

Sign Variance - 1000 Gerrard Street East

Date:	May 8, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 30 – Toronto-Danforth
Reference Number:	08-117289

SUMMARY

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

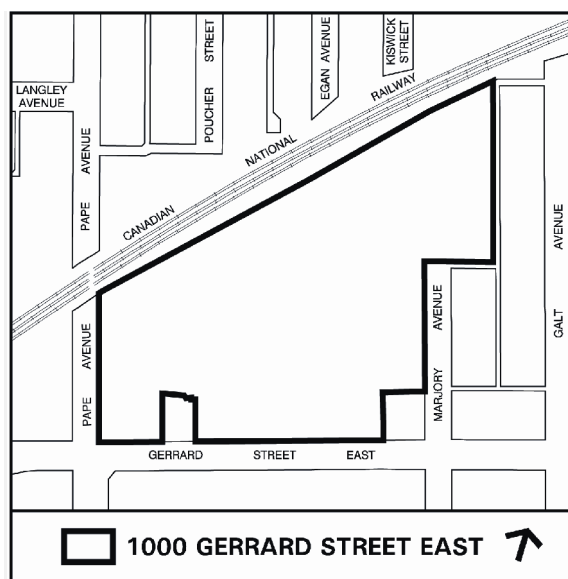
This report reviews and makes recommendations on a request by John David Adam of Zip Signs Ltd., on behalf of Gerrard Square Shopping Centre, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign in the form of corporate name and logo to represent “CIBC” on the south elevation of the building at 1000 Gerrard Street East.

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 permit, for identification purposes, an illuminated fascia sign in the form of corporate name and logo to represent “CIBC” on the south elevation of the building at



1000 Gerrard Street East 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 northeast corner of Gerrard Street East and Pape Avenue in a CR zone. The property contains Gerrard Square Shopping Centre. The applicant is requesting permission to install, for identification purposes, an illuminated fascia sign in the form of a corporate name and logo to represent "CIBC" on the south elevation of the building. The sign is 5.65m wide and 2.23m high with an area of 12.60m².

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
Chapter 297-10D (5)	The proposed fascia sign, for identification purposes, would be located on the south elevation of the building.	An identification sign must be located on a wall of the business unit frontage in the building.

COMMENTS

The Municipal Code requires signs to be located on the wall of the related business unit to ensure that each tenant has an opportunity to display adequate signage in front of their unit. In this instance, the CIBC branch business unit is located inside in the north portion of the mall. The proposed fascia sign is needed to display its presence in the building. The moderate size sign is designed to blend in well with building façade and it would not deprive other businesses in the building of the opportunity to display their signage. It is staff's opinion that the proposed sign would not adversely impact the building 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

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

SIGNATURE

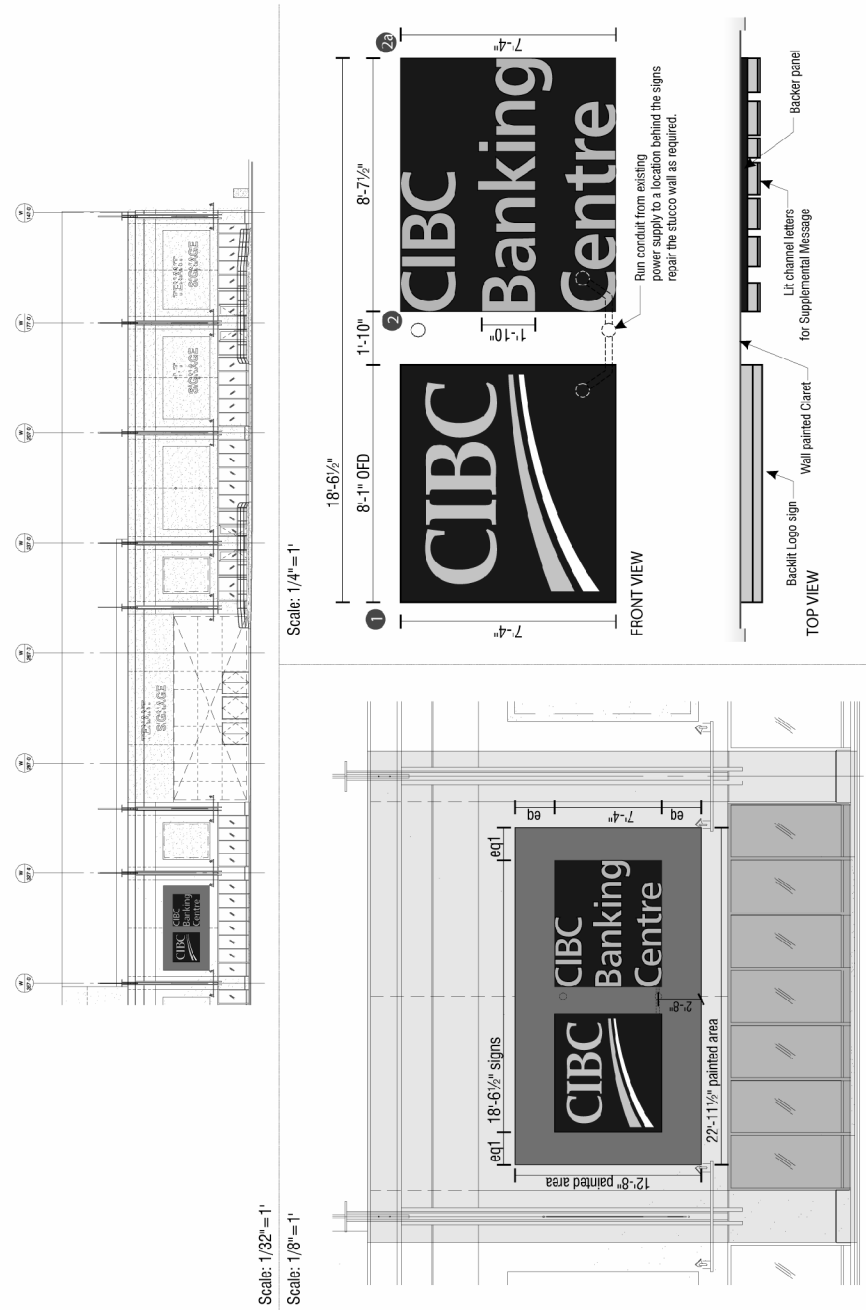
Raymond David, Acting Director
Community Planning, Toronto and East York District

