

Sign Variance - 48 Yonge Street

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:	08-112326

SUMMARY

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

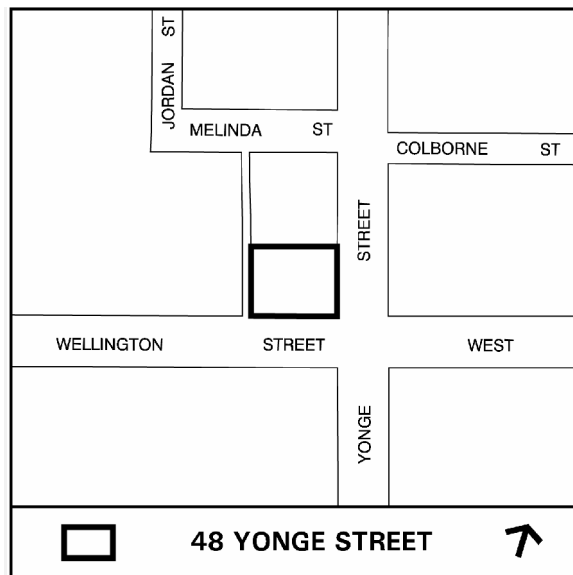
This report reviews and makes recommendations on a request by George Gregorian of Sunset Neon, on behalf of Kanji Investments Corp., for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to represent E-Trade Canada on the south and east elevations of the building at 48 Yonge Street.

Staff recommends approval of the application. The variance is 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 variance to maintain, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to



represent E-Trade Canada on the south and east elevations of the building at 48 Yonge 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 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 on the northwest corner of Yonge Street and Wellington Street West in a CR zone. The property contains an eleven-storey office building with retail uses at the grade level. The applicant is requesting permission to maintain, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to represent “E-Trade Canada” on the south and east elevations of the building at 48 Yonge Street. Each sign is 5.41m² wide and 1.30m high with an area of 7.03m².

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter 297-10D (5) (e)	The signs are located at the third floor level of the building.	An identification sign located above the second storey of a building is not permitted.

COMMENTS

The Municipal Code requires that identification signs are to be located within the first two storeys of a building. The intent of the By-law is to prevent sign clutter and limit any negative impact of signage on the buildings to which they are attached, surrounding uses and the streetscape. In this case, the sign are installed on a sign band which is located at the third floor level of this glass-front building. The signs are well designed to complement the building facade and they are consistent with other similar signs in this part of Yonge Street. It is staff’s opinion that the signs do not adversely impact the building, surrounding uses or the streetscape.

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

CONTACT

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SIGNATURE

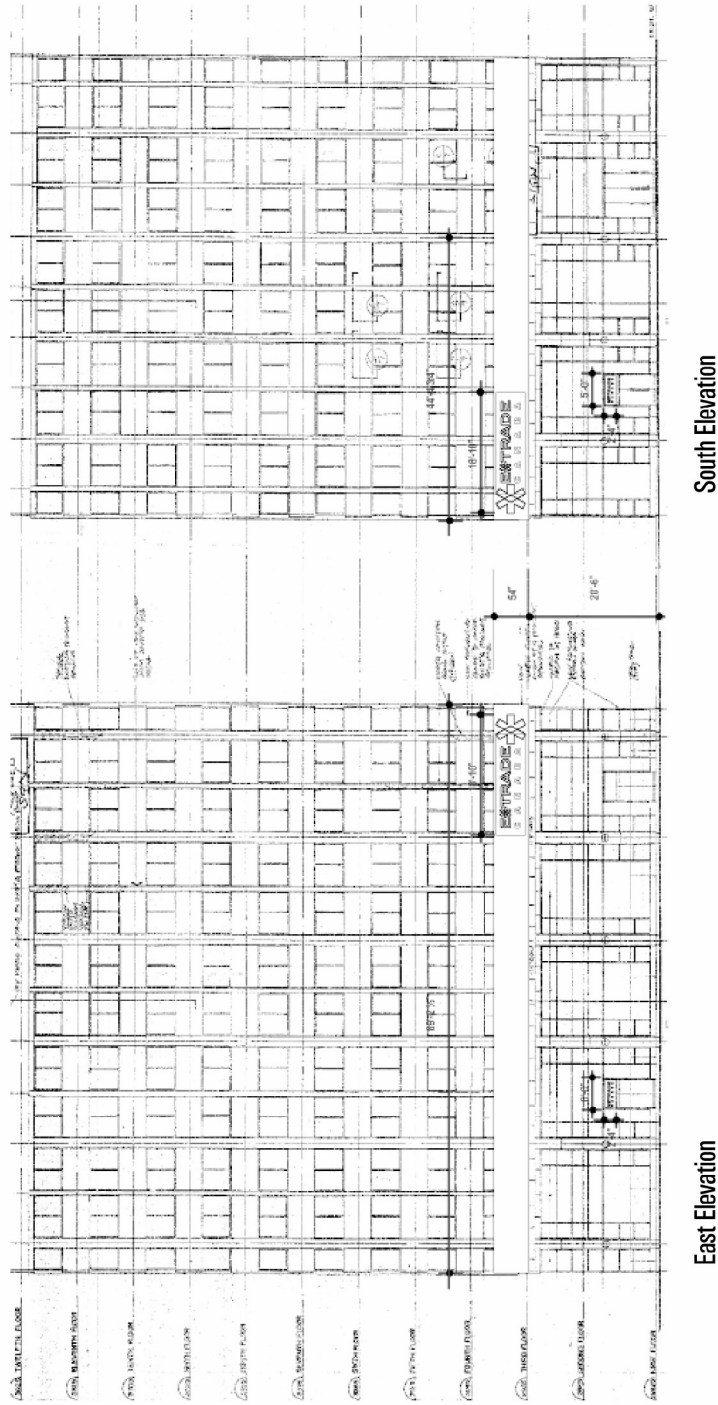
Raymond David, Acting Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Sign Details
Attachment 3: Sign Details

