

**Sign Variance - 2195 Yonge Street**

<b>Date:</b>	August 12, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Acting Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 22 - St. Paul's
<b>Reference Number:</b>	08-157366

**SUMMARY**

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

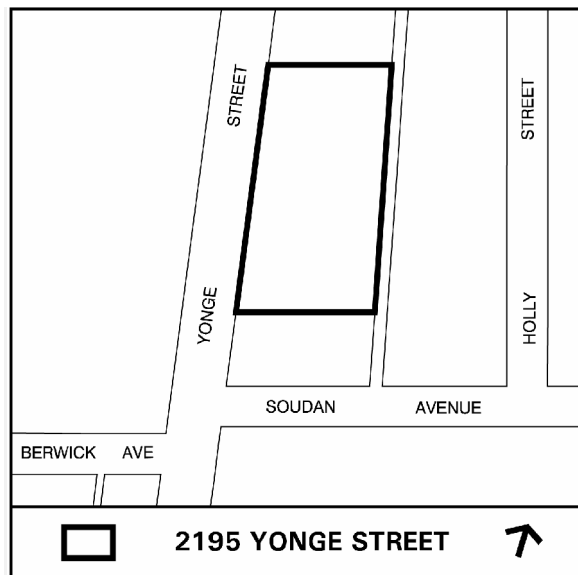
This report reviews and makes recommendations on a request by Alice Li of Minto Urban Communities Inc., for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, nine non-illuminated pedestal signs, of which three pedestal signs would be located at the east portion of the courtyard, four pedestal signs would be located at the west portion of the courtyard and two pedestal signs would be located by the rear laneway of Minto Midtown development site at 2195 Yonge Street.

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

**RECOMMENDATIONS**

**Toronto Building recommends that:**

1. Toronto and East York Community Council approve the requested variance to permit, for identification purposes, nine non-illuminated pedestal signs, of which three pedestal signs located at the east



portion of the courtyard, four pedestal signs located at the west portion of the courtyard and two pedestal signs located by the rear laneway of Minto Midtown development site at 2195 Yonge Street.

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 just south of Eglinton Avenue on the east side of Yonge Street in a CR zone. The property, known as Minto Midtown project, contains two mixed-use multi-storey towers with north and south retail podiums. The applicant is seeking permission to erect, for identification purposes, nine non-illuminated pedestal signs in the courtyard and by the rear laneway of Minto Midtown Development site. The proposal is to install two pedestal signs labelled as “D” and one pedestal sign labelled as “E” at the east portion of the courtyard area and four pedestal signs, two signs labelled as “A”, two signs labelled as “B” at the west portion of the courtyard area and two pedestal signs labelled as “F” by the rear laneway at the Minto Midtown development site at 2195 Yonge Street (see Attachments 1-7).

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
1. Chapter 297-2 (Definitions)	The proposal is for nine non-illuminated pedestal signs, having plaques affixed to landscape elements/ planter boxes/ Siamese connections.	<p>The proposed signs are not permitted because they do not meet the definition of a pedestal sign, as required the signs are not free-standing erected in a fixed location on the ground and substantially in the form of a monolith, having a height of not more than 4.5m and a horizontal dimension of not more than 2.3m.</p> <p>The proposed signs are multi-purpose, multi-function landscape elements and the horizontal dimension of the proposed signs also exceeds the permitted limit.</p>

**COMMENTS**

The variance is required because the proposed signs do not meet the definition of a pedestal sign. The Municipal Code defines a pedestal signs as a free-standing sign

erected in a fixed location on the ground and substantially in the form of a monolith, having a height of not more than 4.5m and a horizontal dimension of not more than 2.3m.

In this instance, although the horizontal dimension of the signs exceeds the permitted dimension of 2.3m, the proposed signs in the form of plaques would be affixed to landscape elements / planter boxes / Siamese connections. Staff considers the variance to be technical and therefore acceptable. It is staff's opinion that the proposed non-illuminated pedestal signs are designed, sized and positioned to complement the landscape elements, public realm, building and 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**

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Mario Angelucci, Acting Director, Toronto Building  
Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Sign Details  
Attachment 2: Sign Details  
Attachment 3: Sign Details  
Attachment 4: Sign Details  
Attachment 5: Elevations & Sign Details  
Attachment 6: Elevations & Sign Details  
Attachment 7: Elevations & Sign Details

