

Sign Variance - 761 Dundas Street East

Date:	July 14, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 - Toronto Centre-Rosedale
Reference Number:	08-176262

SUMMARY

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

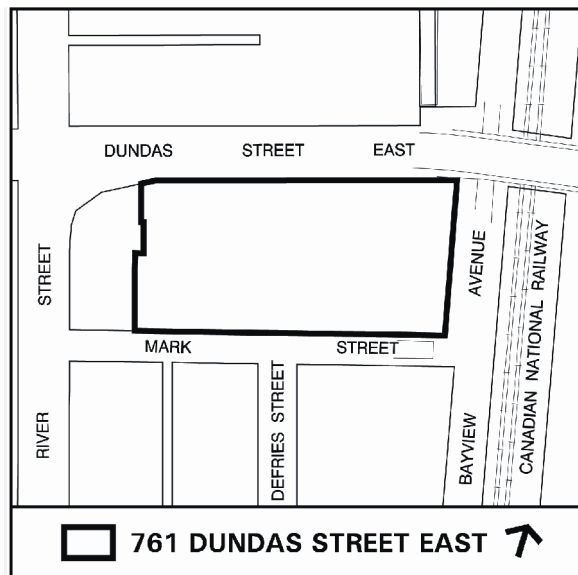
This report reviews and makes recommendations on a request by Dominic Rotundo of Tek Signs Inc., on behalf of Mercedes Benz Canada Inc., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, four illuminated fascia signs on the north elevation and two illuminated fascia signs on the east elevation of the building at 761 Dundas Street East.

Staff recommends approval of the application. The variances are 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, four illuminated fascia signs on the north elevation and two illuminated fascia signs on the east elevation of the



building at 761 Dundas 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 variances, 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 east of River Street and immediately west of Bayview Avenue and the Don Valley Parkway corridor, on the south side of Dundas Street East. This property is zoned “I2 D3”. The four-storey building on the property contains an auto showroom, sales and repair service shop and an office of the Toronto’s flagship Mercedes Benz Car Dealership. The applicant is requesting permission to install, for identification purposes, four illuminated fascia signs on the north elevation and two illuminated fascia signs on the east elevation of the building. The illuminated fascia sign # 1 in the form of individual letters to identify the corporate name “Mercedes-Benz” on the north elevation is 11.53m wide and 1.30m high with an area of 14.99m². Sign # 6, in the form of a corporate logo to identify “Mercedes-Benz” on the north elevation is 3.66 wide and 3.66 high with an area of 13.40m². Sign # 7 “C-smart” on the north elevation is 6.81m wide and 1.35m high with an area of 9.19m². The “Service Reception” sign on the north elevation has an area of 14.5m². The illuminated fascia sign # 2, in the form of individual letters to identify the corporate name “Mercedes-Benz” on the east elevation is 11.53m wide and 1.30m high with an area of 14.99m². Sign # 8 “C-smart” on the east elevation is 6.81m wide and 1.35m high with an area of 9.19m² (see attached graphic).

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 297-10D (6)(d)	The illuminated fascia sign # 1 “Mercedes-Benz” on the north elevation of the building would be located more than 10.0m above grade and above the second storey of the building.	An Identification fascia sign located above the second storey level or more than 10.0m above grade is not permitted.
2. Chapter 297-10D (6)(d)	The illuminated fascia sign # 2 “Mercedes-Benz” on the east elevation of the building would be located more than 10.0m above grade and above the second storey of the building.	An Identification fascia sign located above the second storey level or more than 10.0m above grade is not permitted.

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
3. Chapter 297-10D (6)(d)	The illuminated fascia sign # 6 in the form of a corporate logo to represent "Mercedes-Benz" corporation on the north elevation of the building would be located more than 10.0m above grade and above the second storey of the building.	An Identification fascia sign located above the second storey level or more than 10.0m above grade is not permitted.
4. Chapter 297-10D (6)(d)	The illuminated fascia sign # 7 "C-smart" on the north elevation of the building would be located more than 10.0m above grade and above the second storey of the building.	An Identification fascia sign located above the second storey level or more than 10.0m above grade is not permitted.
5. Chapter 297-10D (6)(d)	The illuminated fascia sign # 8 "C-smart" on the east elevation of the building would be located more than 10.0m above grade and above the second storey of the building.	An Identification fascia sign located above the second storey level or more than 10.0m above grade is not permitted.

