



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Request
5140 Yonge Street**

Date:	August 15, 2008
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 23 - Willowdale
Reference Number:	File No. 2008NY017 08 181911 ZSV 00 ZR

SUMMARY

This report is about a matter that the Community Council has delegated authority to make a final decision provided that it is not amended so that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Denis Richard of Steel Art Signs Corp., on behalf of GWL Realty Advisors, for a variance from the former City of North York Sign By-law 30788, as amended, to erect two illuminated wall signs with a sign face area which exceeds the aggregate permitted area.

The proposed signs will be installed on the north and south façades of the existing office building for the purpose of first party advertising for Invesco Trimark which is located at 5140 Yonge Street.

RECOMMENDATIONS

The Toronto Building North York Division recommends that:

1. The request for variance listed in the third column of the table included in page 3 of this report be approved; and
2. The applicant be advised 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.

BACKGROUND

This represents the third sign application process for signs at this site. Trimark originally installed signs at this site in 1998. Sign Variance applications were approved, sign permits were issued, and the signs were installed on the top floor of the north and south elevations of the building.

In 2003, Trimark rebranded to Aim Trimark. A second Sign Variance was approved in May 2003 and sign permits were issued for two signs each having dimensions of 18.212 meters in width and 2.67 meters in height, a sign area of 48.626 square meters and an aggregate area of 97.252 square meters. The signs were replaced in the same locations on the north and south elevations of the building.

Now, in 2008, Aim Trimark is rebranding to Investco Trimark. The owner wishes to remove the existing signs and replace them with two new signs each with dimensions of 18.212 meters in width and 5.105 meters in height, an area of 92.97 square meters, and an aggregate area of 185.94 meters. The signs will replace the existing signs on the north and south elevations and will reflect the rebranding due to the change in ownership from Aim Trimark to Invesco Trimark.

The applicant, in his letter (Attachment 6 to this report) has indicated the reasons for the increase in sign area. The logo and text for Aim Trimark's existing signs are in a single line, the new sign logo and the text for Investco Trimark are in two lines or stacked. The individual letter height has been reduced to the minimum to be legible and to allow the signs to function as office tower signage however, to accommodate the stacked lettering the overall sign heights will be increased from 2.67 meters to 5.105 meters.

COMMENT

The property is located on the west side of Yonge Street just north of North York Boulevard south of Park Home Avenue.

The land on which the building is located is zoned (O3) Semi-Public Open Space Zones, and is developed with high-rise office towers with commercial uses, including a bank and coffee shop on the ground floor. Amendments to the North York Zoning By-law in 1982 allowed for Business and Professional Offices, Restaurants and Retail uses.

The properties surrounding this location are:

North: Office towers

South: Office towers, mixed retail and Mel Lastman Square

East: Mixed use building with mixed commercial uses including a cinema, food store and restaurants on the lower three floors and residential dwelling units on the floors above

West: Office building, a hotel and a residential apartment building.

The sign will not comply with the provisions of the of Former City of North York Sign by-law 30788, as amended, in the following way:

Sign By-Law Section & Requirements	Applicant's Proposal	Required Variance
[Sec 5.1.10] A wall sign is permitted in an open space zone having a maximum aggregate sign area of 15 square metres.	To install two illuminated wall signs one on the north and one on the south side of a building each having a sign area of 92.97 square meters and an aggregate sign area of 185.94 square meters.	A wall sign on the north side and a wall sign on the south side of an existing office building each with a sign area of 92.97 square meters and an aggregate sign area of 185.94 square meters where the by-law permits a maximum aggregate sign area of 15 square meters.