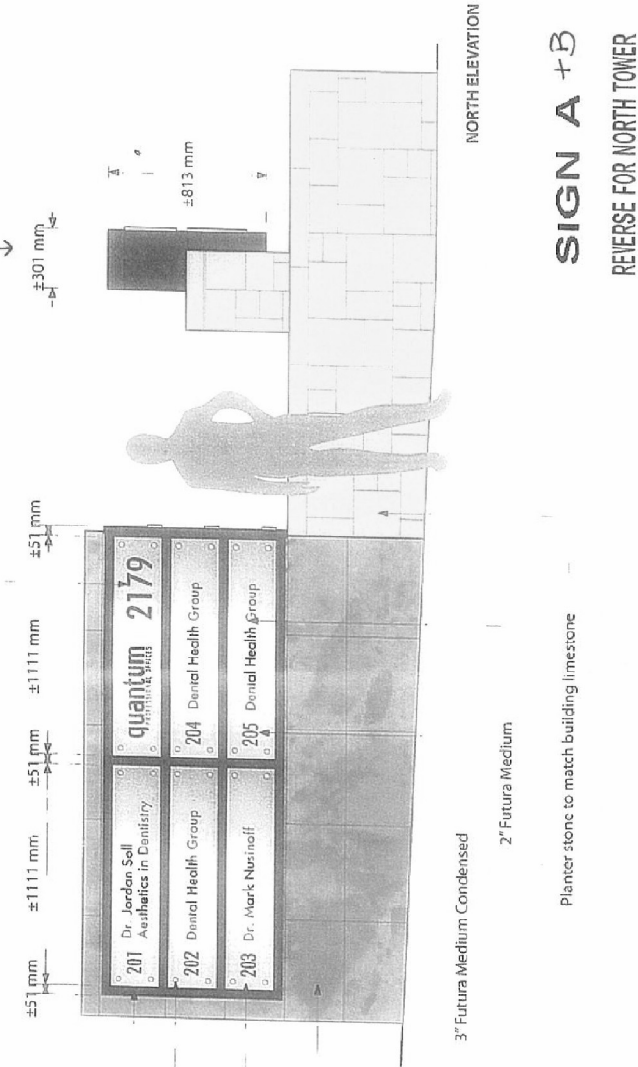
# Attachment 1: Sign Details

SIGN = 2.27m x 0.09m

SIGN A  
↓

SIGN B  
↓

5" Futura Medium Condensed



- Black polished granite
- Stainless steel fastener
- 6mm Stainless steel panel with routed letters painted black spaced off of granite 12mm
- Granite to match building column bases  
↳ wall = 2.4m x 1.7m

3" Futura Medium Condensed

2" Futura Medium

Planter stone to match building limestone

**SIGN A + B**  
REVERSE FOR NORTH TOWER

## Sign Details

2195 Yonge Street

Applicant's Submitted Drawing

Not to Scale  
05/23/08

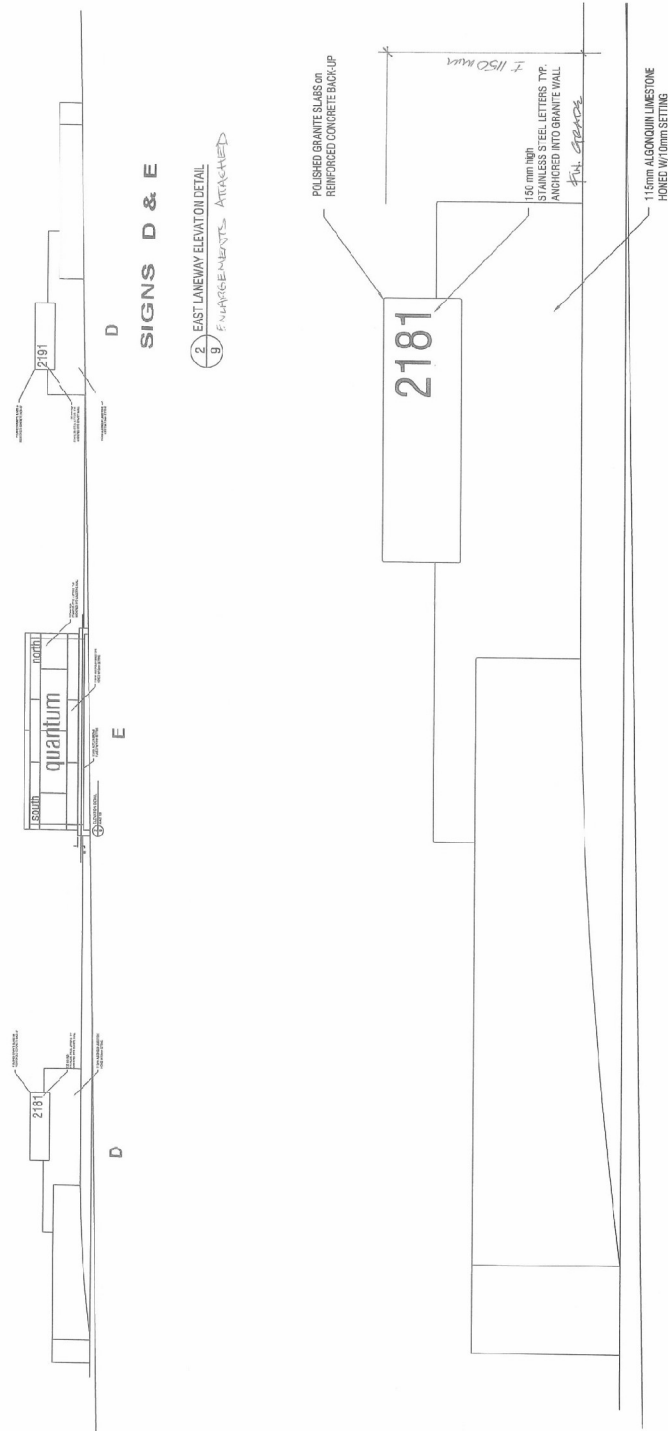
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**Attachment 5: Elevations & Sign Details**