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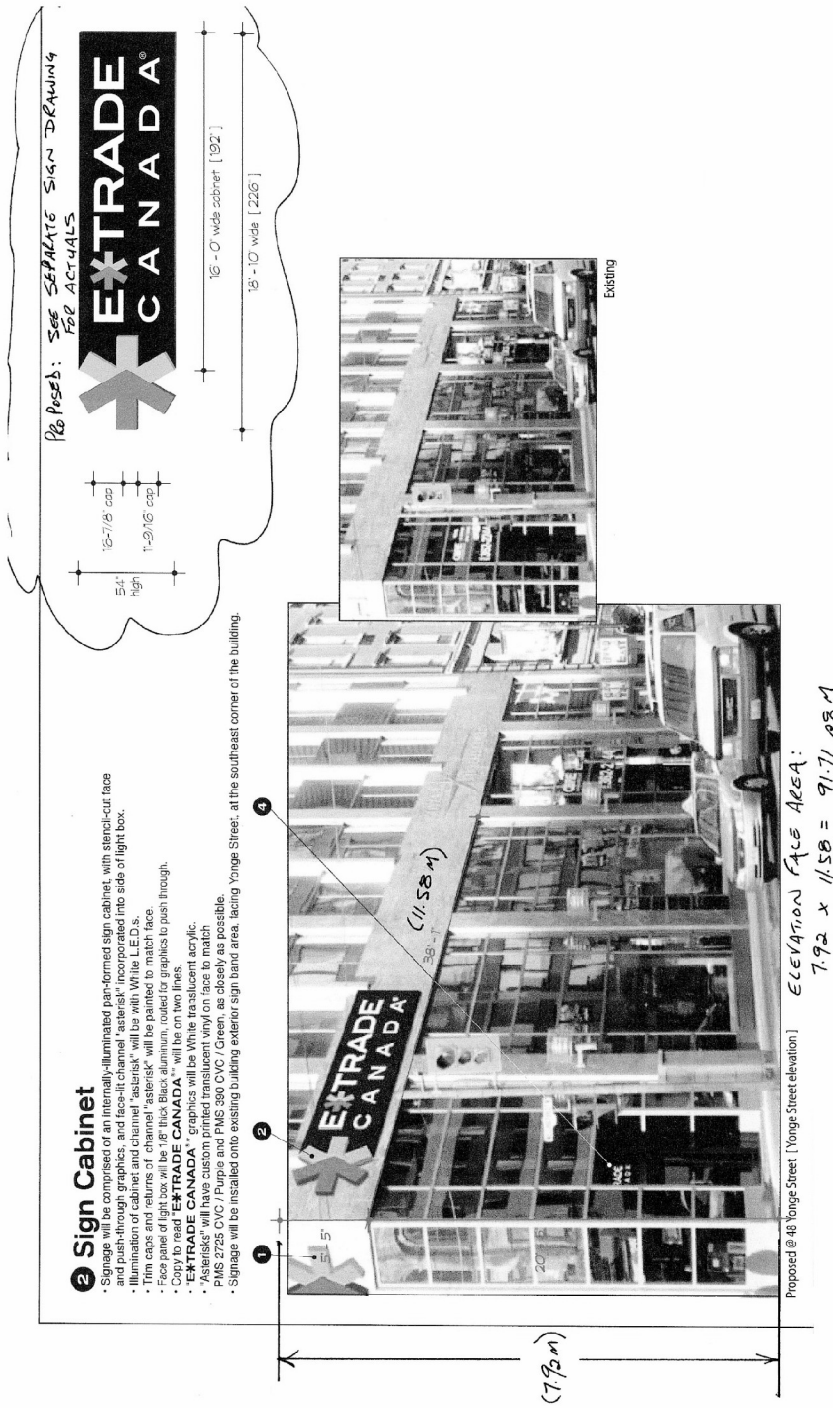


