



STAFF REPORT ACTION REQUIRED

Sign Variance Report 438 University Avenue

Date:	January 10, 2008
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-267851

SUMMARY

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

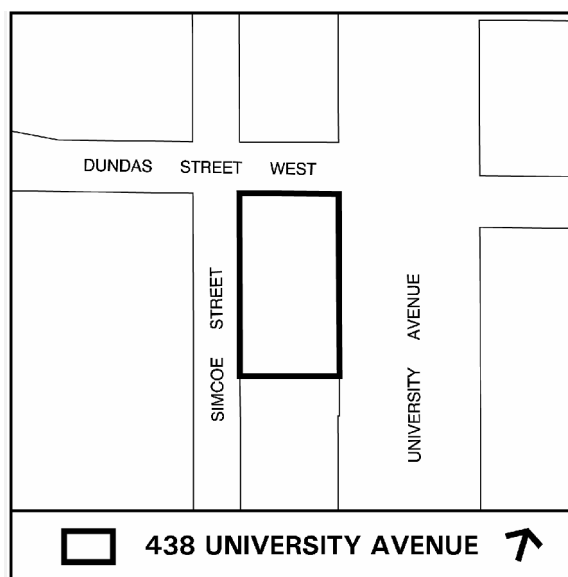
This report reviews and makes recommendations on a request by Michael Heney with Provincial Sign System, on behalf of Lustig & Doo Group of Companies, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign in the form of the “Air Miles” corporate name and logo on the front elevation of the building at 438 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 fascia sign (in the form



of a corporate name and logo)” on the east elevation of the building at 438 University Avenue and require that energy efficient fixtures 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 Dundas Street West in a CR zone. The property contains a twenty one-storey office building with retail uses at grade. The applicant is seeking permission to erect, for identification purposes, an illuminated fascia sign on the front elevation of the building at 438 University Avenue. The proposed illuminated fascia is 1.78m wide and is 1.78m high with an area of 3.17m².

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 (9)	The proposed sign would be located 12.25m above grade and on the 2 nd and 3 rd floor level of the building.	An identification fascia sign is permitted within the first floor level of the building. The 12.25m sign height above grade would exceed by 7.65m, the maximum 4.6m height above grade permitted.

COMMENTS

The variances are required because the identification fascia sign would be located above the second floor level and more than 10.0m above grade. The intent of the By-law is to minimize any adverse impact of identification signs on the building to which they are attached, surrounding uses or the streetscape. In this case, it is not possible to install the proposed sign at the first floor level of the building. It is staff’s opinion that the proposed illuminated fascia sign is well designed and it would not adversely impact the building, 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: Elevation & Sign Details
Attachment 2: Elevation

438 University Avenue

Not to Scale
01/10/08

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Attachment 2: Elevation



1778mm (5'-10" DIA.)
AIR MILES LOGO SIGN
CENTERED HORIZONTALLY
ON 12 200mm x 1900mm
(6'-2 3/4" h X 40'-0 1/4") WALL

12 000mm (39'-4 3/8")	top of wall to grade
10 100mm (33'-1 5/8")	bottom of wall/sign to grade

AIR MILES LOGO TO BE FLUSH
WITH BOTTOM EDGE OF WALL

Elevation

438 University Avenue

Applicant's Submitted Drawing

Not to Scale
01/10/08

File # 07_267851