

**Sign Variance Report
2195 Yonge Street**

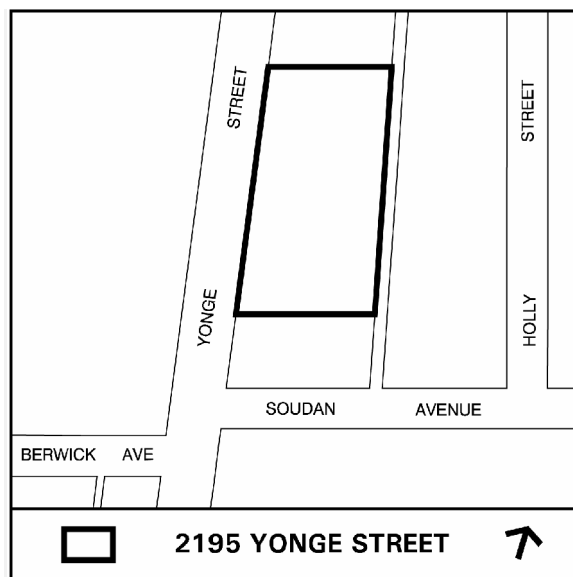
Date:	December 5, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 22 – St. Paul’s
Reference Number:	07-261077

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, with Minto Urban Communities Inc., on behalf of Minto Midtown Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, six illuminated projecting banner signs extending from the first floor into the second floor level of the building and five illuminated projecting signs at the first floor level on the front elevation of the north podium and to maintain six illuminated projecting banner signs extending from the first floor into the second floor level of the building and six illuminated projecting signs at the first floor level on the front elevation of the south podium of building at 2195 Yonge Street.

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



RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, six illuminated projecting banner signs extending from the first floor to the second floor level of the building and five illuminated projecting signs at the first floor level on the front elevation of the north podium and to maintain six illuminated projecting banner signs extending from the first floor to the second floor level of the building and six illuminated projecting signs at the first floor level on the front elevation of the south podium of the building at 2195 Yonge Street and require 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 just south of Eglinton Avenue on the east side of Yonge Street in a CR zone. The property, known as Minto Midtown, contains two mixed-use multi-storey towers with north and south retail podiums. The applicant is seeking permission to erect, for identification purposes, six illuminated projecting banner signs and five illuminated projecting signs on the front elevation of the north podium building and to maintain six illuminated projecting banner signs and six illuminated projecting signs on the front elevation of the south podium of the building at 2195 Yonge Street. Each rectangular projecting banner sign is 0.55m wide and 3.50m high with an area of 1.93m². Each square, illuminated projecting sign is 0.76m wide and 0.76m high with an area of 0.58m². None of the projecting banner signs or projecting signs extends into the public right-of-way.

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
Chapter 297-10D-(14)(C)	The aggregate area of the proposed projecting banners and projecting signs on the north retail podium frontage would be 14.45m ² .	The 14.45m ² aggregate area of the proposed rectangular projecting banners and square projecting signs on the north retail podium frontage would exceed by 9.40m ² , the maximum 5.05m ² permitted (based on 0.1m ² for each metre of building frontage)
Chapter 297-10D-(14)(C)	The aggregate area of the proposed projecting banners and projecting signs on the south retail podium frontage would be 15.03m ² .	The 15.05m ² aggregate area of the proposed rectangular projecting banners and square projecting signs on the south retail podium frontage would exceed by 9.38m ² , the maximum 5.05m ² permitted (based on 0.1m ² for each metre of building frontage)

COMMENTS

The permitted area for projecting signs is based on 0.1m² for each metre of building frontage. Although, the aggregate area of the signs exceeds the permitted area, the size of the proposed and existing signs is consistent with existing signs located along this part of Yonge Street. It is staff's opinion that the signs are designed well to complement the building façade and the streetscape. Planning staff consider that the recommended signs would not adversely impact the building, surrounding uses or the streetscape.