COMMENTS

Variances # 1 to # 5 are required because the noted signs would be located above the second floor level or more than 10m above grade and that are not permitted.

The height of signs above grade is regulated in order to reduce their visual impact on the building to which they are attached, surrounding uses and the streetscape. In this instance, the proposed illuminated fascia signs are designed and positioned to integrate well and complement the building façade. It is staff's opinion that the proposed signs would not adversely impact the building, surrounding uses and 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

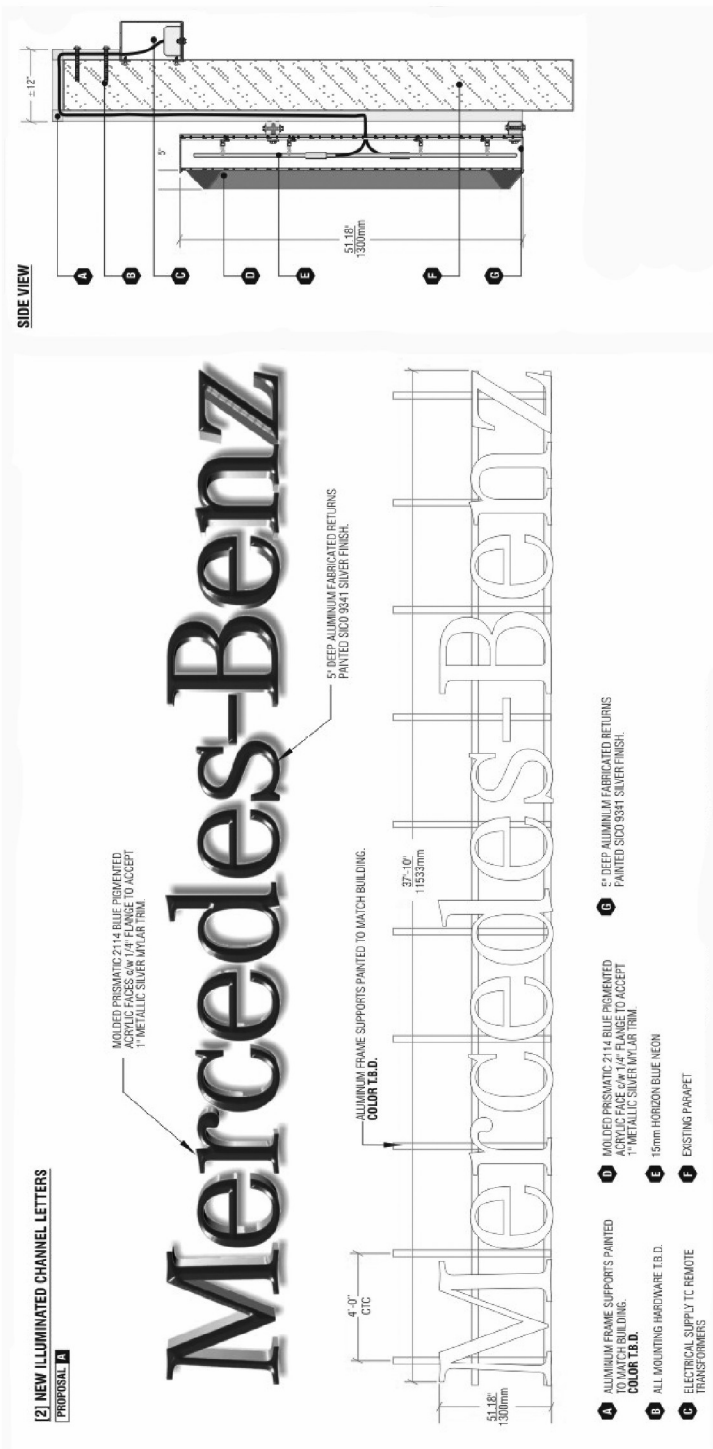
Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Details
Attachment 2: Elevations & Sign Details
Attachment 3: Elevations & Sign Details
Attachment 4: Elevations & Sign Details
Attachment 5: Elevations & Sign Details
Attachment 6: Elevations & Sign Details
Attachment 7: Elevations & Sign Details
Attachment 8: Elevations & Sign Details

