

Sign Variance - 350 Victoria Street

Date:	April 11, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	07-286460

SUMMARY

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

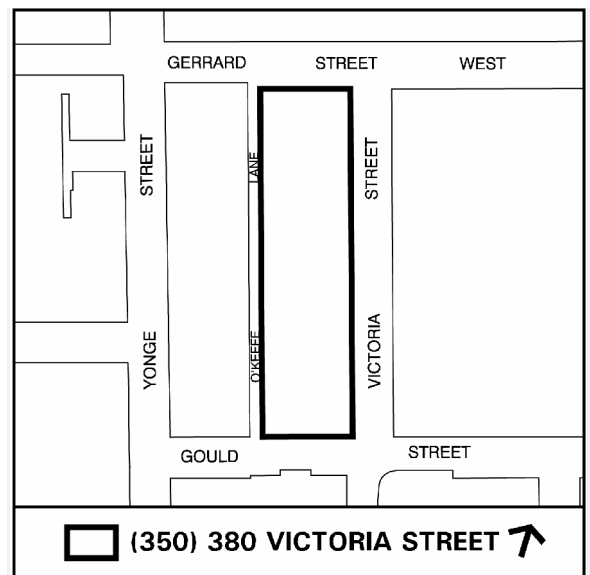
To review and make recommendations on a request by Dominic Magnone of Ryerson University for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to represent Ryerson University, at the top floor level, on the north and south elevations of the building at 350 Victoria Street and an illuminated fascia sign in the form of a corporate name and a logo to represent Ryerson University, at the top floor level, on the west elevation of the building at 380 Victoria Street. These two buildings form part of the Ryerson University Campus. The proposed signs are part of an integrated and unified signage program for the Ryerson University Campus buildings.

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

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for variances to permit,



for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to represent Ryerson University, at the top floor level, on the north and south elevations of the building at 350 Victoria Street and an illuminated fascia sign in the form of a corporate name and a logo to represent Ryerson University, at the top floor level, on the west elevation of the building at 380 Victoria Street on condition 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 ten storey building at 350 Victoria Street is located on the northwest corner of Victoria and Gould Streets. The fourteen storey building at 380 Victoria Street is located on the southwest corner of Victoria Street and Gerrard Street East. These two buildings are part of the Ryerson University Campus and they are located in a Q zone. The proposal is to erect, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to represent “Ryerson University” at the top floor level, on the north and south elevations of the building at 350 Victoria Street; and an illuminated fascia sign at the top floor level, on the west elevation of the building at 380 Victoria Street. Each proposed corporate name and logo sign has an area of 34.07m².

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
Chapter 297-10D(4)(e)	Each of the proposed corporate and logo signs would have an area of 34.07m ² .	The 34.07m ² sign area of each corporate name and logo sign would exceed by 9.07m ² , the maximum 25.0m ² sign area permitted.

COMMENTS

The two buildings 350 and 380 Victoria Street are part of Ryerson University Campus. The University has developed a plan for a unified signage program for the campus. Although, each proposed corporate name and logo sign exceeds the permitted size, the proposed signs are sized, positioned and designed to complement the building facades. The proposed signs also form part of the unified identification program for the Ryerson University Campus buildings. It is staff’s opinion that the proposed signs would not

adversely impact the buildings 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 sign provision of the Municipal Code.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1: Elevations: Library Board
Attachment 2: Elevations: Library Board
Attachment 3: Elevations: Administrative Building
Attachment 4: Elevations: Administrative Building

