

Sign Variance - 1910 Yonge Street

Date:	August 5, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Toronto Building, Toronto and East York District
Wards:	Ward 22 - St. Paul's
Reference Number:	08-156132

SUMMARY

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

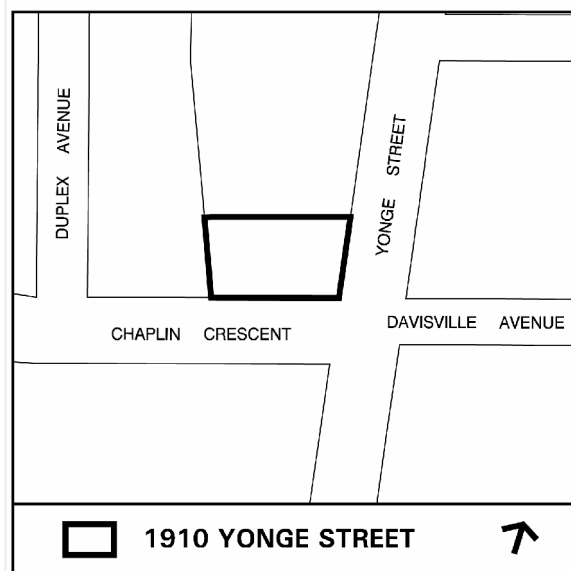
This report reviews and makes recommendations on a request by Tom Broumas of Steel Art Signs Corp., on behalf of Davpart Properties, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of an existing illuminated fascia sign with a newly designed illuminated fascia sign at the third floor level, on the south elevation of the building at 1910 Yonge Street.

Staff recommends approval of the application. The variances are 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, replacement of an existing illuminated fascia sign with a newly designed illuminated fascia sign at the third floor level, on the



south elevation of the building at 1910 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 and Chaplin Crescent in a CR zone. The property contains a four storey commercial building with retail uses at the grade level. The applicant is requesting permission to replace, for identification purposes, an existing illuminated fascia sign with a newly designed illuminated fascia sign at the third floor level, on the south elevation of the building. The advertising company “Agency 59”, which was previously known as “Axmith Mcinyre Wich” occupies the entire fourth floor office space in the building. An existing illuminated fascia sign that represented “Axmith McIntyre Wich” is located on the east corner of south elevation, at the third floor level of the building. The applicant is seeking permission remove the existing sign and replace it with a newly designed fascia sign “Agency 59” to identify a change of corporate name. The proposed replacement illuminated fascia sign is 3.05m wide and 0.51m high with an area of 1.56m².

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(5)(C)(1)	The fascia sign would not be located on a wall that is part of the commercial unit.	An identification sign is required to be located on a wall of the commercial unit.
2. Chapter 297-10D(5)(e)	The fascia sign would be located at the third floor level of the building.	An identification sign is permitted within the first two stories of a building.

COMMENTS

With respect the first variance, the Municipal Code requires signs to be located on a wall of the related business unit in order to ensure that each tenant has an opportunity to display adequate signage in front of their unit.

With regards to the second variance, the height of signs above grade is regulated in order to prevent their negative impact on the buildings to which they are attached, surrounding uses or the streetscape.

The proposed fascia sign is needed to display Agency 59's presence in the building. The moderate size replacement sign is sized, designed and positioned to blend in well with building façade and it does 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, surrounding uses or the streetscape.