**SIGNS D & E**

2 EAST LANEWAY ELEVATION DETAIL  
 8 FINISH MARGINALS ATTACHED

**SIGN D - SOUTH**

**2195 Yonge Street**

**Elevations & Sign Details**

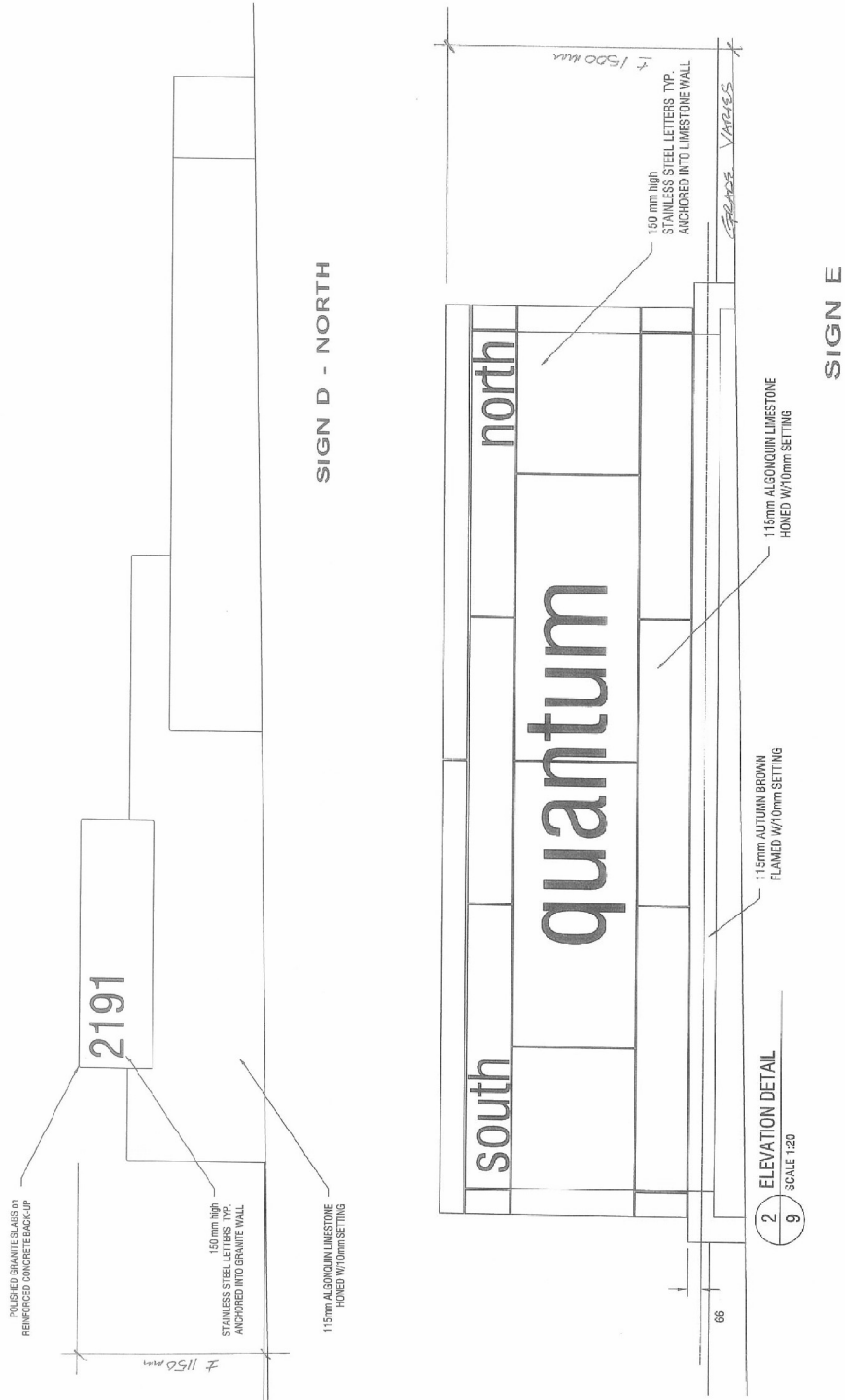
Applicant's Submitted Drawing

Not to Scale  
 05/23/08

File # 08\_157366



Attachment 6: Elevations & Sign Details



