

**Sign Variance - 25 York Street**

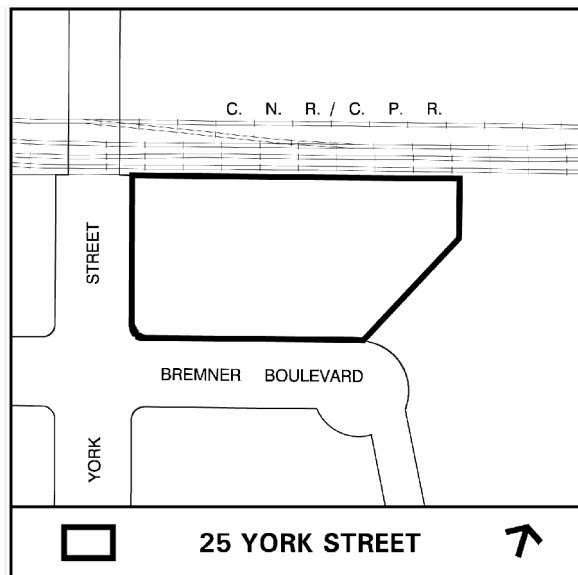
<b>Date:</b>	September 15, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 28 - Toronto Centre-Rosedale
<b>Reference Number:</b>	2008TE021

**SUMMARY**

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

To review and make recommendations on a request by Stephanie South with A-Tec Signs on behalf of Telus Corporation for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs, in the form of a corporate name and logo to identify “Telus” at the top floor level, on the north and south elevations of the building and one illuminated canopy sign at the first floor level on the south elevation of the building.

Staff recommends approval of the application on a condition that the overall area of each of the fascia signs on the north and south elevations located at the top floor level of the building does not exceed 100.0m<sup>2</sup> and the height of the corporate logo and name does not exceed 5.0m; and the sign on the south elevation is turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. The variances as modified by staff are acceptable and within the general intent and purpose of the Municipal Code.



## **RECOMMENDATIONS**

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### **The Toronto Building Division recommends that:**

1. Toronto and East York Community Council approve the requested variances as modified by staff to permit, for identification purposes, two illuminated fascia signs in the form of a corporate name and logo, to represent “Telus” at the top floor level, on the north and south elevations of the building, each having an area not to exceed 100.0m<sup>2</sup> and a height of not more than 5.0m on condition that the fascia sign on the south elevation is turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device and energy efficient lights be used. Also, to approve one illuminated canopy sign at the first floor level on the south elevation of the building; 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 at the northeast corner of York Street and Bremner Boulevard in a “CR” zone. A thirty one-storey office tower is currently under construction on the subject property. A fifty five storey mixed-use building is currently under construction on a lot located on the opposite side of Bremner Boulevard at the southeast corner of York Street and Bremner Boulevard. The top forty five storeys of this mixed use building will contain residential condominiums. The applicant is requesting permission to install, for identification purposes, two illuminated fascia signs in the form of a corporate name and logo to represent “Telus” at the top floor level, on the north and south elevations of the building and one illuminated canopy sign at the first floor level on the south elevation of the subject building. The sign proposed to be located on the top floor level, south elevation will be directly visible to the residences located on the 30<sup>th</sup> to 32<sup>nd</sup> floors in the new mixed use building across Bremner Boulevard.

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(4)(d)	Each corporate name and logo fascia sign has a height of 6.74m.	The 6.74m sign height for a corporate name and logo sign would exceed by 3.74m, the maximum 3.0 m sign height permitted.
2. Chapter 297 – 10D (4)(e)	The two proposed corporate name and logo signs at the top floor level, on the north and south elevation, each would have an area of 197.63 m <sup>2</sup> .	The 197.63m <sup>2</sup> sign area of each sign would exceed by 172.63m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.
3. Chapter 297-10D (3)(a)	The proposed canopy sign would extend 1.96m above the uppermost level of the canopy.	The 1.96m sign height above the uppermost level of the canopy would exceed by 0.96m, the maximum 1.0m sign height above canopy is permitted.

