



**STAFF REPORT
ACTION REQUIRED**

**20 Eglinton Avenue West.
Sign Variance Request for Two Identification Signs.**

Date:	December 10, 2007
To:	Chairman and Members, North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 16, Eglinton - Lawrence
Reference Number:	File No: 2008NY001 Folder No. 07 281643 ZSV 00 ZR

SUMMARY

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

The purpose of this report is to review and make recommendations on a request by Robert Manning of Sign Advice, on behalf of Rio Can Real Estate Inc. Trust, for an approval of a variance from former City of Toronto Sign By-law No. 297, as amended, to permit the erection of two (2) illuminated individual letter style wall signs, located on the south and west elevations of the top two floors of the 22 storey building at 20 Eglinton Avenue West.

The proposed signs are similar in size and nature to signs located at 2300 Yonge Street for which variances were granted by this Community Council at its meetings of February and September 2007.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. North York Community Council approve the request to permit, for identification purposes, two (2) illuminated fascia signs on south and west elevations of the building at 20 Eglinton Avenue West: and

2. the applicant be advised, upon approval of variances, 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.

COMMENTS

The property is located at the northwest corner of Yonge Street and Eglinton Avenue West in a “CR” zone. The property is a 22 storey mixed use building with the top two (2) stories being the mechanical floors.

The proposed two (2) illuminated channel letter fascia signs will identify the building with the corporate logo and name “Rio- Can” on the top two floors of the building’s south and west elevations and will replace the existing “GREENWIN” signs. The new signs will have an area of 48.88 sq. m. (525 sq. ft.) each.

The applicant in his letter dated November 24, 2007 (Attachment 4) states that the signs are required to be of this size in order to ensure the visibility and legibility of the signs at the 22 storey height.

The proposed signs will be visible to the traffic travelling eastbound along Eglinton Ave and northbound along Yonge Street.

Abutting uses are as follows:

- South – TTC depot and Bank of Montreal
- North & East - CIBC, TD Canada Trust banks
- West - Hi-rise Residential Apartments .

Proposed signage does not comply with the City of Toronto Sign By-law 297 as amended

Sign By-law Section Requirements	Applicant’s Proposal	Required Variance
<p>Section 297-10 Fascia Signs in the form of a logo, corporate symbol and/or name are subject to Qualification #4</p> <p>(e)The area of the sign may not exceed 25 square metres.</p>	<p>The area of each sign is 48.88 square metres.</p>	<p>To allow signs that are 23.88 sq. m larger than permitted.</p>

The proposed signs will be similar in size and nature to other signs already erected in the area, such as identification signs on top floor elevations at 2300 Yonge Street for "Heart and Stroke Foundation of Canada" and "Rio- Can". Variances for these signs were approved by North York Community Council at the February and September 2007 meetings.

CONTACT

Galina Veltman P. Eng., Manager Plan Review Tel: 416-395-7018; Fax: 416-395-7589;
E-mail: veltman@toronto.ca