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

CONTACT

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SIGNATURE

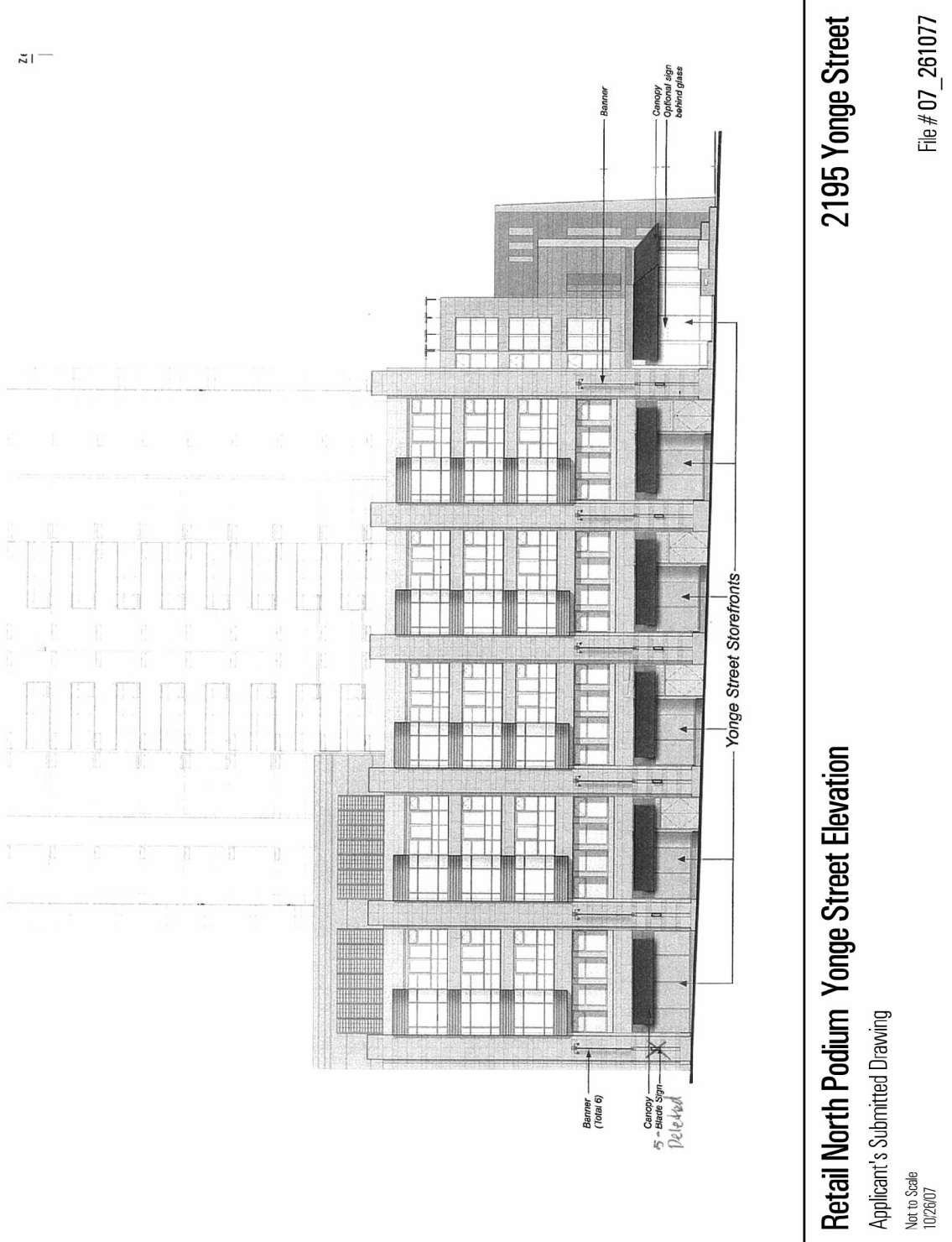
Gary Wright, Director
 Community Planning, Toronto and East York District

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ATTACHMENTS

- Attachment 1: Retail North Podium Yonge Street Elevation
- Attachment 2: Retail South Podium Yonge Street Elevation
- Attachment 3: Yonge Street Storefront Elevation
- Attachment 4: Wall Section – Yonge Street Storefront
- Attachment 5: Plan Detail at Ground Level Storefront Entrance
- Attachment 6: Detail Wall Section (Yonge Street)
- Attachment 7: Sign Details
- Attachment 8: Options 1 & 2