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

CONTACT

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SIGNATURE

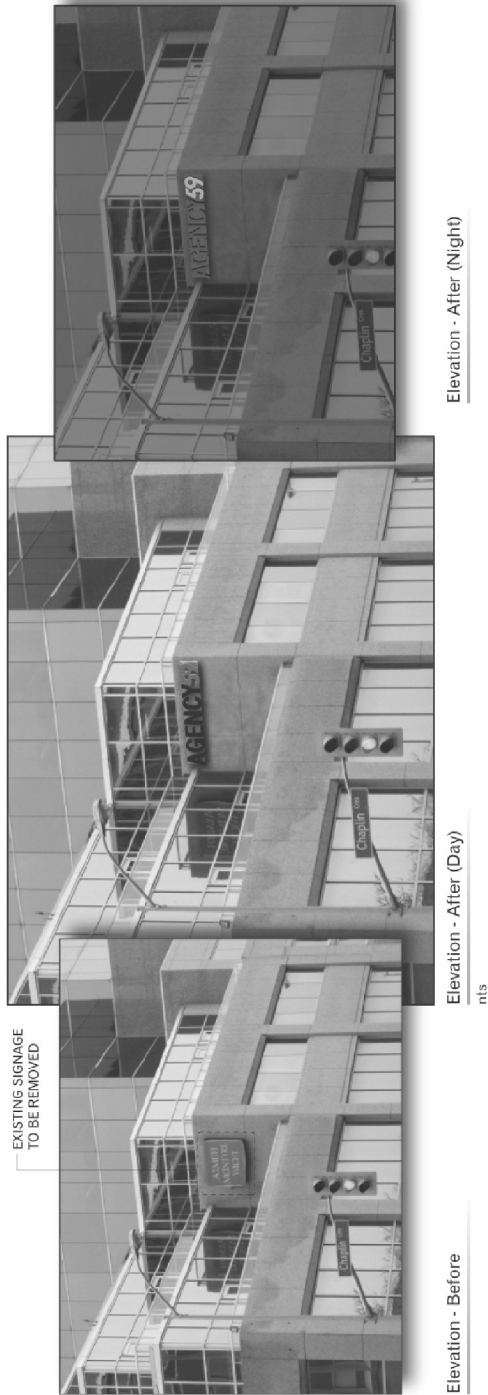
Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Sign Detail

Attachment 1: Elevations



Elevations

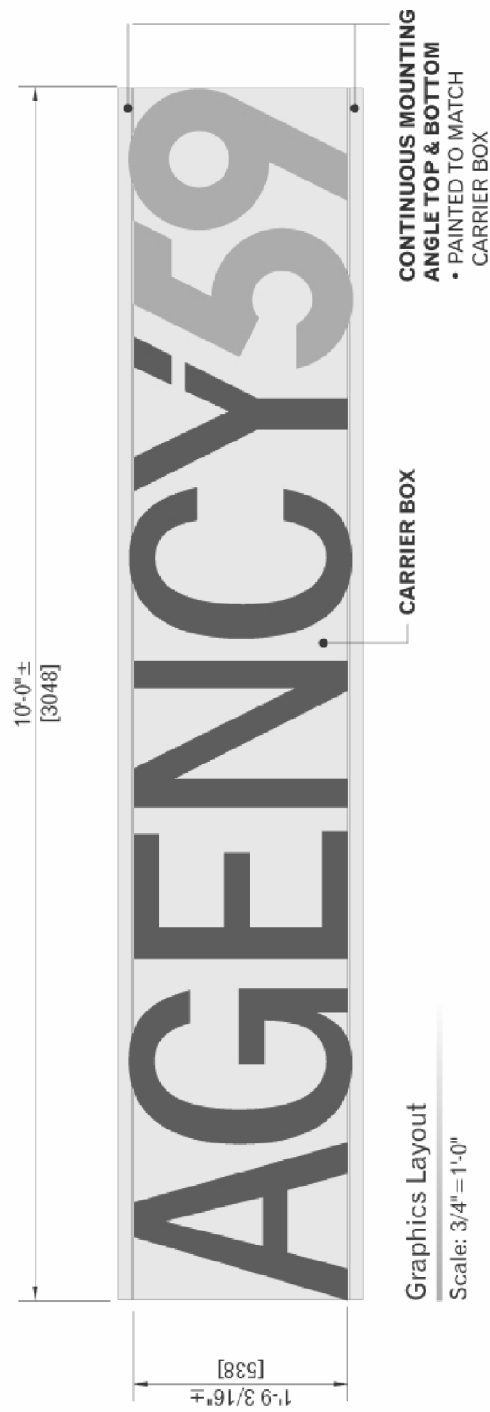
1910 Yonge Street

Applicant's Submitted Drawing

Not to Scale
06/02/08

File # 08_156132

Attachment 2: Sign Detail



Sign Detail

Applicant's Submitted Drawing

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