2195 Yonge Street

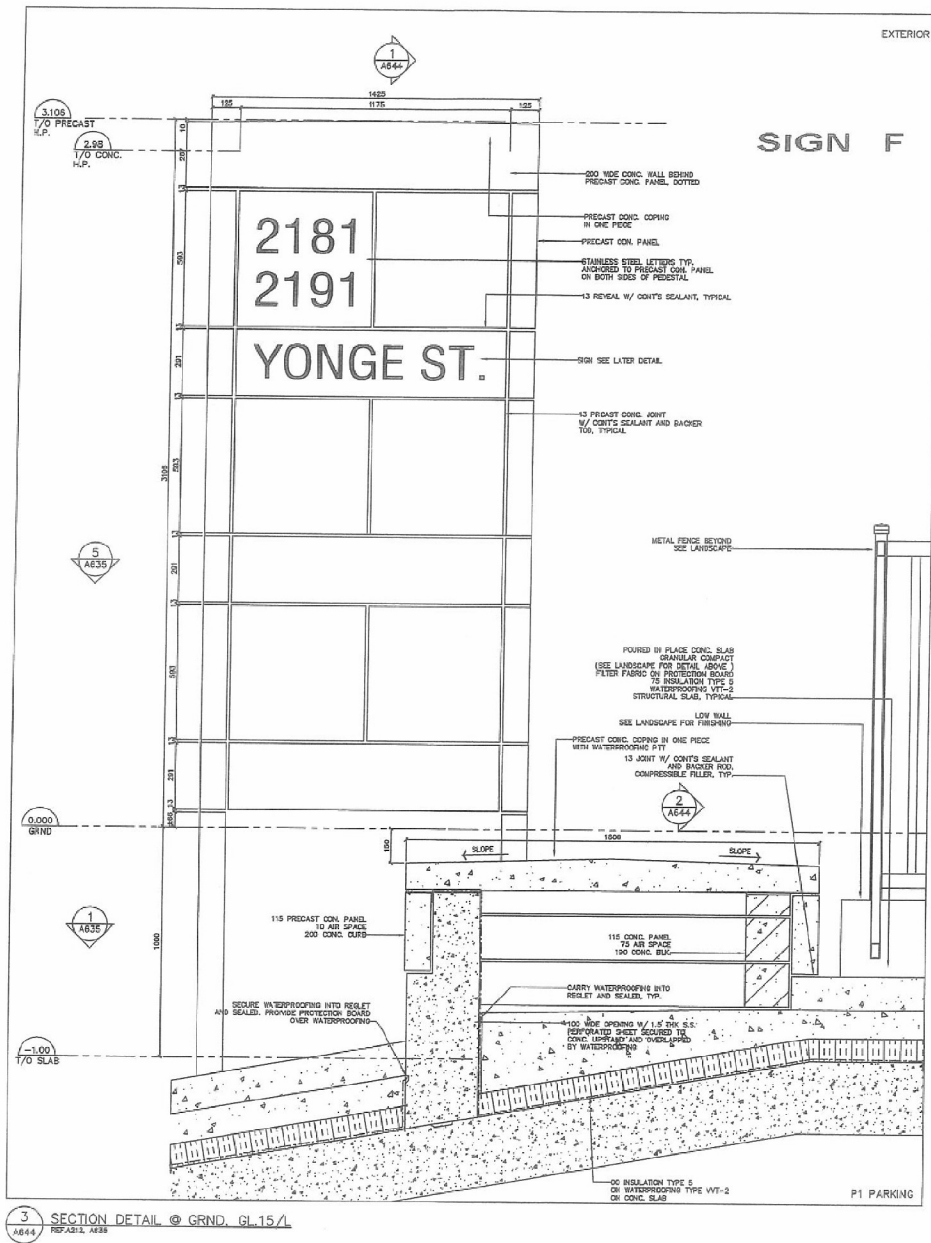
Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale  
05/23/08

File # 08\_157366

# Attachment 7: Elevations & Sign Details



## Sign Details

Applicant's Submitted Drawing

Not to Scale  
05/23/08

2195 Yonge Street

File # 08\_157366