Attachment 1: Sign Details



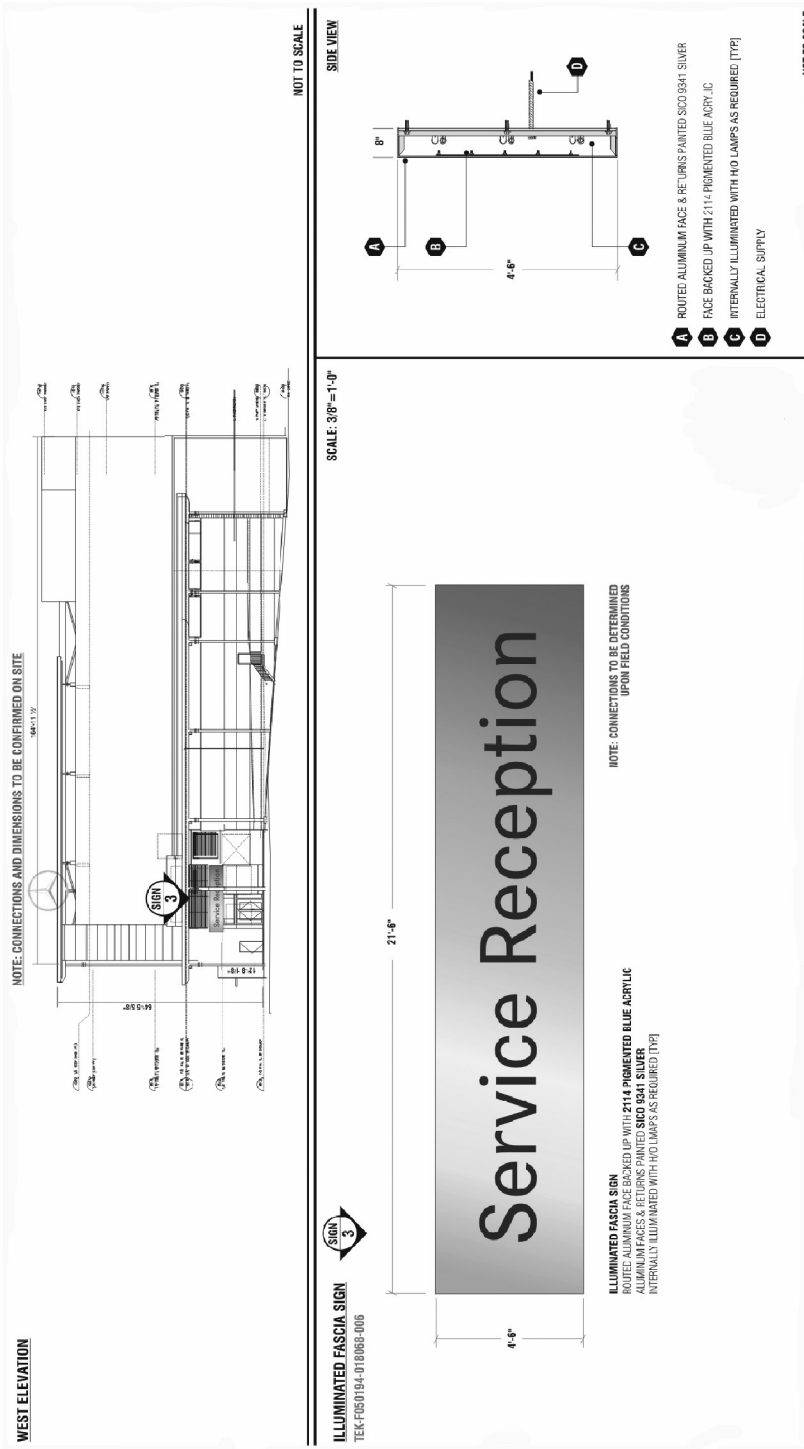
761 Dundas Street East

Sign Details
Applicant's Submitted Drawing

File # 08_176262

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08/09/08