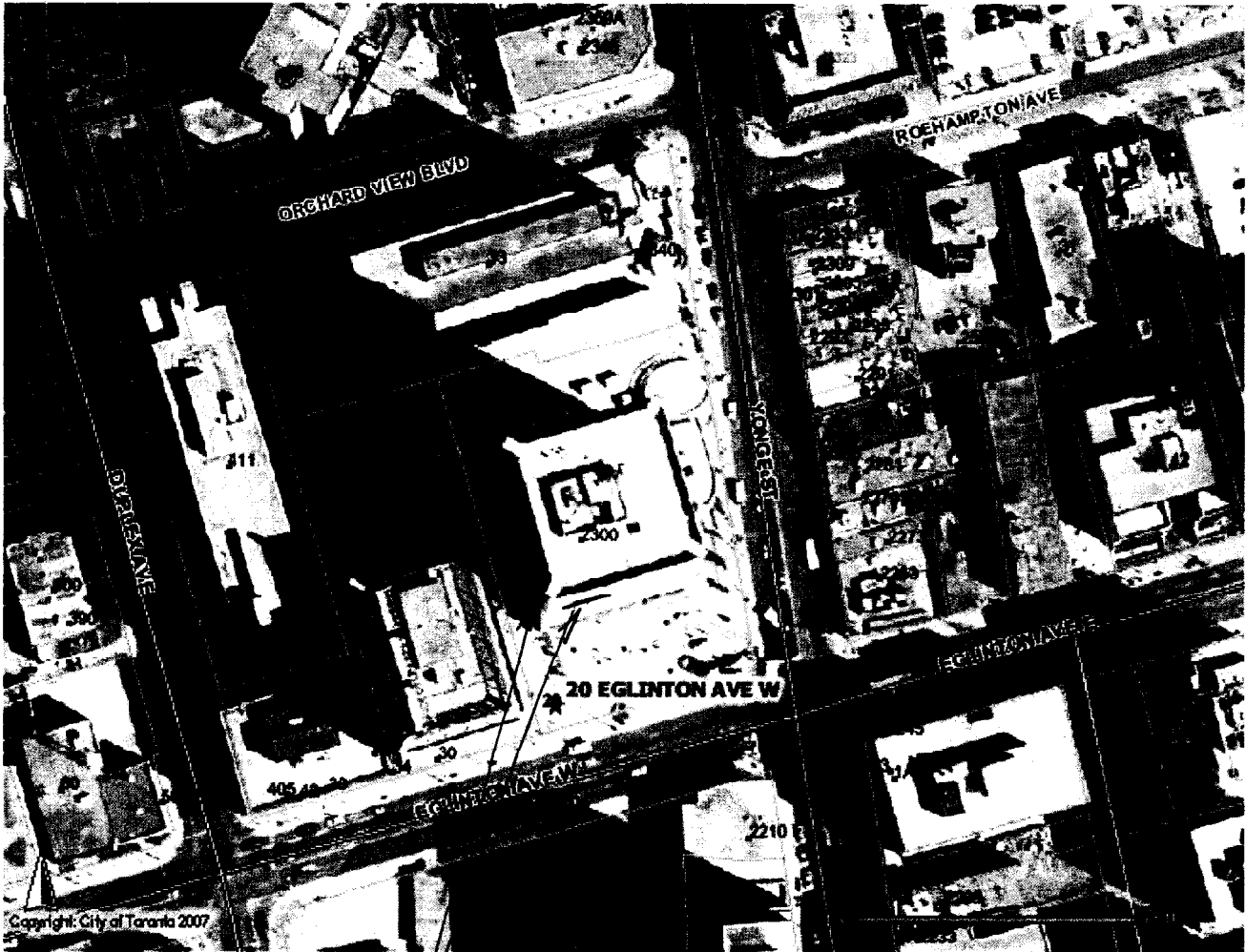
SIGNATURE

A handwritten signature in black ink, appearing to read "S. Franklin", written over a horizontal line.

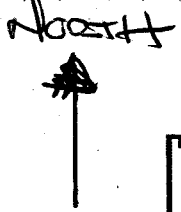
Steve Franklin P. Eng
Director of Toronto Building and
Deputy Chief Building Official
North York District

ATTACHMENTS

- Attachment 1 Aerial Map
- Attachment 2 Site Plan
- Attachment 3 Photo of the existing sign
- Attachment 3a Photo of the proposed sign
- Attachment 4 Applicants Letter