Attachment 1: Retail North Podium Yonge Street Elevation



2195 Yonge Street

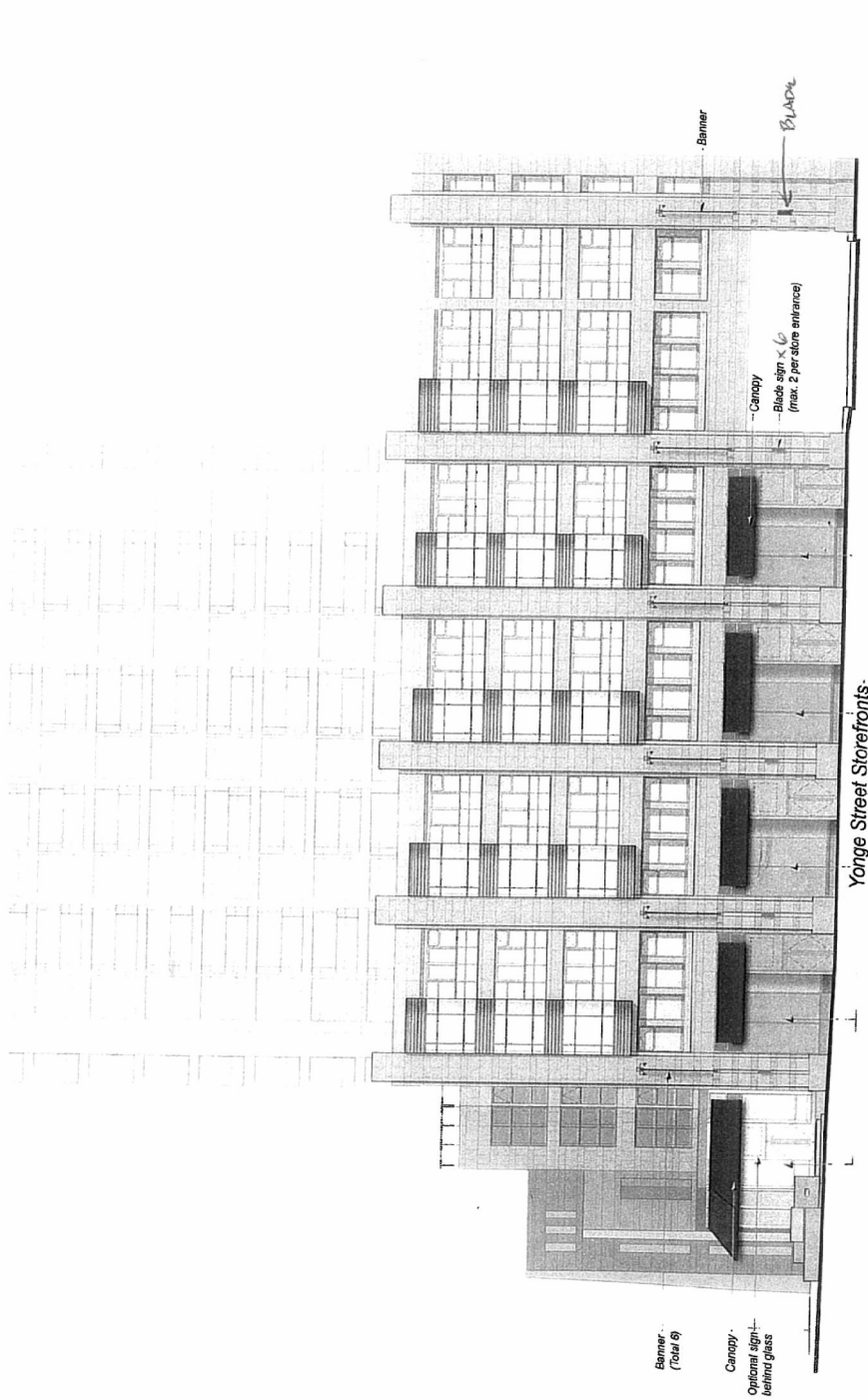
Retail North Podium Yonge Street Elevation