CONTACT

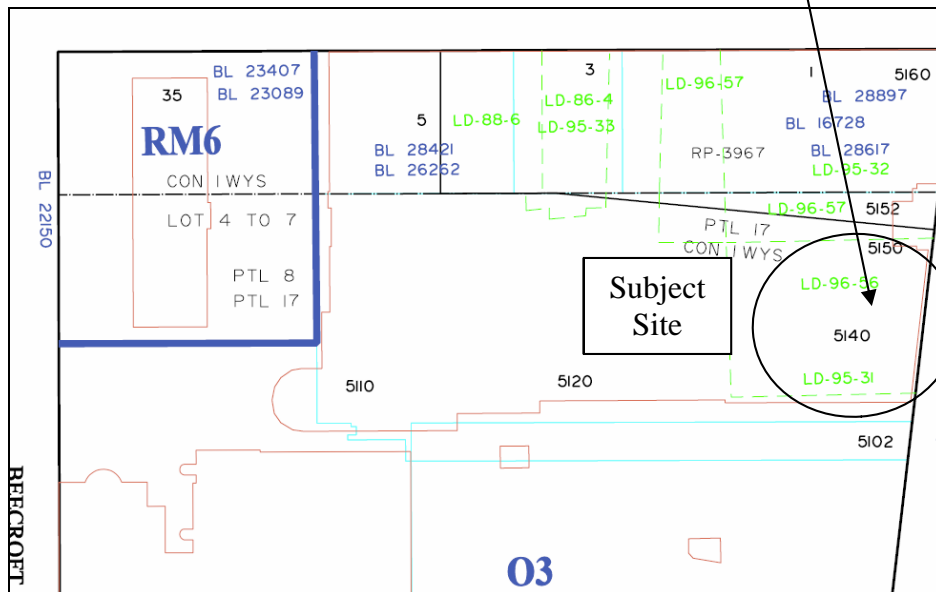
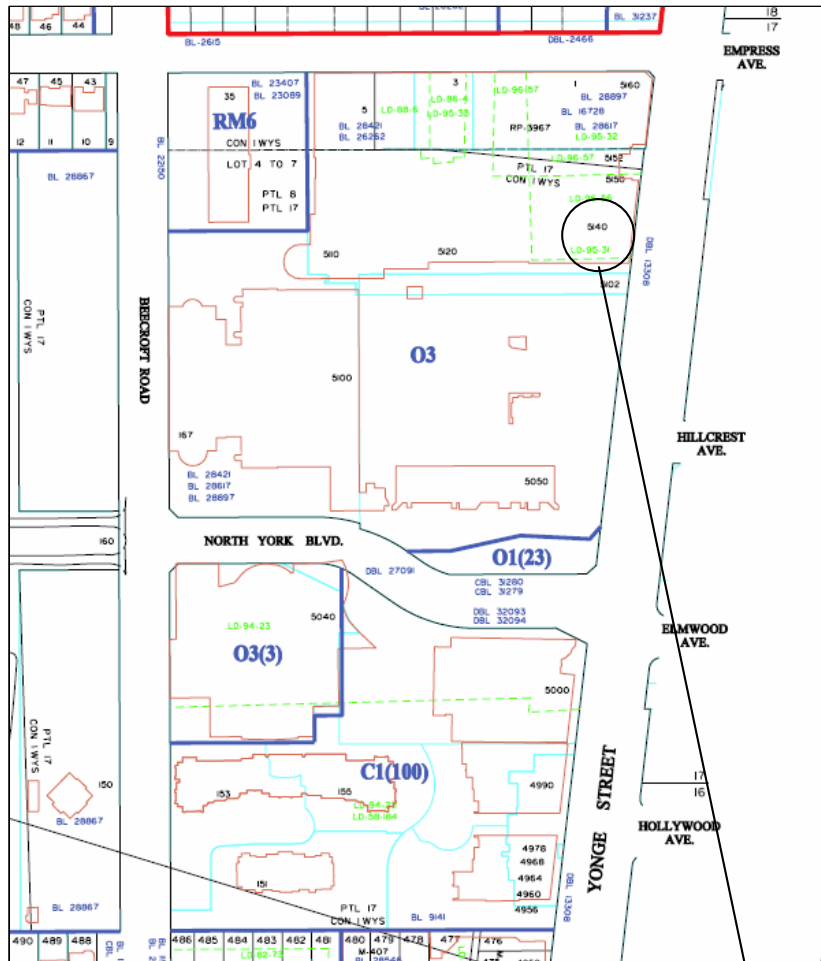
Diane Damiano; Manager Plan Review; Tel: 416-395-7651; Fax: 416-395-7589
e-mial: damiano@toronto.ca