Proposed signs



EXISTING
17 STOREY APARTMENT
BUILDING

YONGE EGLINTON CENTRE 2300 YONGE STREET

REFER TO DRAWING A-01
FOR GENERAL EXTENT OF ARCHITECTURAL WORK
ON PLANNING LEVEL IN SHADDED AREA

FAMOUS PLAYERS CINEMAS
CURRENTLY UNDER
CONSTRUCTION
ABOVE ROOF

EXISTING OFFICE
TOWER
30 STOREY

EXISTING OFFICE
TOWER
22 STOREY

Proposed sign

YONGE ST

EGLINTON AVENUE WEST

- A
- B
- C
- CX
- D
- EX
- E
- F
- J
- K
- L
- M
- N
- P
- Q
- R
- S
- T
- U
- V

PROPERTY LINE

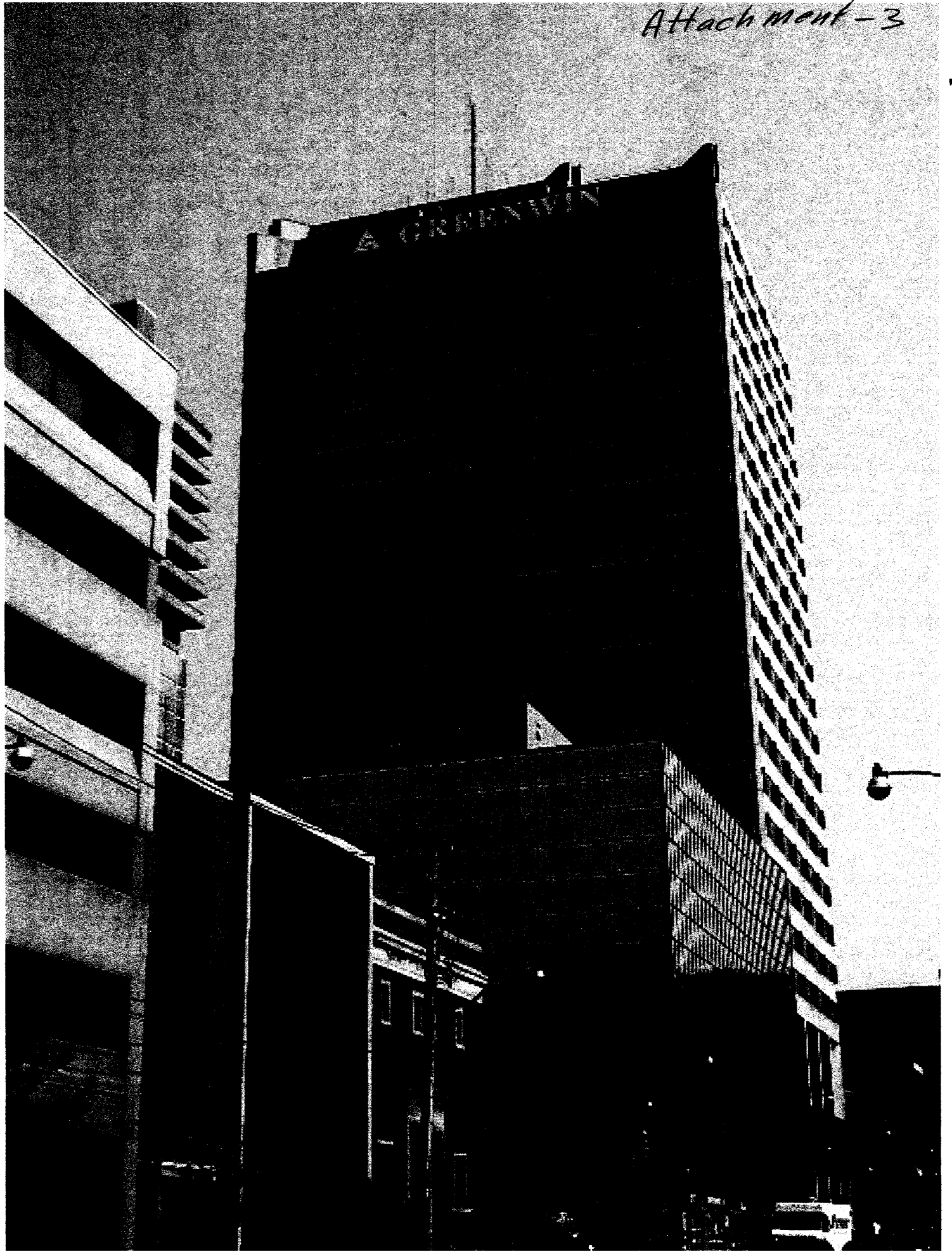
PROPERTY LINE

PROPERTY LINE

PROPERTY LINE

PROPERTY LINE

Attachment - 3



EXISTING Signal.