Attachment 1: Elevations: Library Board



Library building



(350) 380 Victoria Street

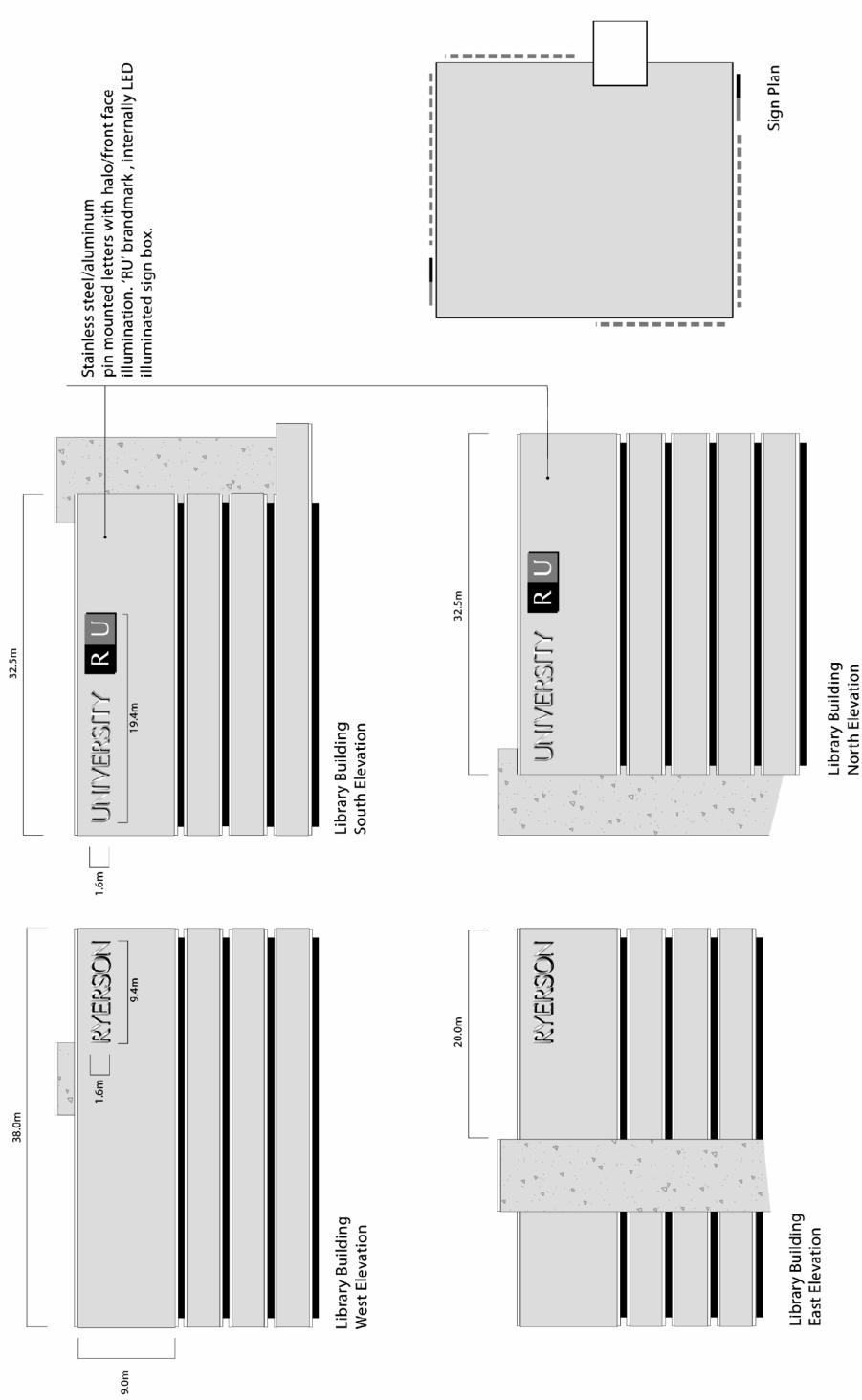
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Elevations: Library Building