Applicant's Submitted Drawing

Not to Scale
10/26/07

File # 07_261077

Attachment 2: Retail South Podium Yonge Street Elevation



2195 Yonge Street

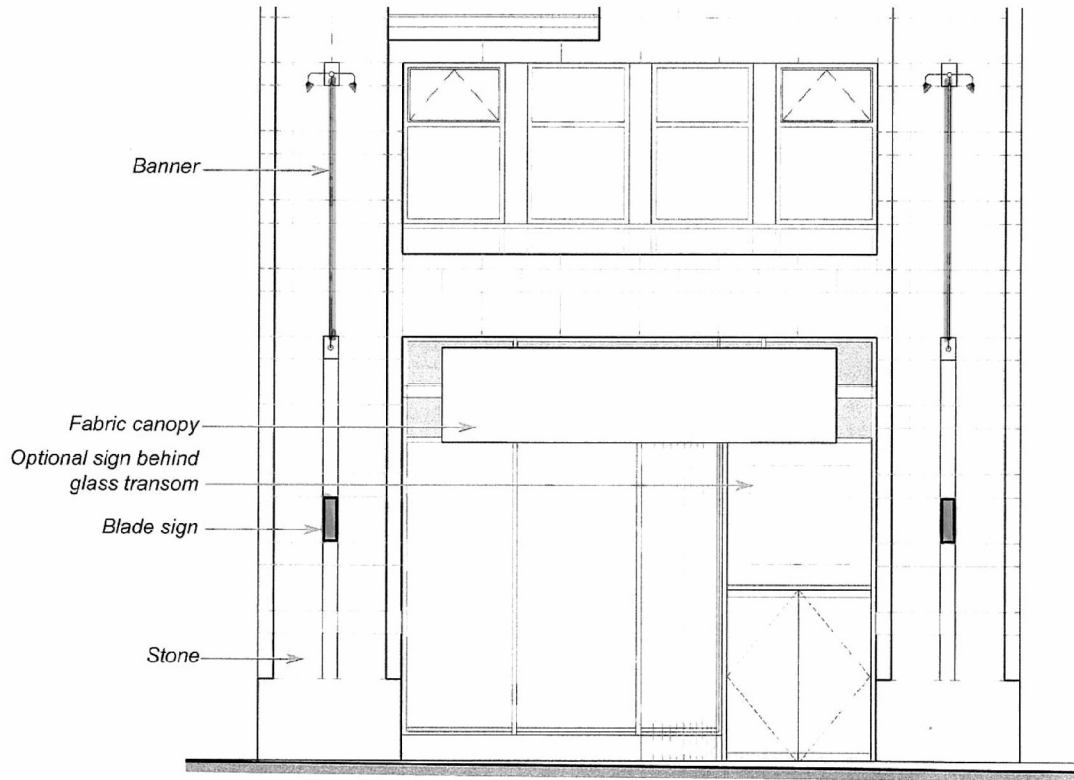
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Attachment 3: Yonge Street Storefront Elevation