## COMMENTS

The first and second variances relate to the proposed height and the area of the fascia signs on the north and south elevations at the top floor of the building. The height and area of the signs are regulated in order to reduce the visual impact of signs on the building to which they are attached, surrounding uses and on the streetscape. The proposed corporate name and logo signs to represent “Telus” located at the top floor level, on the north and south elevations of the building are very large. Each sign is almost eight times the permitted size. However, staff has no objection to the design or the location of the proposed signs on the building and recognize that an increase in the maximum size is warranted, given the height of the building. Staff has completed a review of similar signs in the general vicinity, placed on the top floor of buildings of similar height. Based on that analysis, staff is recommending smaller size signs. Staff recommends that the height of the signs not exceed 5.0m and the overall area of each sign not exceed 100.0m<sup>2</sup>.

The third variance is required because the 1.96m sign height above the uppermost level of the canopy would exceed by 0.96m, the maximum 1.0m sign height permitted. In this instance the canopy is large enough and the sign is designed, sized and positioned to blend in with the building façade, surrounding uses and streetscape.

Staff recommends approval of the application on a condition that the overall area of each of the illuminated corporate name and logo “Telus” signs at top floor level, on the north and south elevation does not exceed an area of 100.0m<sup>2</sup> and the height of each sign does not exceed 5.0m, and the sign on the south elevation, top floor level is turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. The variances as modified by the staff recommendations are acceptable and within the general intent and purpose of the Municipal Code.

## **CONTACT**

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## **SIGNATURE**

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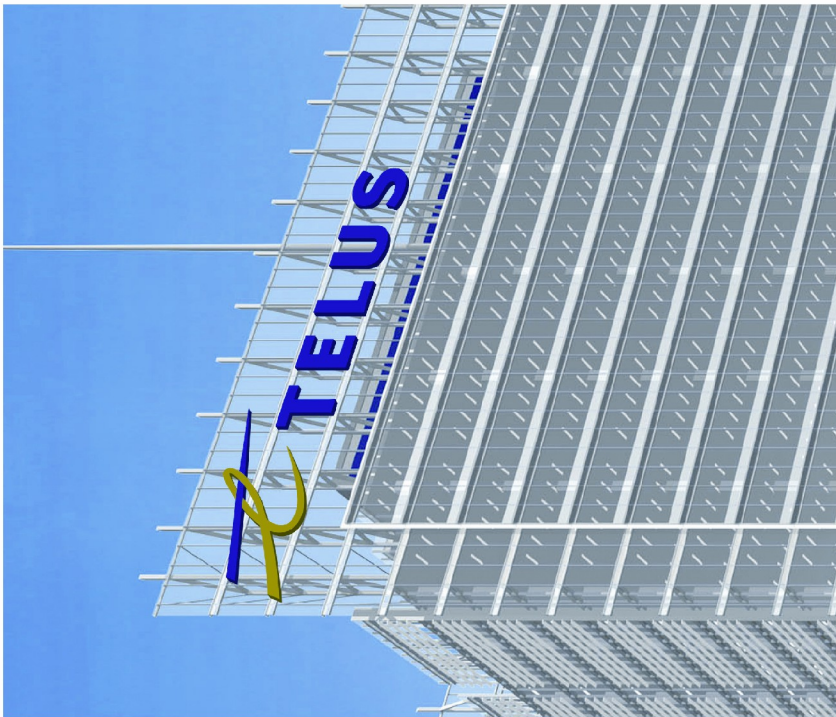
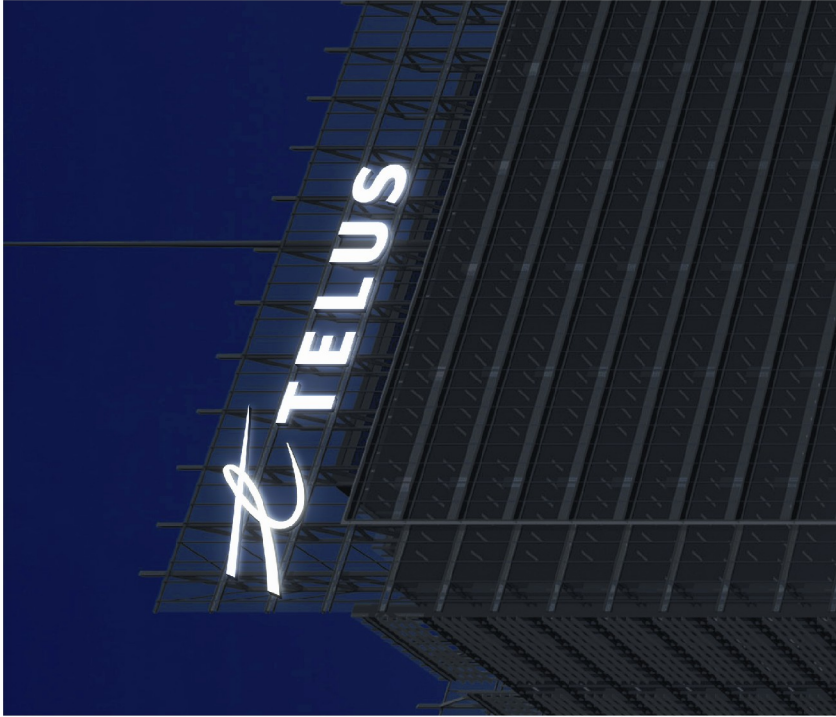
Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building  
Toronto and East York District