(P:\2008\Cluster B\pln\teycc10413368006.doc) - smc

ATTACHMENTS

Attachment 1: Elevation & Sign Detail
Attachment 2: Sign Details

Attachment 1: Elevation & Sign Detail

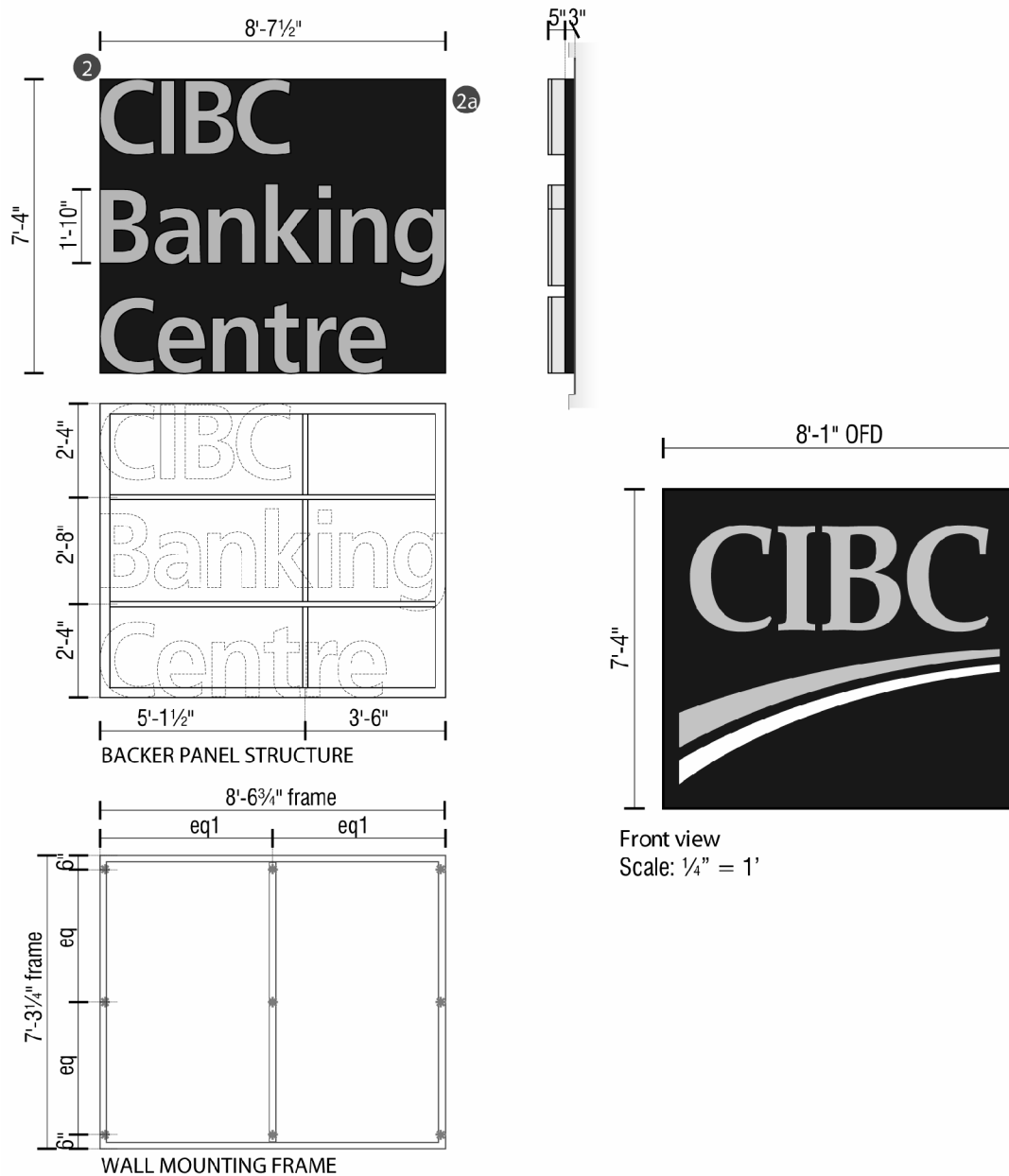


Elevation & Sign Detail
Applicant's Submitted Drawing
Not to Scale
04/23/08

1000 Gerrard Street East

File # 08_117289

Attachment 2: Sign Details



Sign Details

Applicant's Submitted Drawing

Not to Scale
04/23/03

1000 Gerrard Street East

File # 08_117289