Attachment 2: Elevations & Sign Details



Elevations & Sign Details

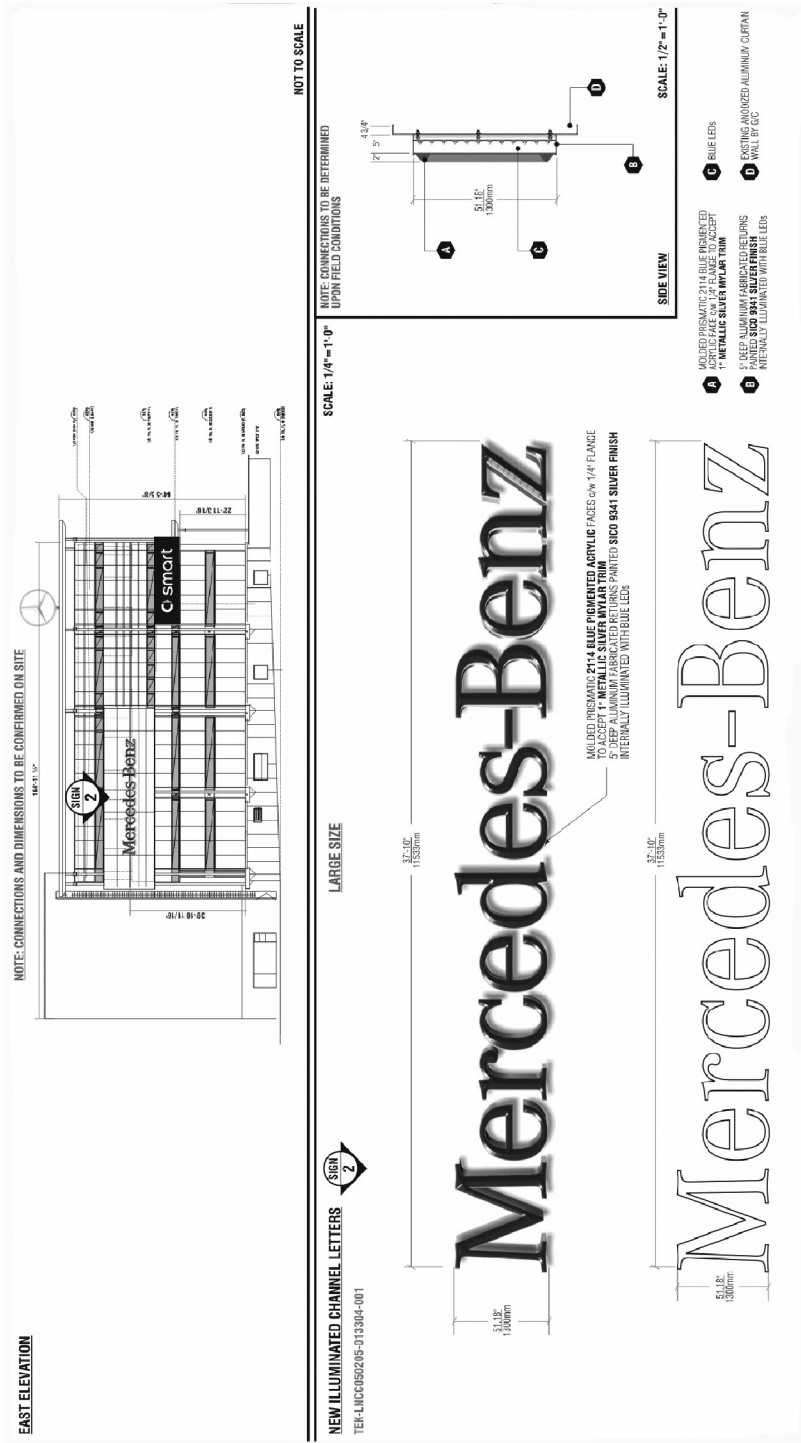
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Attachment 3: Elevations & Sign Details