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## **ATTACHMENTS**

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

**Attachment 1: Elevations**



Sign Elevations

**25 York Street**

**Elevations**

Applicant's Submitted Drawing

Not to Scale  
08/08/08

File # 08\_167012

**Attachment 2: Patio Sign Elevation**



**Elevations**

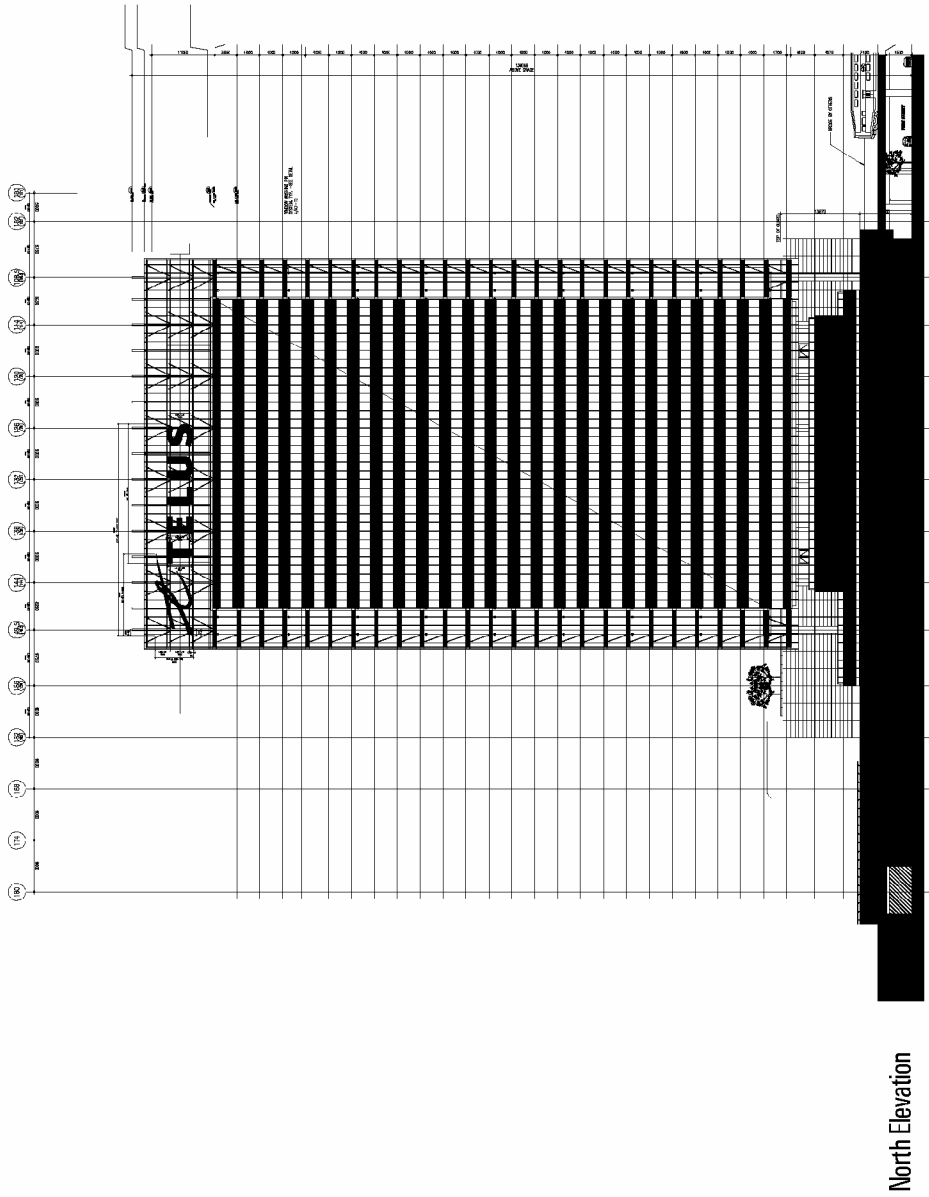
Applicant's Submitted Drawing

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08/08/08

**25 York Street**

File # 08\_167012

### Attachment 3: Elevations



North Elevation

