

**Sign Variance - 55 University Avenue**

<b>Date:</b>	July 16, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 28 - Toronto Centre-Rosedale
<b>Reference Number:</b>	08-161442

**SUMMARY**

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

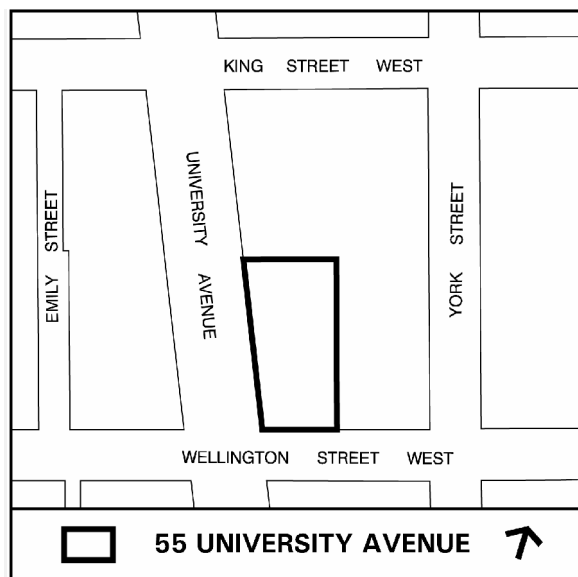
This report reviews and makes recommendations on a request by Karina Olivares of Daniel Johnson Architect Inc., on behalf of Starbucks Coffee Canada, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign that would be suspended from the archway ceiling of building colonnade in front of their business unit frontage at 55 University Avenue.

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

**RECOMMENDATIONS**

**The Toronto Building Division recommends that:**

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, an illuminated fascia sign that would be suspended from the archway



ceiling of building colonnade in front of the Starbucks business unit frontage 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 and sub-grade levels. The Starbucks Coffee Store is located at grade level and faces University Avenue. The applicant intend to install an illuminated fascia sign that would be suspended from the archway ceiling of building colonnade in front of their business unit at 55 University Avenue. The proposed illuminated fascia sign is 3.44m wide and 0.83m high with an area of 2.86m<sup>2</sup>.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

<b>Sign By-law Section and Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
Chapter 297-2, Definition of “Fascia Sign”.	The proposed sign would be suspend from the ceiling of archway of building colonnade at the front of their business unit frontage.	The sign is not permitted because it does not meet the definition of a fascia sign.

### **COMMENTS**

The proposed illuminated fascia sign would be suspended from the archway ceiling of the building colonnade that runs along in front of their business unit frontage along the University Avenue. The proposed sign has the appearance of a fascia sign but is not considered such due to the manner in which it is affixed to the building structure. This generates a technical variance. It is staff’s opinion that the sign would not adversely impact the building to which it is attached, 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**

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

## **SIGNATURE**

---

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building  
Toronto and East York District

(P:\2008\Cluster B\pln\teycc16299766004.doc) - smc

## **ATTACHMENTS**

Attachment 1: Elevation  
Attachment 2: West Elevation

**Attachment 1: Elevation**



- precast concrete panel
- exterior granite panel
- pillar
- Wall Sign A
- Ground Sign B (under a separate permit)

Looking Southeast towards building

---

**Elevation**

Applicant's Submitted Drawing

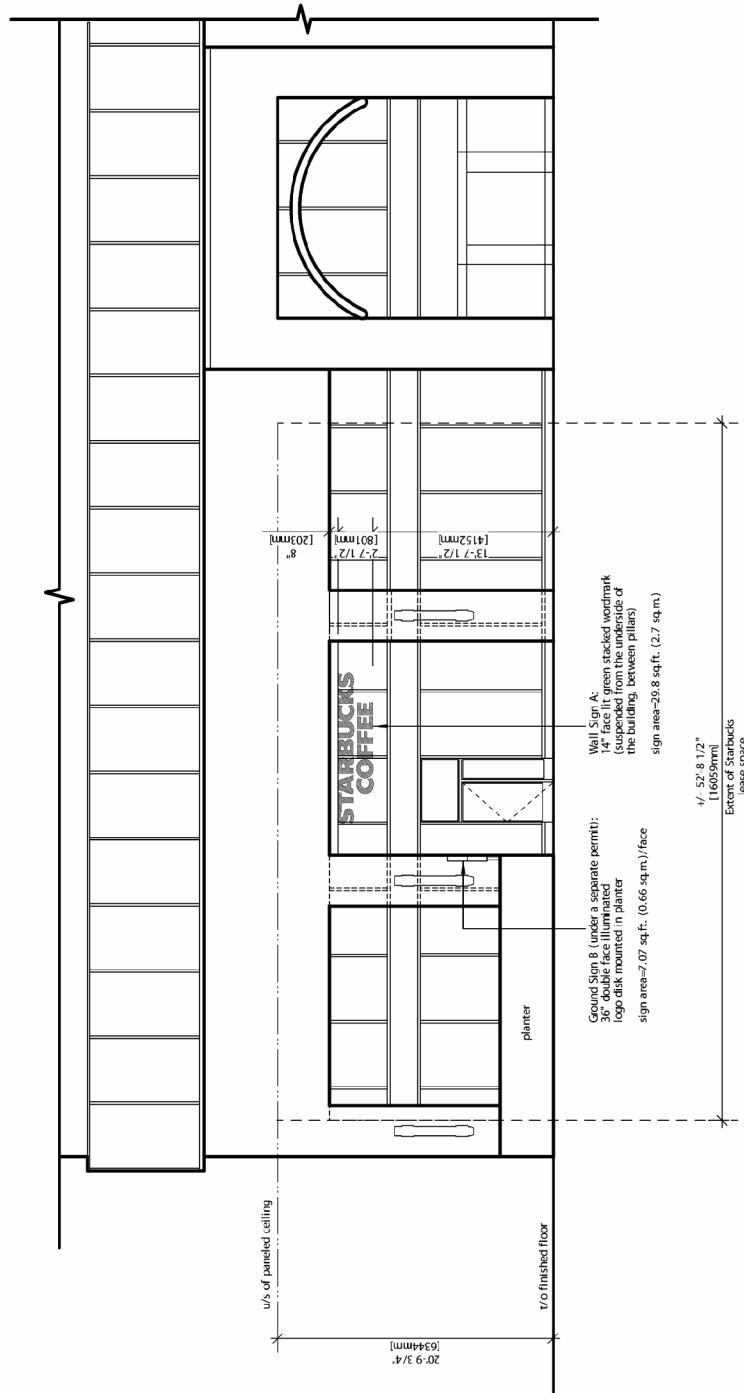
Not to Scale  
06/24/08

**55 University Avenue**

File # 08\_161442

---

# Attachment 2: West Elevation



## West Elevation

Applicant's Submitted Drawing

Not to Scale  
06/24/08

55 University Avenue

File # 08\_161442