48 Yonge Street

Elevations
 Applicant's Submitted Drawing
 Not to Scale
 08/03/08

File # 08-112326

Attachment 2: Sign Details



48 Yonge Street

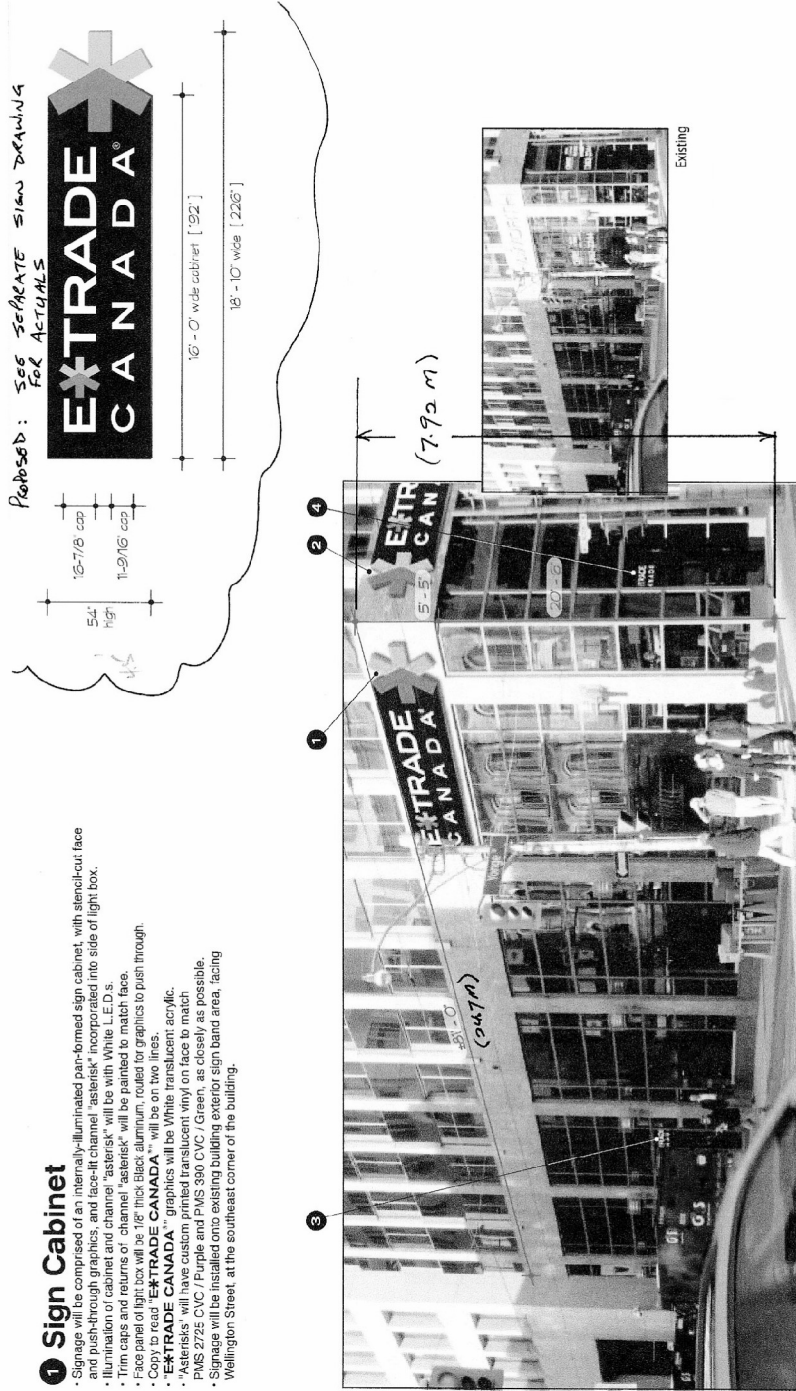
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Sign Details

Applicant's Submitted Drawing

Not to Scale
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Attachment 3: Sign Details



1 Sign Cabinet

- Signage will be comprised of an internally-illuminated pan-formed sign cabinet, with stencil-cut face and push-through graphics, and face-lit channel "asterisk" incorporated into side of light box.
- Illumination of cabinet and channel "asterisk" will be with White LEDs.
- Firm caps and returns of channel "asterisk" will be painted to match face.
- Face panel of light box will be 1/8" thick Black aluminum, routed for graphics to push through.
- Copy to read "EXTRADE CANADA" will be on two lines.
- "EXTRADE CANADA" graphics will be White translucent acrylic.
- Asterisks have custom primed translucent vinyl on face to match PMS 2728 CVC / Purple and PMS 390 C/G / Green, as closely as possible.
- Signage will be installed on existing building exterior sign band area, facing Wellington Street, at the southeast corner of the building.

Proposed @ 48 Yonge Street [Wellington Street elevation]

ELEVATION FACE AREA:
7.92 x 24.7 = 195.6 sq m

Sign Details

Applicant's Submitted Drawing

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03/03/08

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