

Sign Variance - 55 University Avenue

Date:	April 9, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	08-100951

SUMMARY

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

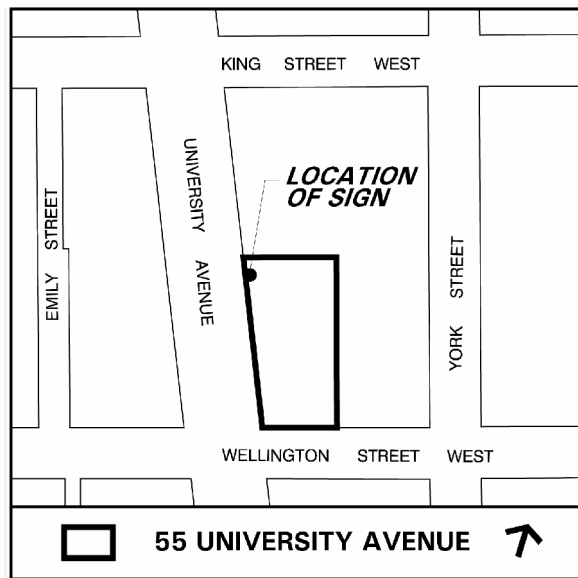
This report reviews and makes recommendations on a request by Karina Olivares of Daniel Johnson Architect Inc., on behalf of Starbucks Coffee Canada, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated ground sign along the University Avenue frontage of the property at 55 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 ground sign along the University Avenue frontage of the property at 55 University Avenue



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 a variance, 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 south of King Street West, on the east side of University Avenue in a "CR" zone. The property contains a multi-storey office building with retail uses at the grade level and sub-grade level. The Starbucks Coffee Inc. is located at grade level and faces University Avenue. The applicant is seeking permission to install an illuminated ground sign in front of their unit. The round shaped sign is 0.91m wide and 0.91m high with an area of 0.83m². The height from grade to the top of the sign is 2.44m.

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 297-10D (8)(a)	The proposed illuminated ground sign would be the second ground sign along the University Avenue frontage of the property.	Only one ground sign or a pedestal sign per frontage of a property is permitted.
2. Chapter 297-10D (8)(b)	The proposed ground sign would set back 0.71m from the property line.	The 0.71m sign set back would be 1.29m less than the required set back of 2.0m from the property line.

COMMENTS

With respect to the first variance, the Municipal Code permits one ground sign or pedestal sign per frontage of the property. The intent of the By-law is to prevent sign clutter along any frontage of a property. The proposal is to install an illuminated ground sign reading "Starbucks Coffee". It is staff's opinion that the lot frontage is sufficiently long to accommodate the proposed ground sign and existing ground sign without causing clutter.

With regards to the second variance, the Municipal Code requires a pedestal sign to set back 2.0m from the property line in order to ensure that view corridors are preserved and that sight lines for motorists, cyclists and pedestrians are maintained. The proposed

ground sign would be located at the south edge of an existing planter box. It is staff's opinion that the proposed ground sign would not obstruct the view corridor, or obscure sight lines.

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

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax No. 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

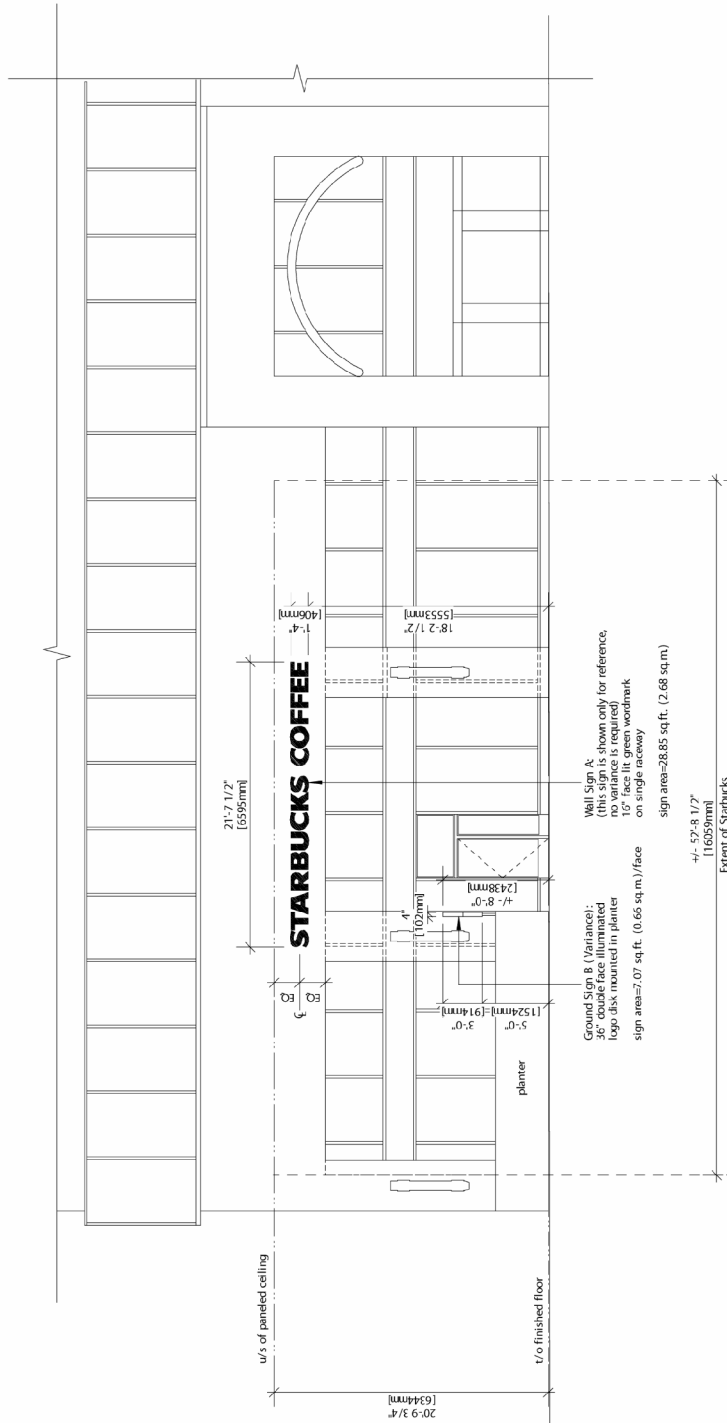
Raymond David, Acting Director
Community Planning, Toronto and East York District