Applicant's Submitted Drawing

Not to Scale
01/28/08

Attachment 2: Elevations: Library Board



(350) 380 Victoria Street

Elevations: Library Building

Applicant's Submitted Drawing

Not to Scale
01/28/08

File # 07_286460

Attachment 3: Elevations: Administrative Building



(350) 380 Victoria Street

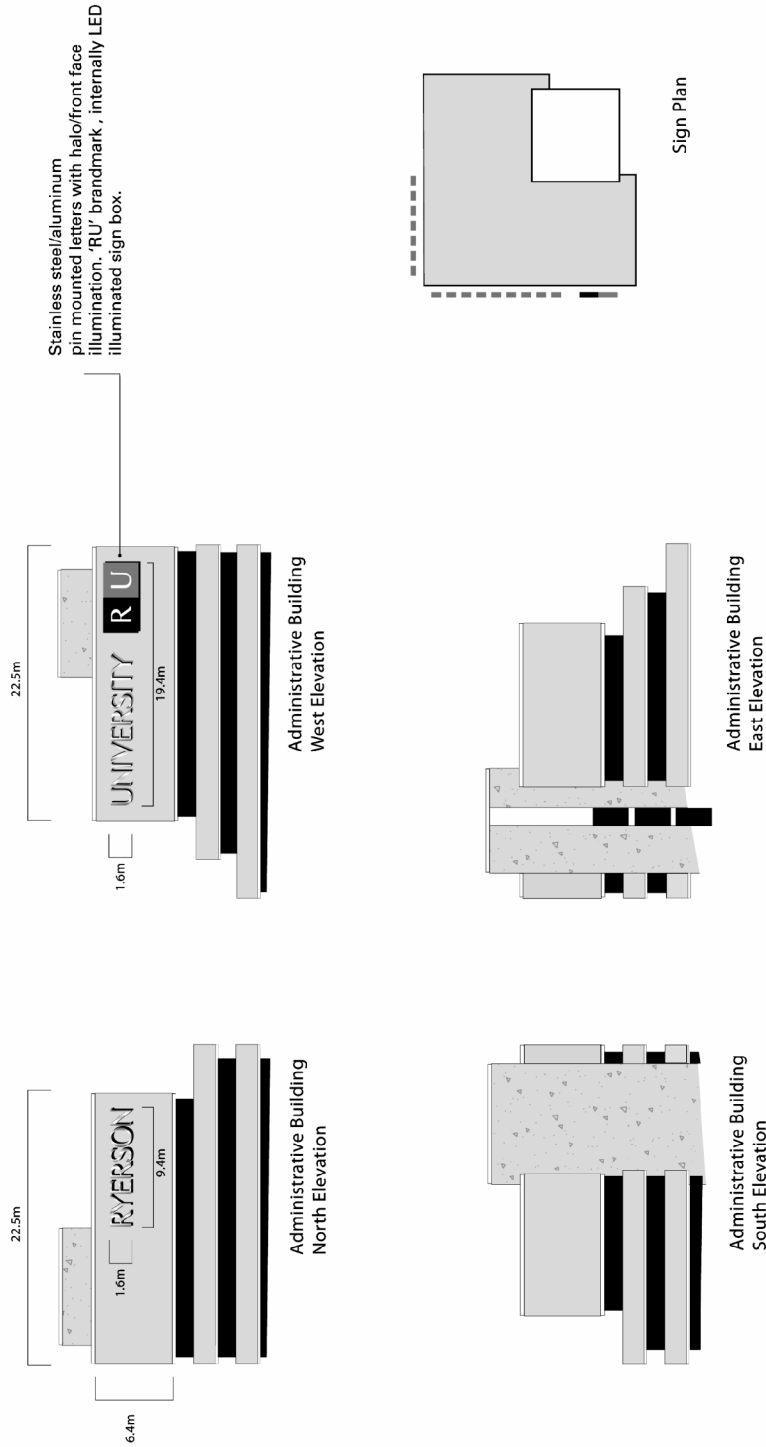
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Elevations: Administrative Building

Applicant's Submitted Drawing

Not to Scale
01/28/08

Attachment 4: Elevations: Administrative Building



Elevations: Administrative Building

Applicant's Submitted Drawing

Not to Scale
01/28/08

(350) 380 Victoria Street

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