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Attachment 4: Elevations & Sign Details

EAST ELEVATION

NOTE: CONNECTIONS AND DIMENSIONS TO BE CONFIRMED ON SITE

NEW ILLUMINATED CHANNEL LETTERS
TEK-LINC050206-010088-005

SCALE 3/16" = 1'-0"

NOT TO SCALE

ALUMINUM FABRICATED RETURNS PAINTED APPROPRIATE BLACK
PRIME/WHITE ACRYLIC FACES G.W. 1" WHITE MYLAR TRIM
CHANGE "MIRROR" WHITE ACRYLIC WITH 5/8" SCOTCHGAL 3030 125
G.W. 1" WHITE ACRYLIC WITH 5/8" SCOTCHGAL 3030 125
TRIM PAINTED TO MATCH (PMS 1285 YELLOW)
INTERNALLY ILLUMINATED WITH WHITE AND AMBER LEDs

761 Dundas Street East

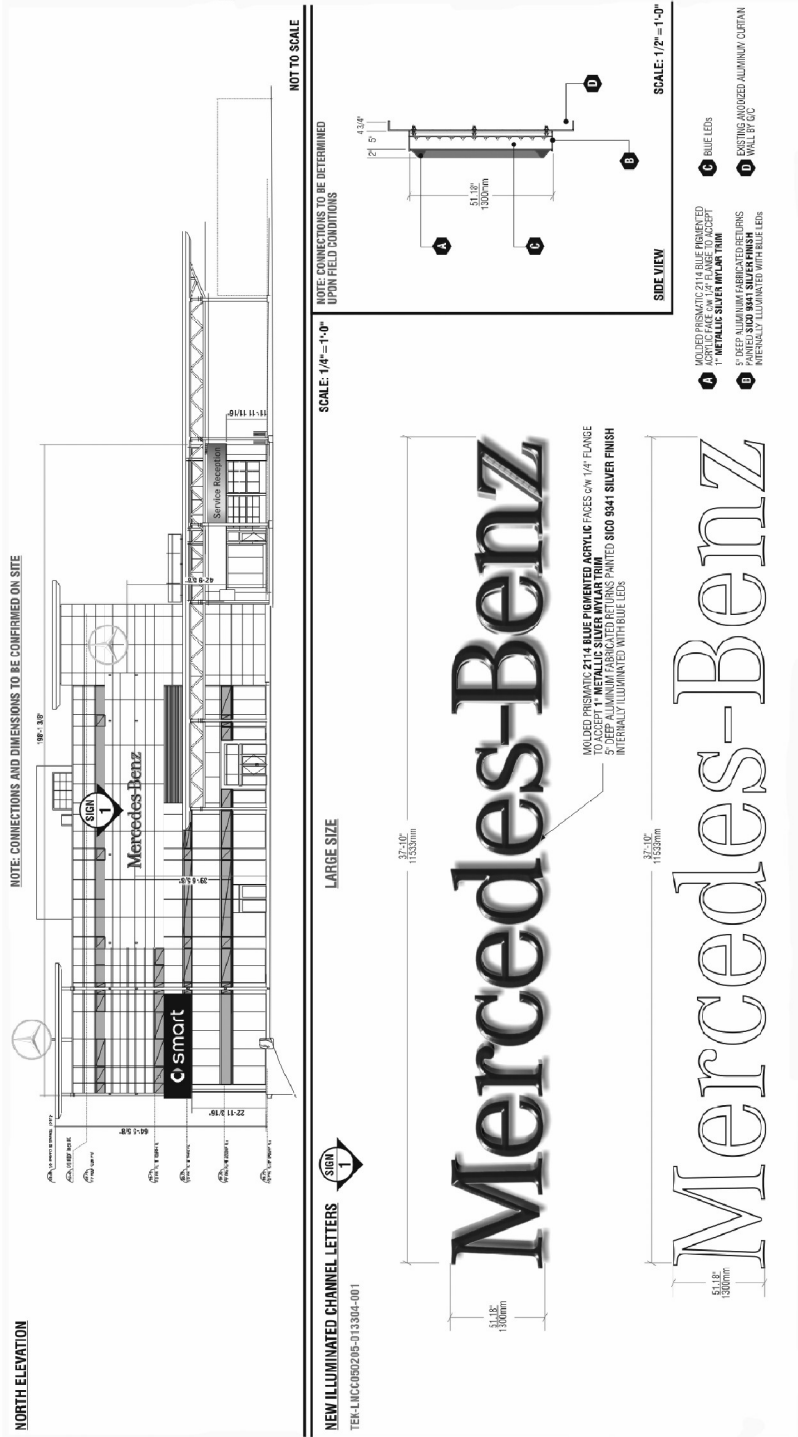
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Attachment 5: Elevations & Sign Details