### Elevations

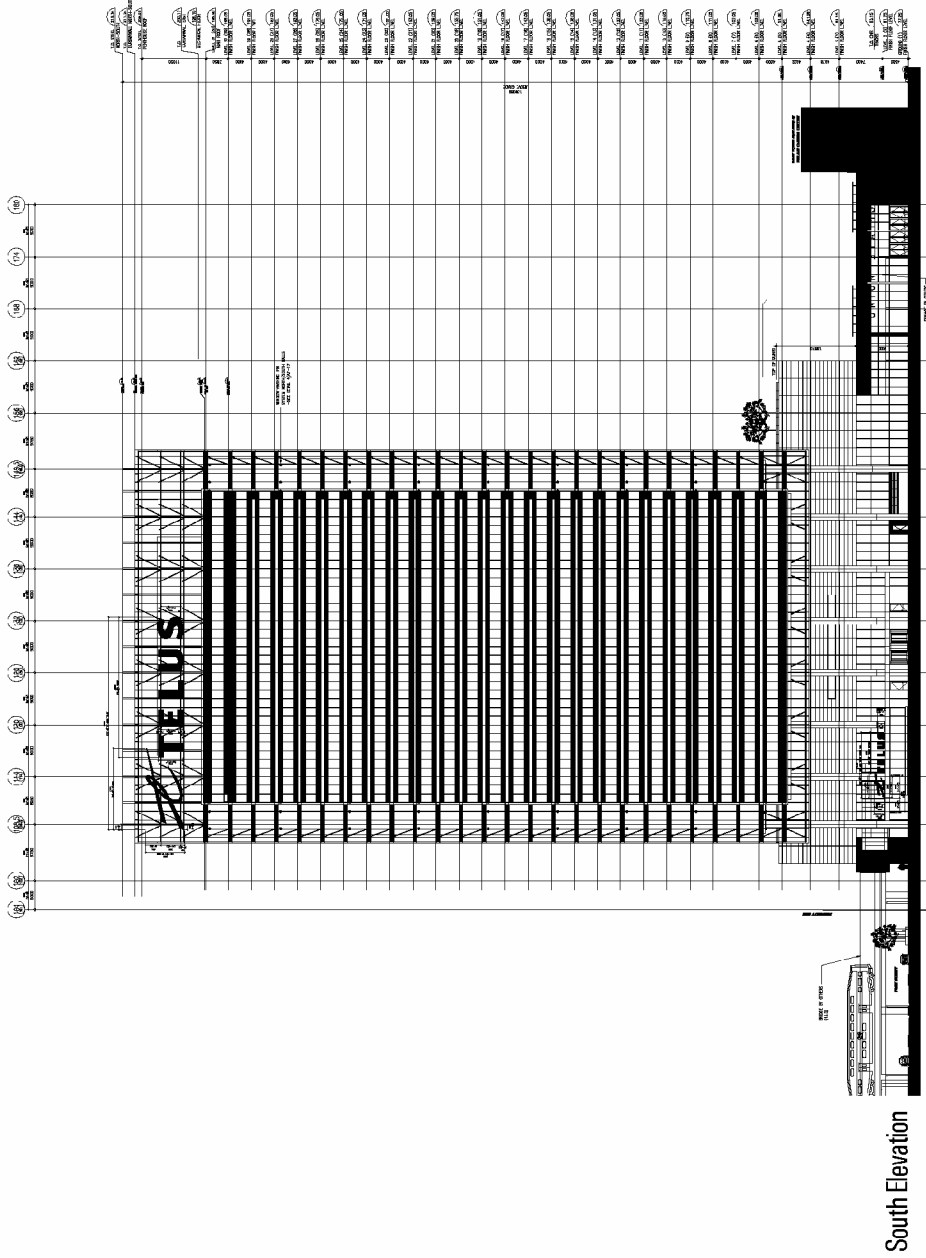
Applicant's Submitted Drawing

Not to Scale  
08/08/08

25 York Street

File # 08\_167012

Attachment 4: Elevations



25 York Street

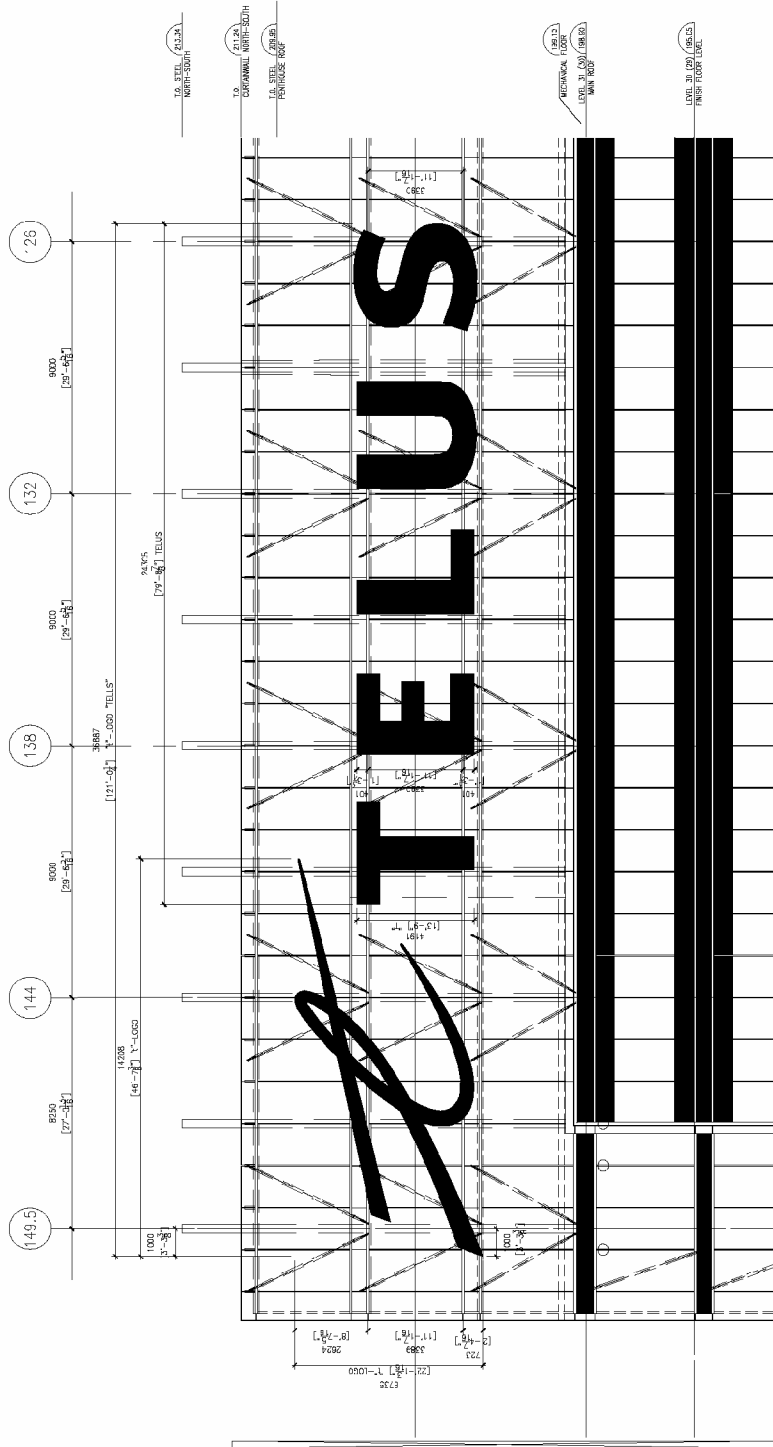
**Elevations**  
Applicant's Submitted Drawing