Yonge Street Storefront Elevation

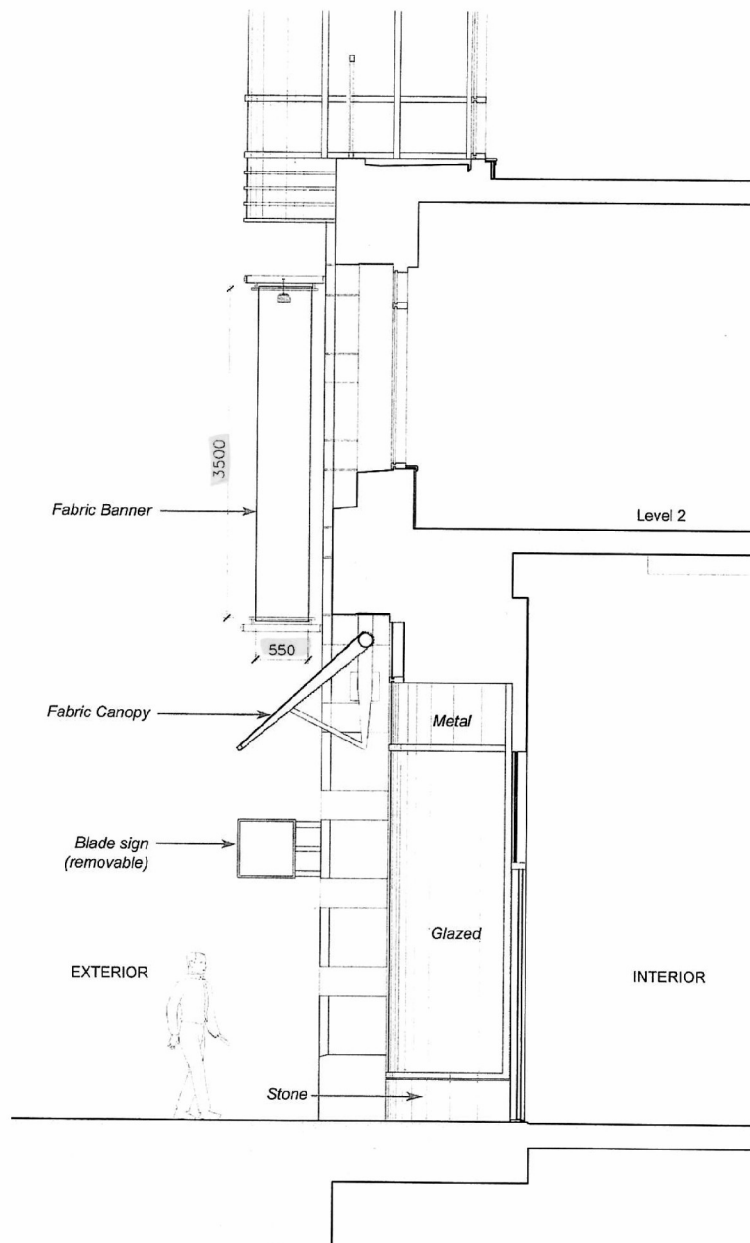
2195 Yonge Street

Applicant's Submitted Drawing

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10/26/07

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Attachment 4: Wall Section – Yonge Street Storefront



Wall Section - Yonge Street Storefront

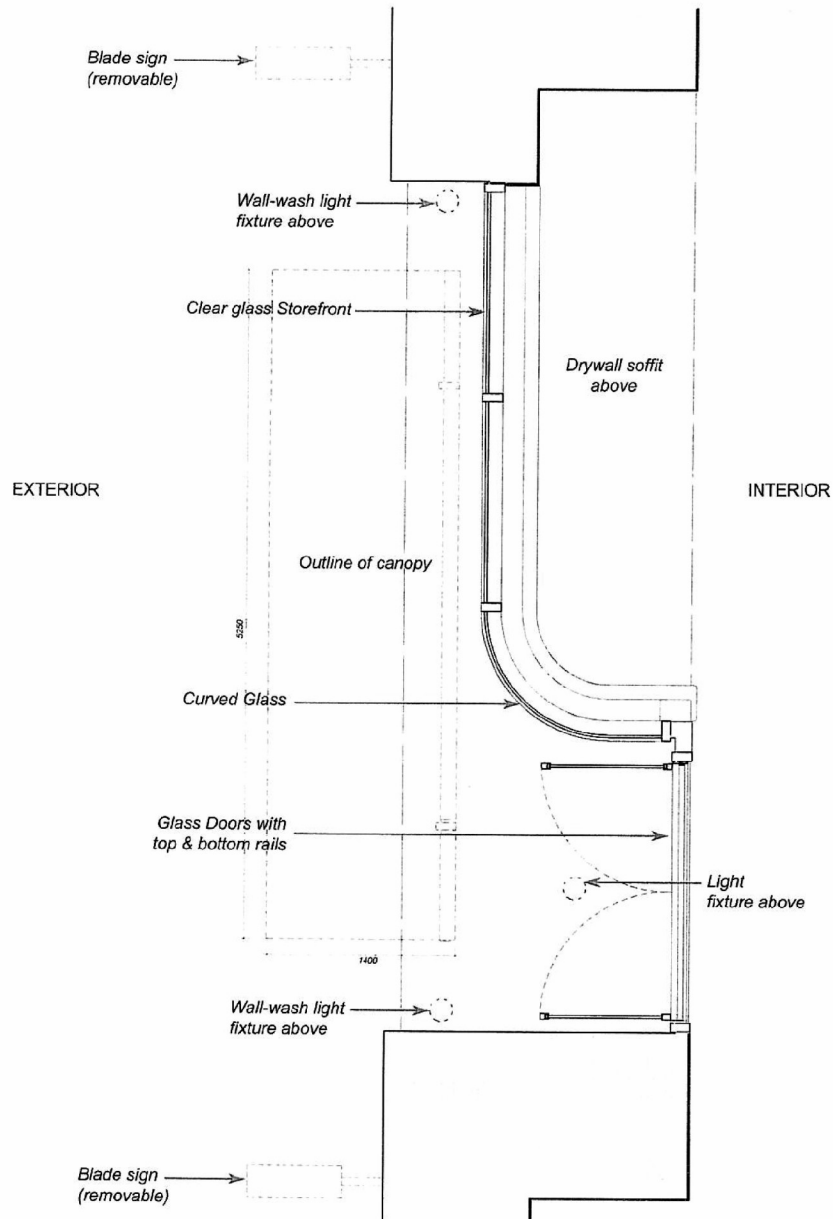
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Applicant's Submitted Drawing