SIGNATURE

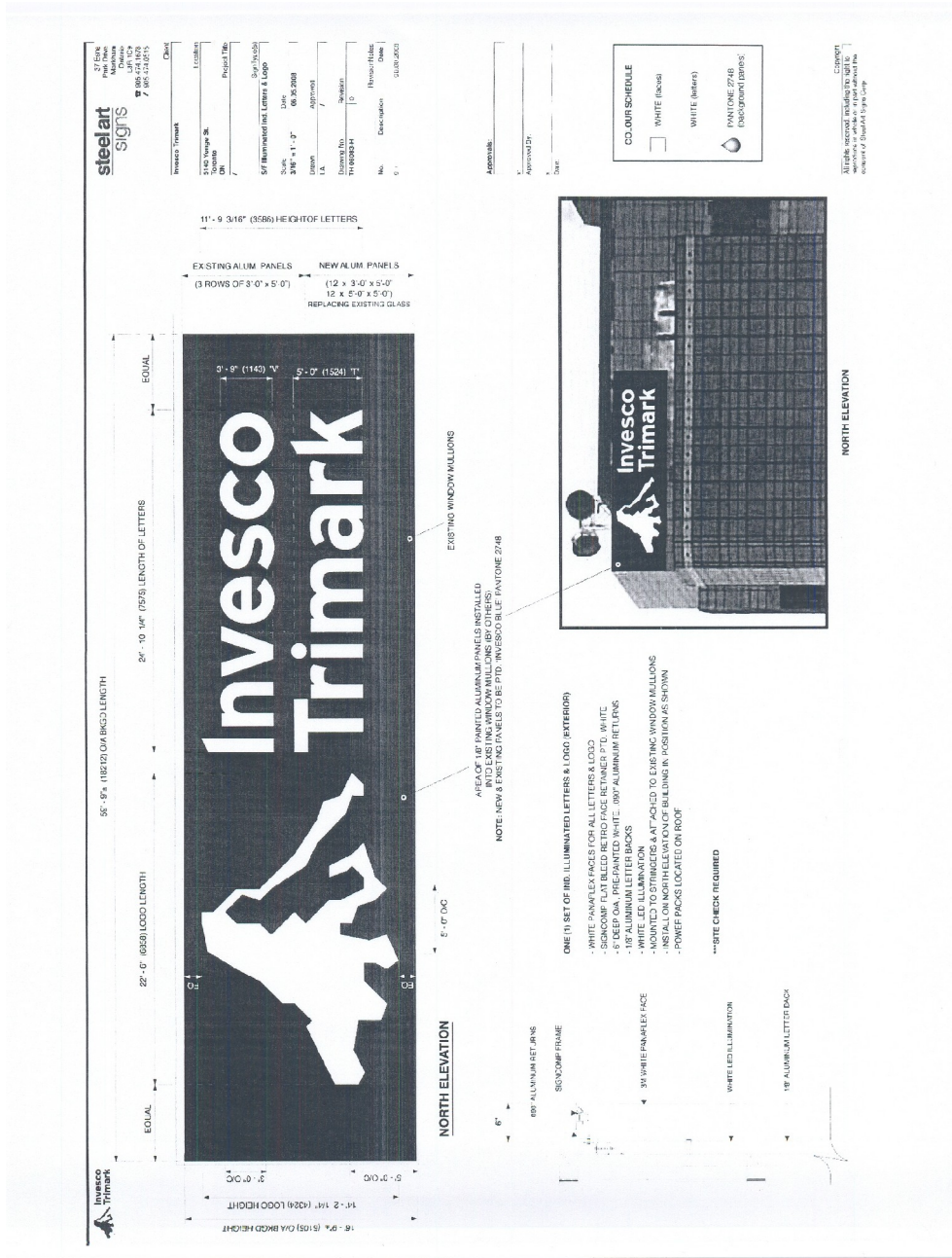
Steve Franklin
Director and Deputy Chief Building Official
North York District