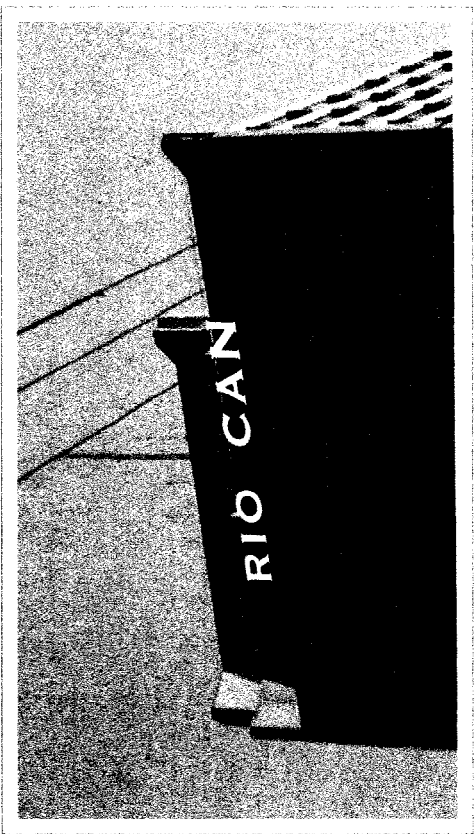
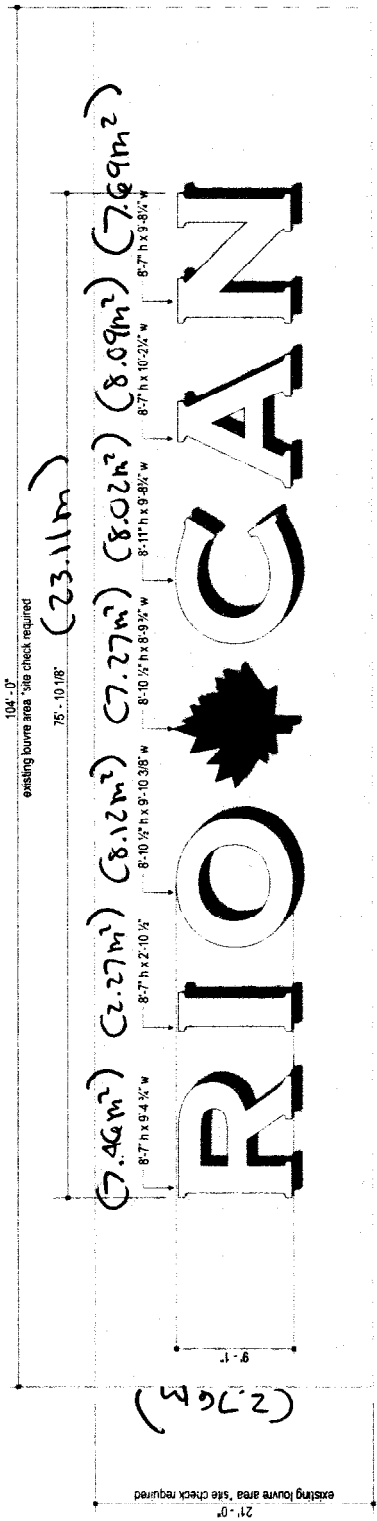
total = 48.88m² per sign

Illuminated Channel Letters & Maple Leaf

Scale: 3/32" = 1'-0"

Drawing No.
RIO-M4P1E4-A.3

Impact Modified Acrylic
 Site Area
 Paint
 Pre-painted Back



Material Specifications

- "RIO" and "CAN"**
 - Pre-painted black returns
 - Prime PVC back "F" trim (with clips)
 - 3/16" impact modified acrylic faces
 - white LED
- Maple Leaf**
 - Aluminum constructed returns painted black
 - Red #2662 lex face
 - Prime ps cover (frameless) painted black
 - white LED

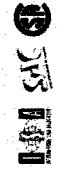
NOTE:
 "Letters are built in two separate pieces (both face and can) except for the letter 'I' - to allow door clearance on installation"
 • Thru bolt installation required on existing metal grill

- Vector Artwork Required
 - Digital Image For Printing Required
 - Final Colour Specifications Required
 - Site Check Required
 - Preliminary Artwork
 - Approved For Production
- Client Approval

Attachment - 39



PRIDE SIGNS
 1000 SHEPPARD AVENUE EAST, SUITE 100, AURORA, ONTARIO L4G 1V7
 TEL: 416-709-8888 FAX: 416-709-8889



2300 Yonge Street
 Toronto, Ontario

RIO CAN

Sales: Jim Inwood
 Create By: S. Chen
 Date: September 13, 2007

Revision Dates

South of West Elevation S



November 24, 2007

To: City of Toronto – North Community Council

Re: Sign Variance for Rio-Can Real Estate Investment Trust, 20 Eglinton Ave. West

Submitted on behalf of Rio-Can and Pride Signs Ltd.

We are asking for your consideration in respect to our variance application for the installation of two illuminated individual letter style wall signs on the top storey of the 22 storey building at 20 Eglinton Avenue West. The signs will identify “Rio-Can” and be located on the south and west elevations. The building is located on the north-west corner of Yonge Street and Eglinton Avenue West. The signage will replace the existing “Greenwin” signage.

Each sign will have an area of 48.88 square metres, the by-law allows a maximum area of 25 square metres.

We are asking for this increase in area as it is needed for the proposed signs to be visible and legible at the 22 storey height.

The signs are designed for aesthetic compatibility with the building and otherwise meet the intent of the by-law.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Manning", is written over a large, stylized, handwritten flourish that extends to the right.

Robert Manning