Elevations & Sign Details

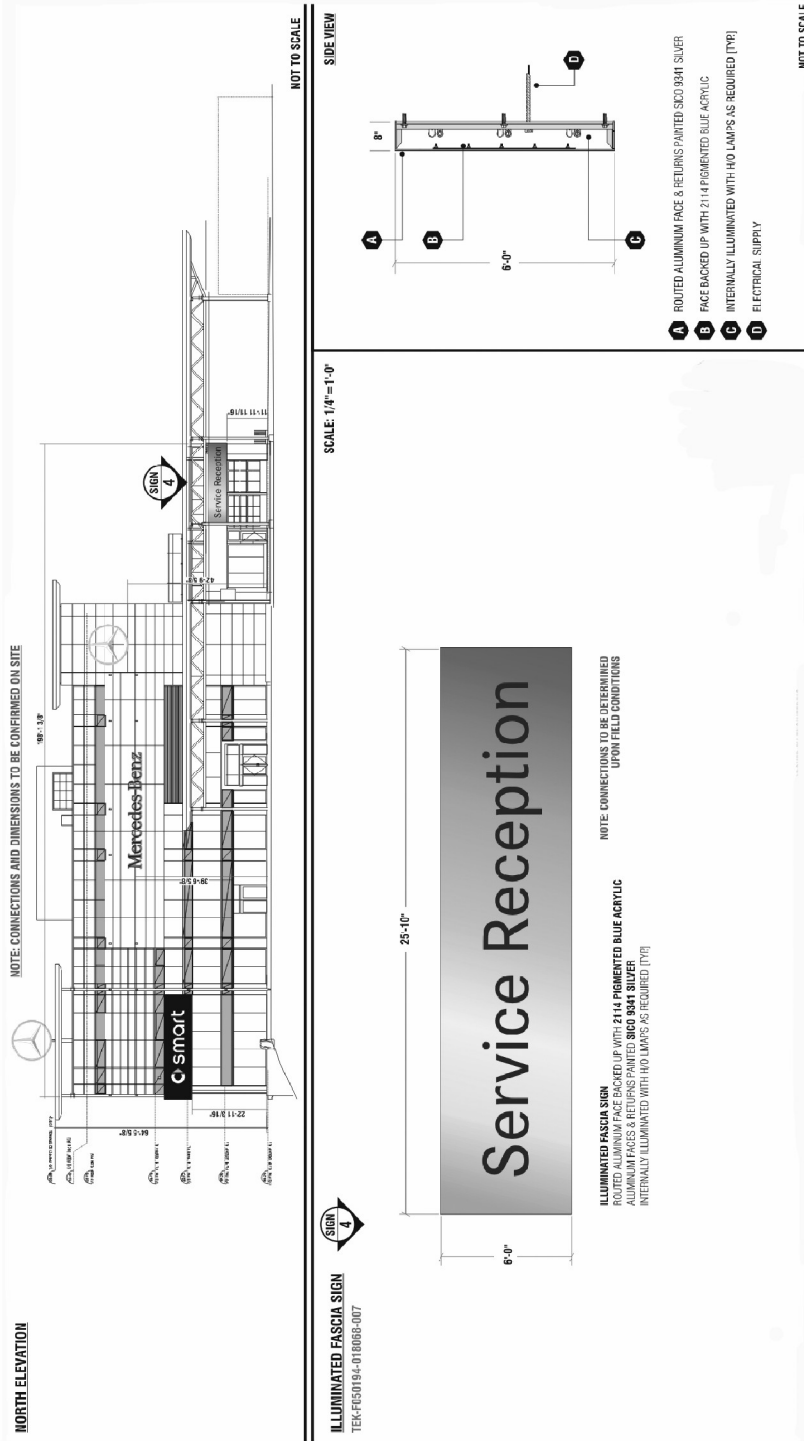
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Attachment 6: Elevations & Sign Details