(P:\2008\Cluster B\pln\teycc9711770076.doc) - smc

ATTACHMENTS

Attachment 1: West Elevation
Attachment 2: North Elevation
Attachment 3: Perspective and Sign Details

Attachment 1: West Elevation



West Elevation

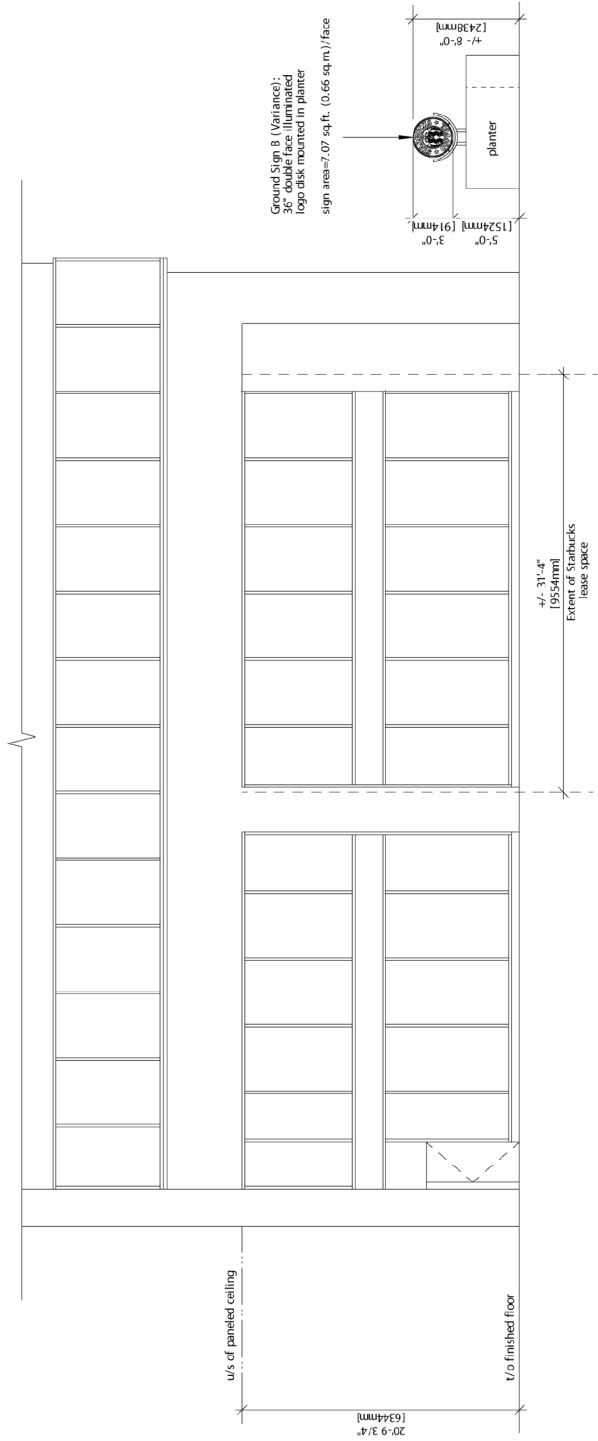
Applicant's Submitted Drawing

Not to Scale
01/28/08

55 University Avenue

File # 08_100951

Attachment 2: North Elevation



North Elevation

Applicant's Submitted Drawing

Not to Scale
01/28/08

55 University Avenue

File # 08_100951

Attachment 3: Perspective and Sign Details



precast concrete panel
exterior granite panel

Wall Sign A

Ground Sign B (Variance)

Looking Southeast towards building

Perspective and Sign Details

55 University Avenue

Applicant's Submitted Drawing

Not to Scale
01/28/03

File # 08_100951