File # 08\_167012

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08/08/08



# Attachment 5: Sign Details



North Elevation Sign Detail

25 York Street

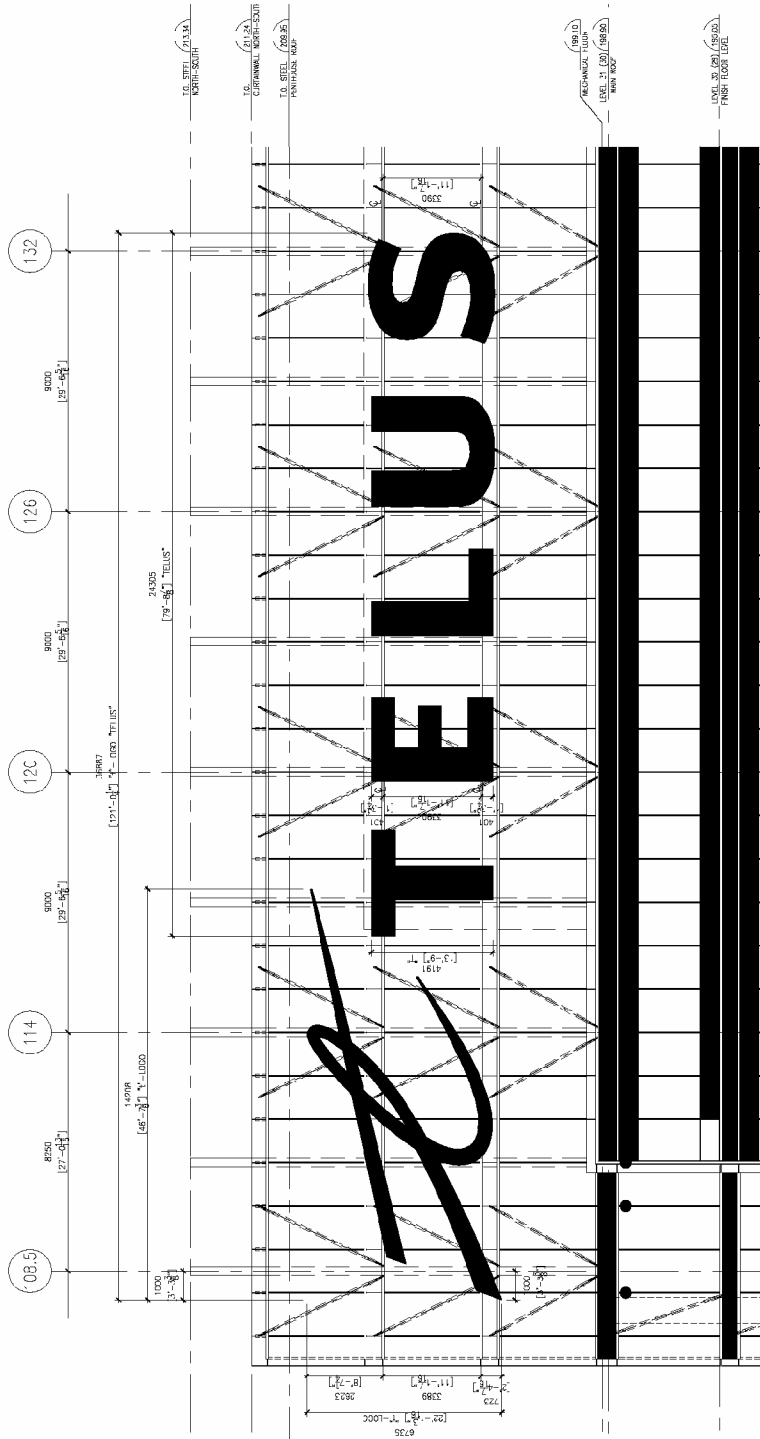
Sign Details

Applicant's Submitted Drawing

Not to Scale  
08/08/08

File # 08\_167012

# Attachment 6: Sign Details



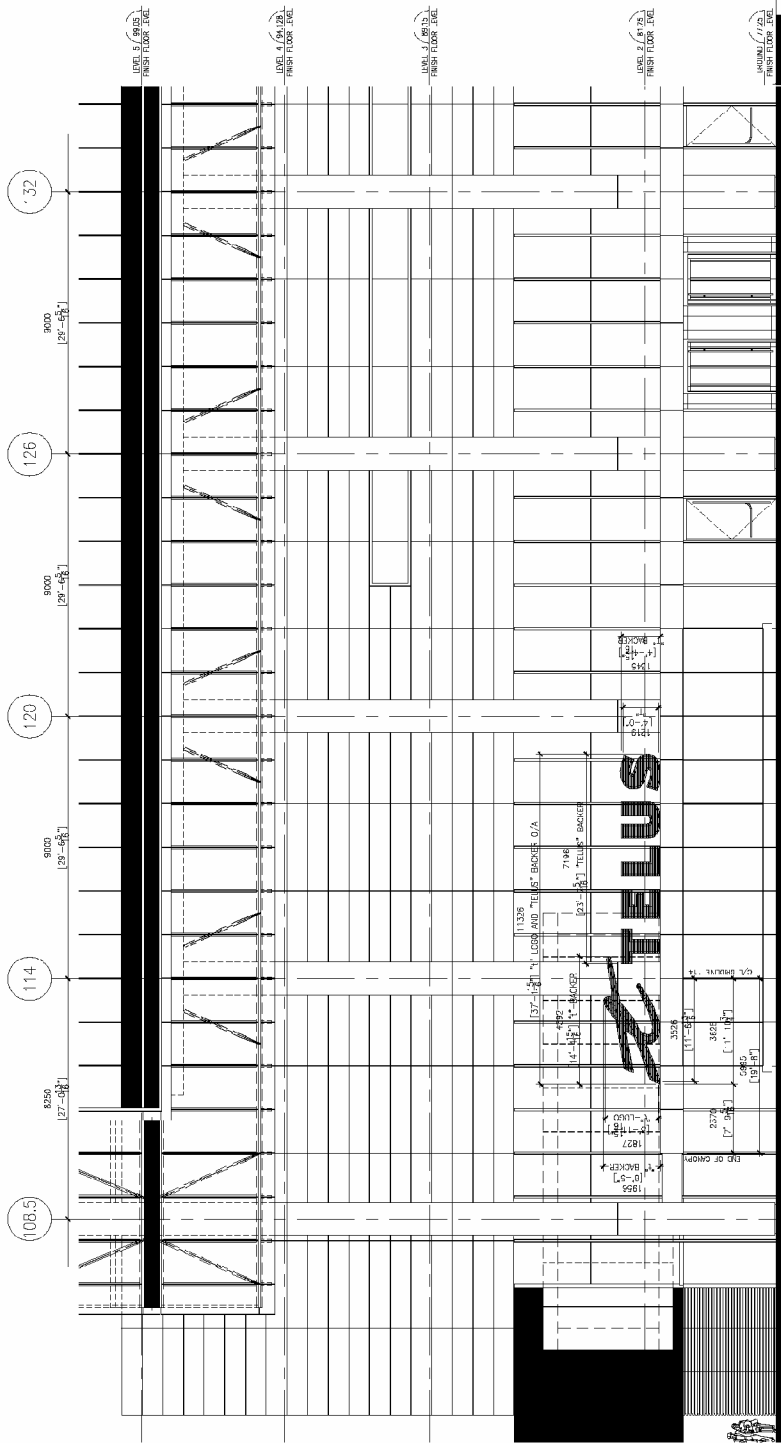
South Elevation Sign Detail

**Sign Details**  
 Applicant's Submitted Drawing  
 Not to Scale  
 08/08/08

**25 York Street**

File # 08\_167012

# Attachment 7: Sign Details



South Elevation Sign Detail

25 York Street

Sign Details  
 Applicant's Submitted Drawing

File # 08\_167012

Not to Scale  
 08/08/08