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Attachment 5: Plan Detail at Ground Level Storefront Entrance



Plan Detail at Ground Level Storefront Entrance

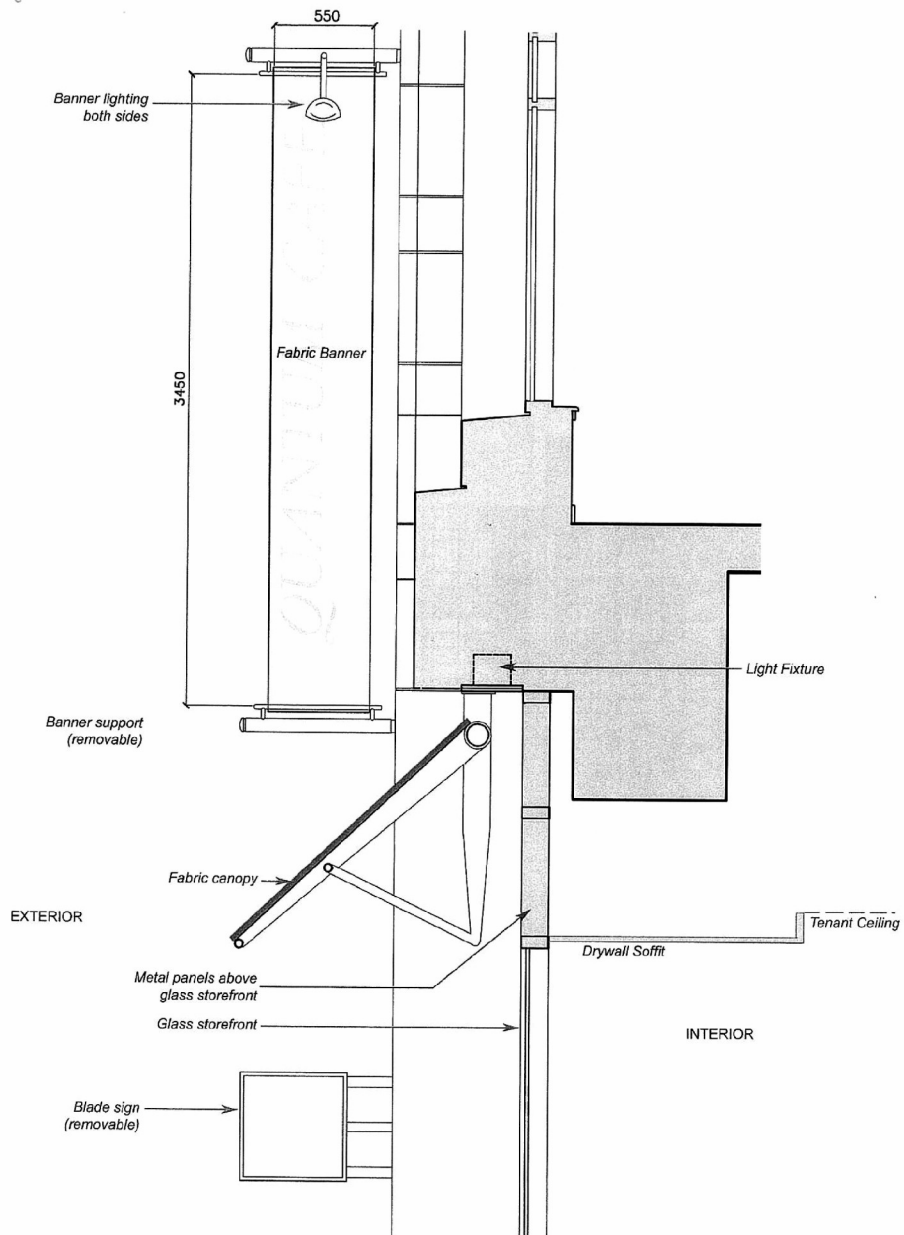
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Attachment 6: Detail Wall Section (Yonge Street)