ATTACHMENTS

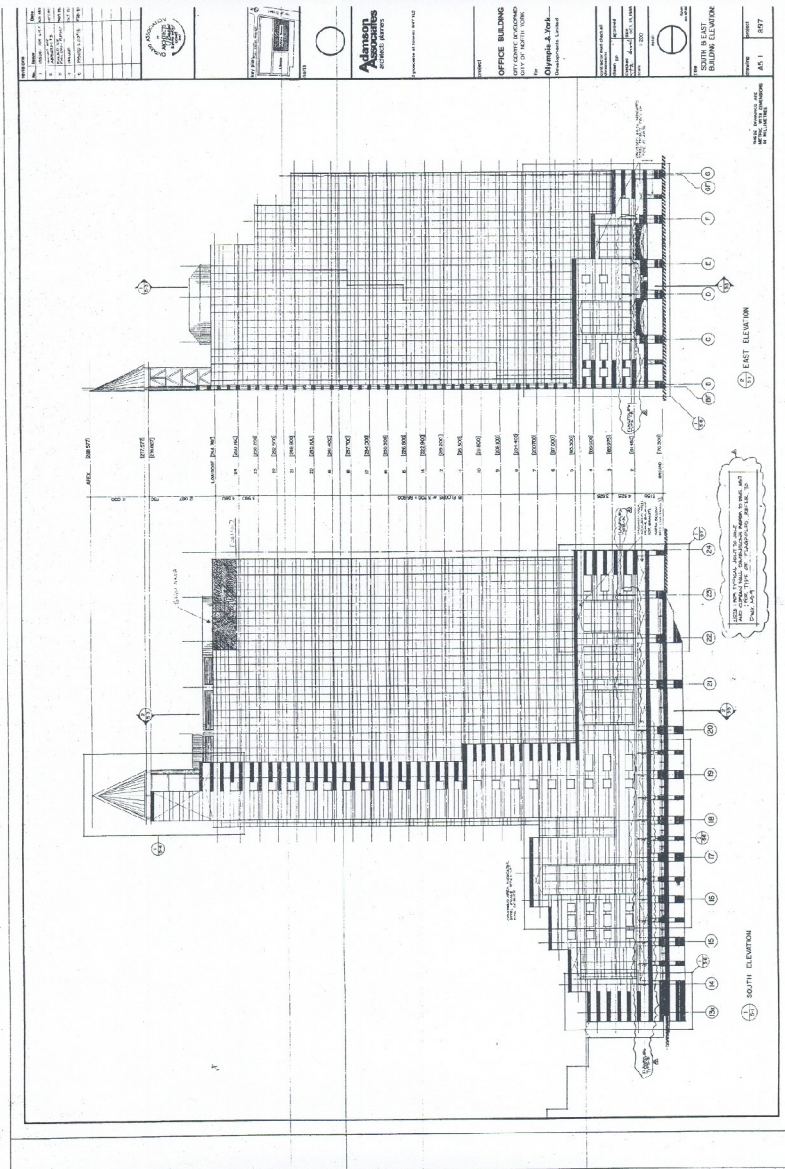
- 1 – Zoning Designation Map
- 2 – North Elevation Wall Sign
- 3 – South Elevation Wall Sign
- 4 – 5140 Yonge South and East Elevations
- 5 – 5140 Yonge North and West Elevations
- 6 – Applicant's letter