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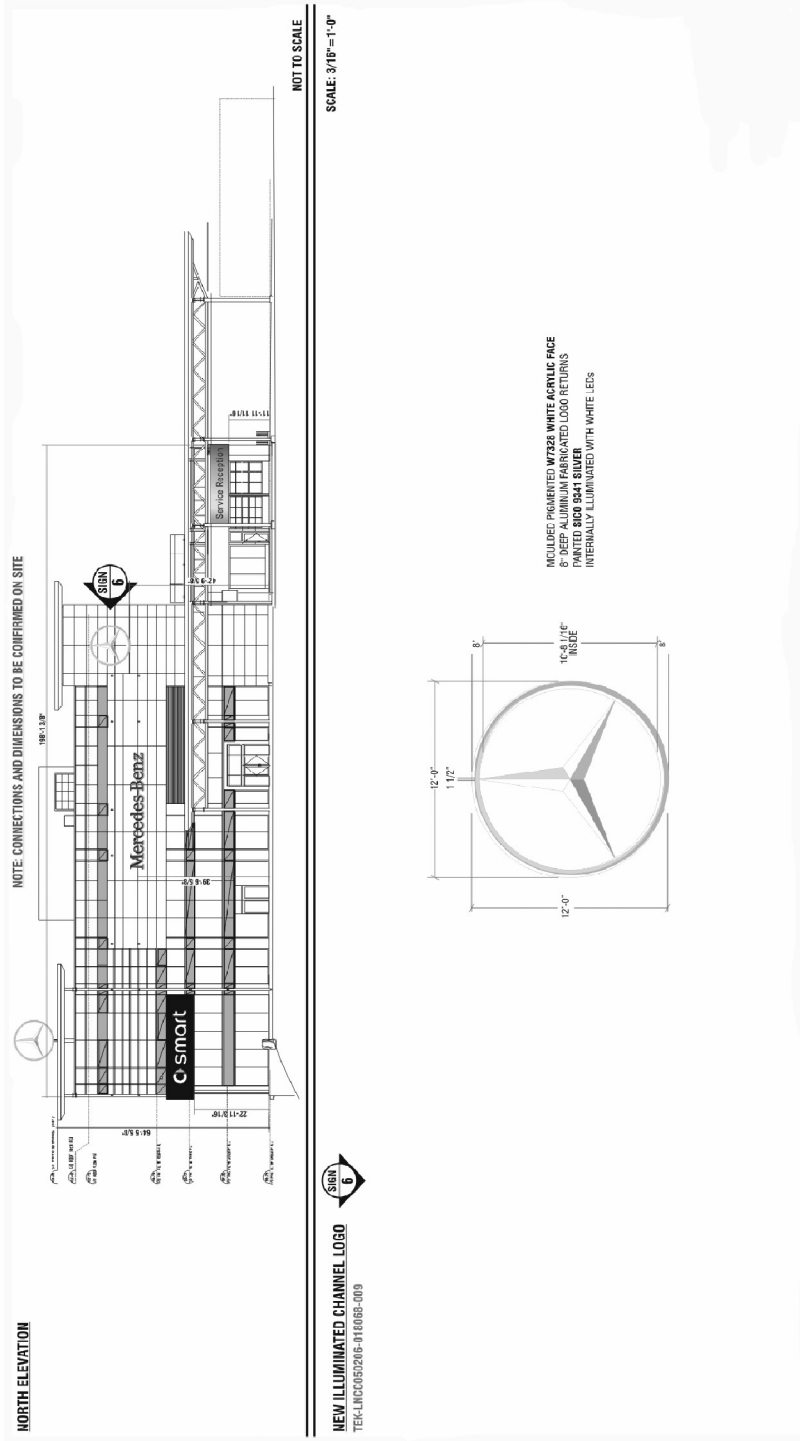
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Attachment 7: Elevations & Sign Details