Detail Wall Section (Yonge Street)

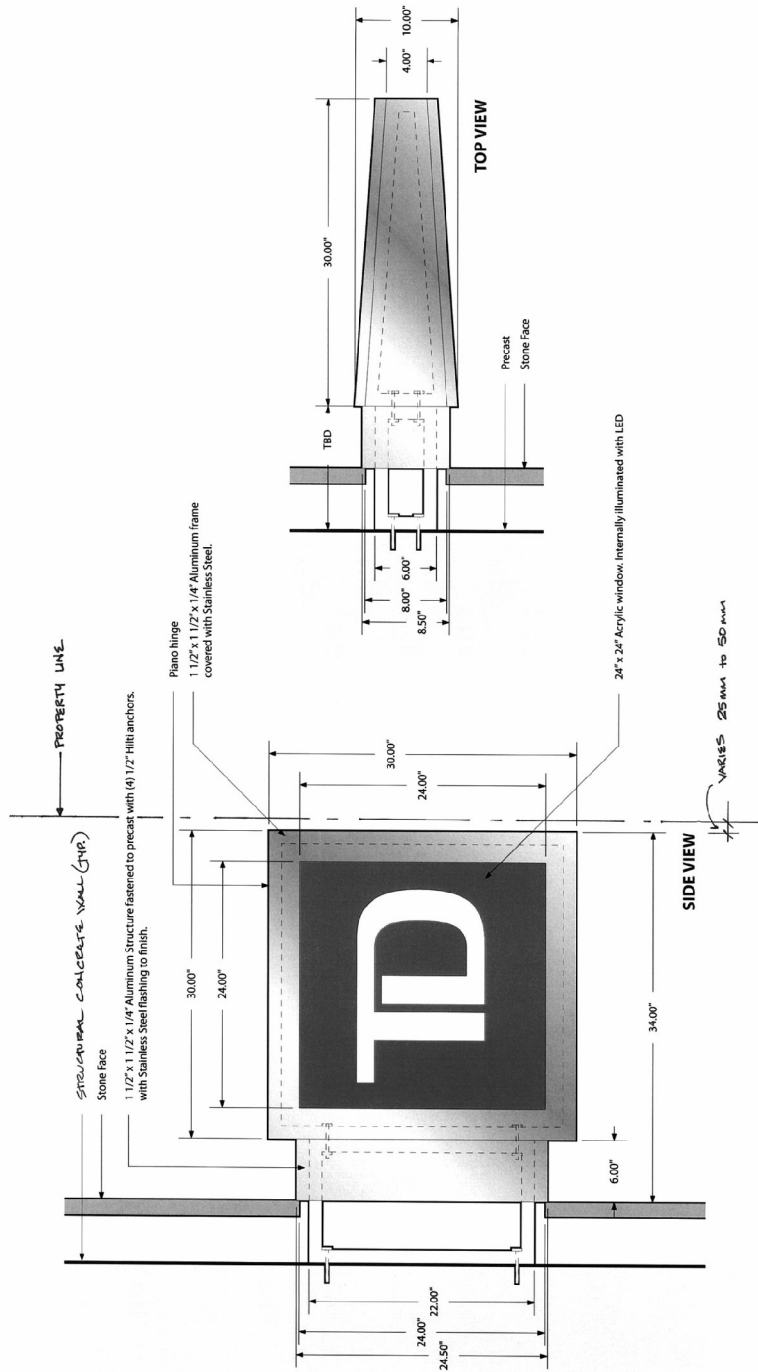
2195 Yonge Street

Applicant's Submitted Drawing

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Attachment 7: Sign Details



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Sign Details

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Attachment 8: Options 1 & 2



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Options 1 & 2

Applicant's Submitted Drawing

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