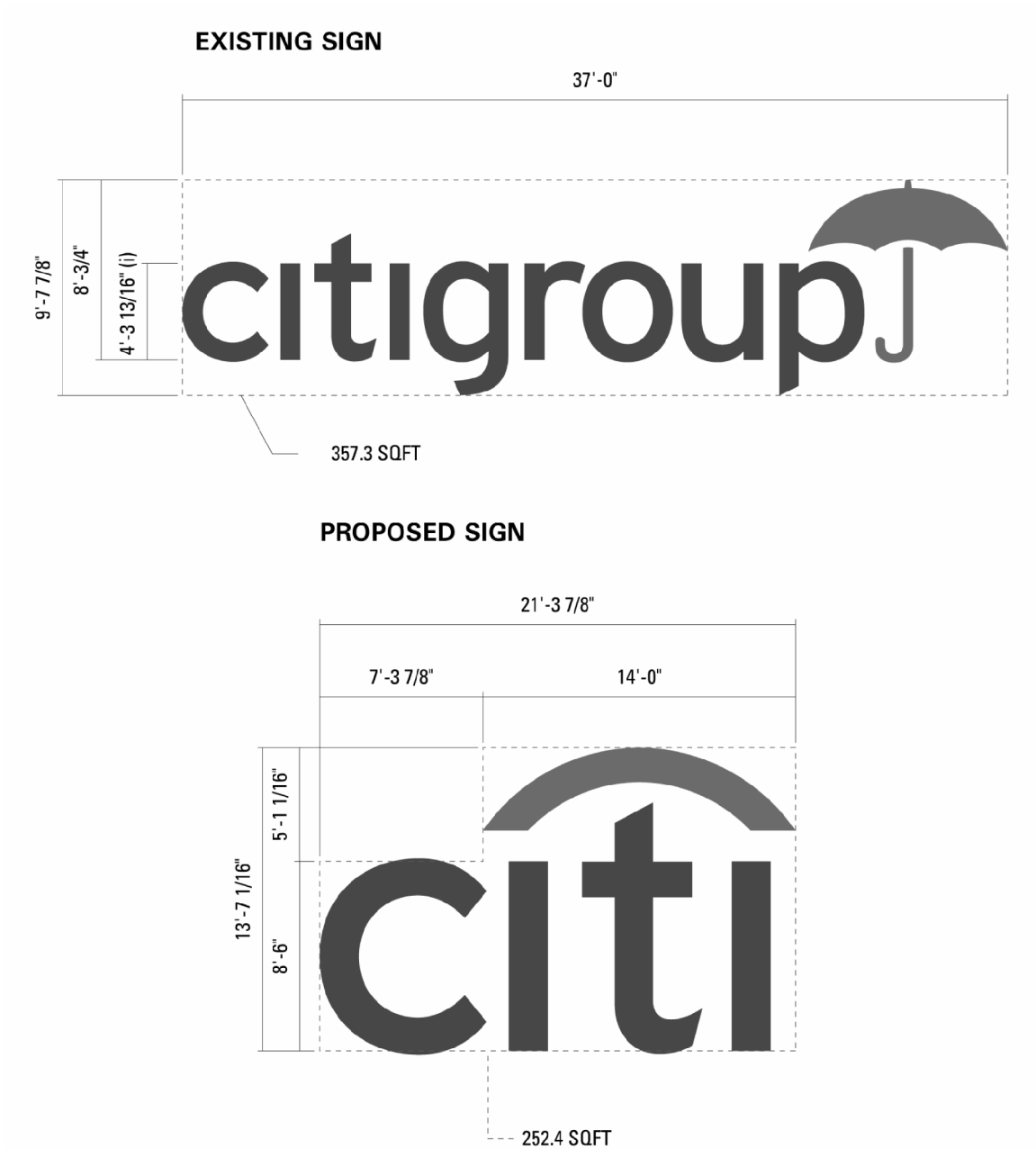
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Applicant's Submitted Drawing

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Attachment 3: Sign Details



Sign Details

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