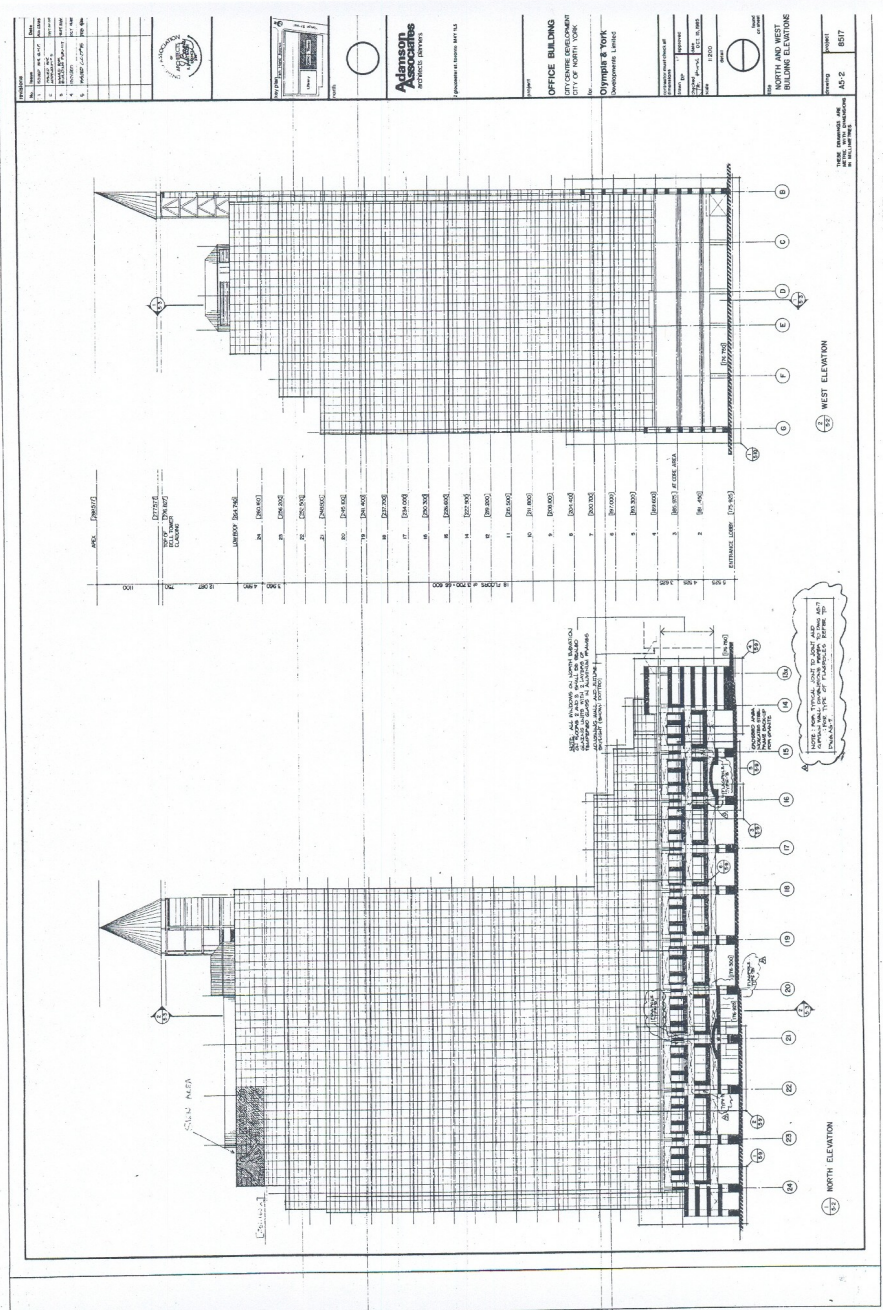
ATTACHMENT 1 – ZONING DESIGNATION MAP



ATTACHMENT 2 – NORTH ELEVATION WALL SIGN



ATTACHMENT 4 – 5140 YONGE SOUTH AND EAST ELEVATIONS



ATTACHMENT 5 – 5140 YONGE NORTH AND WEST ELEVATIONS



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August 2008

To: The City of Toronto

From: Denis Richard

RE: AIM TRIMARK SIGN VARIANCE APPLICATION- 08 181911

To Whom It May Concern,

This application represents the third generation of Trimark signs at this site. The previous two generations also required Variances.

Trimark originally installed signs at this site in 1998. Steel Art Signs applied for, and received the variance and permits, then supplied and installed the signs.

In 2003, Trimark rebranded to AIM TRIMARK, and the signs were changed to what we currently see. Steel Art, once again, supplied and installed these signs. If you are looking for specific file numbers, I could have our file copies located from our storage.

Now in 2008, Aim Trimark is again rebranding to Investco Trimark.

The proposed signs require a larger sign area (I use "area" because the proposed individual sign letters are actually smaller) because the existing sign, which consists of a logo and the text "Aim Trimark", is in a single line and the new sign brand name, which is a logo and the text "Investco Trimark", is in two lines, or "stacked".

To swap the existing letters with new letters of equal size, and stacked, would have quadrupled the overall sign size, so we've reduced the individual letter height to the minimum to be legible and function as an office tower sign, and while this fits within the existing sign area's width, it increases the sign area's overall height.

If you have any additional questions, please contact me directly.

Denis Richard

Pre Production Manager
Steel Art Signs Corp
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ATTACHMENT 6