Elevations & Sign Details

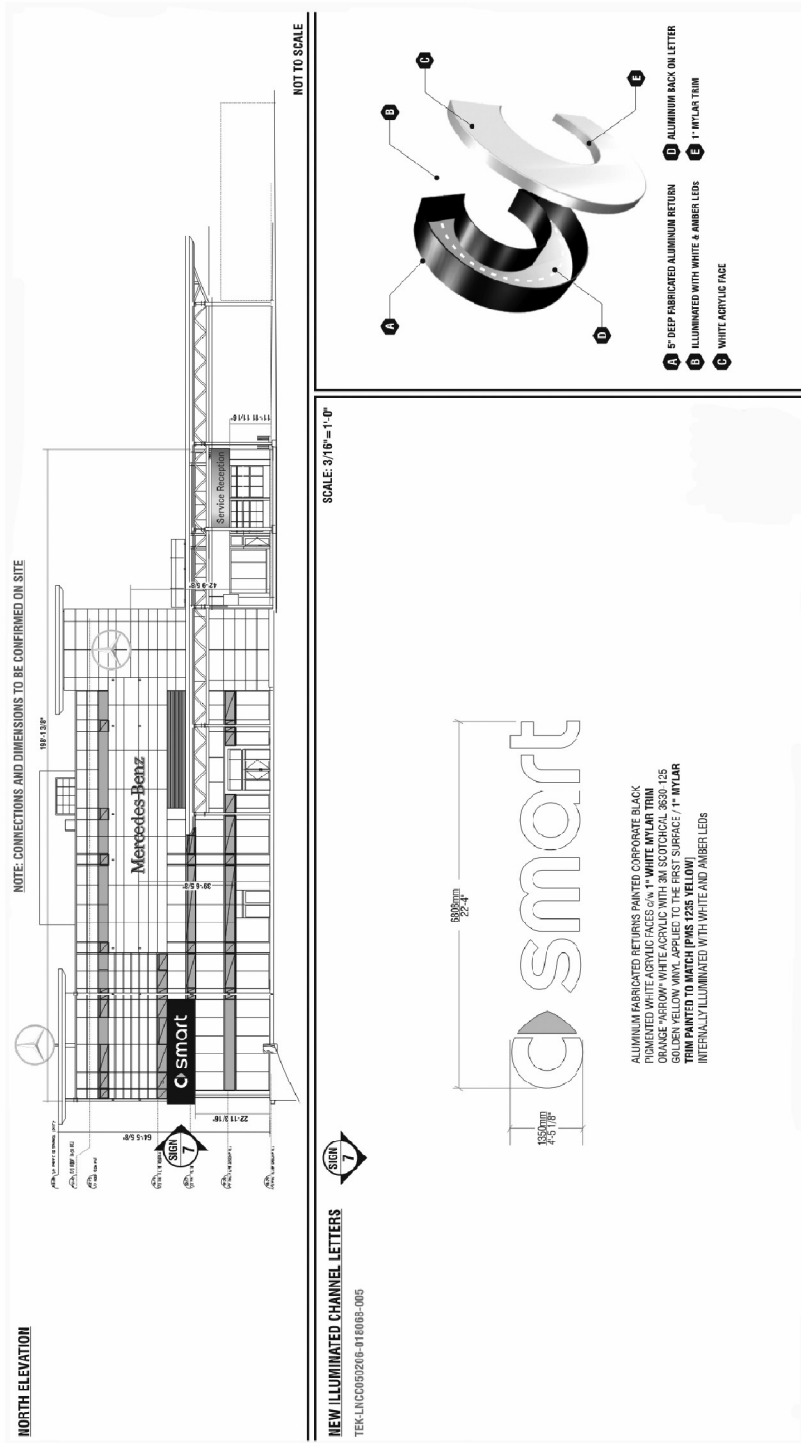
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