

**Sign Variance Report  
700 University Avenue**

<b>Date:</b>	December 3, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	07-272387

**SUMMARY**

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

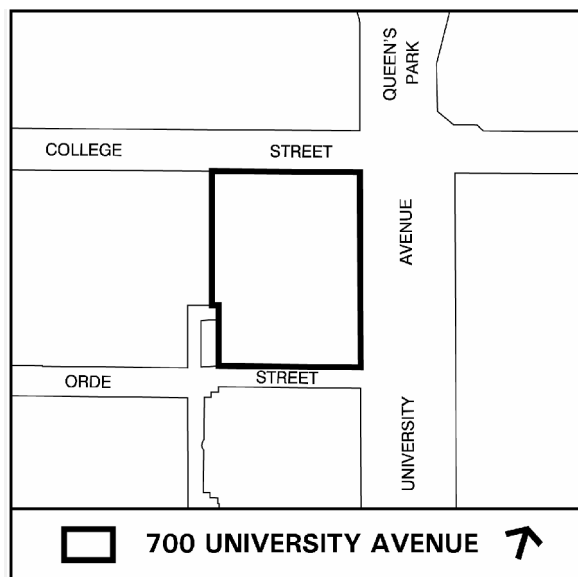
This report reviews and makes recommendations on a request by Sophia McLean with Daynite Signs on behalf of Ontario Power Generation, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of two non-illuminated fascia signs on the south and east elevations of a column structure located at the southeast corner of the concrete boundary wall of the property at 700 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 City Planning Division recommends that:**

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, replacement



of two non-illuminated fascia signs on the south and east elevations of a column structure located at the southeast corner of the concrete boundary wall of the property at 700 University Avenue; 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 on the southwest corner of University Avenue and College Street in a CR zone. The property contains a twenty-storey office building known as Ontario Hydro Building. The applicant is requesting permission to replace, for identification purposes, two existing “ERL’s Bistro & Bar” fascia signs with two non-illuminated “Swiss Chalet” fascia signs in the form of individual letters to represent corporate name on the south and east elevations of a column structure located at the southeast corner of the concrete boundary wall. Each proposed non-illuminated fascia sign is 1.03m wide and 0.66m high with an area of 0.68m<sup>2</sup>.

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 207-11 JJ	Replacement of two existing “ERL’s Bistro & Bar” fascia signs with two non-illuminated “Swiss Chalet” fascia signs in the form of individual letters to represent corporate name.	The proposed signs are not permitted along University Avenue.

**COMMENTS**

The Swiss Chalet restaurant is located at the lower concourse level and it is not visible from the street level. The proposed signs are required for identification purposes and to display Swiss Chalet’s presence in the building. Although, the signs do not meet the Sign By-law requirement, the replacement signs are relatively small and designed well to complement the structure. It is staff’s opinion that the signs would not adversely impact the building, surrounding uses or the streetscape.

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

## **CONTACT**

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## **SIGNATURE**

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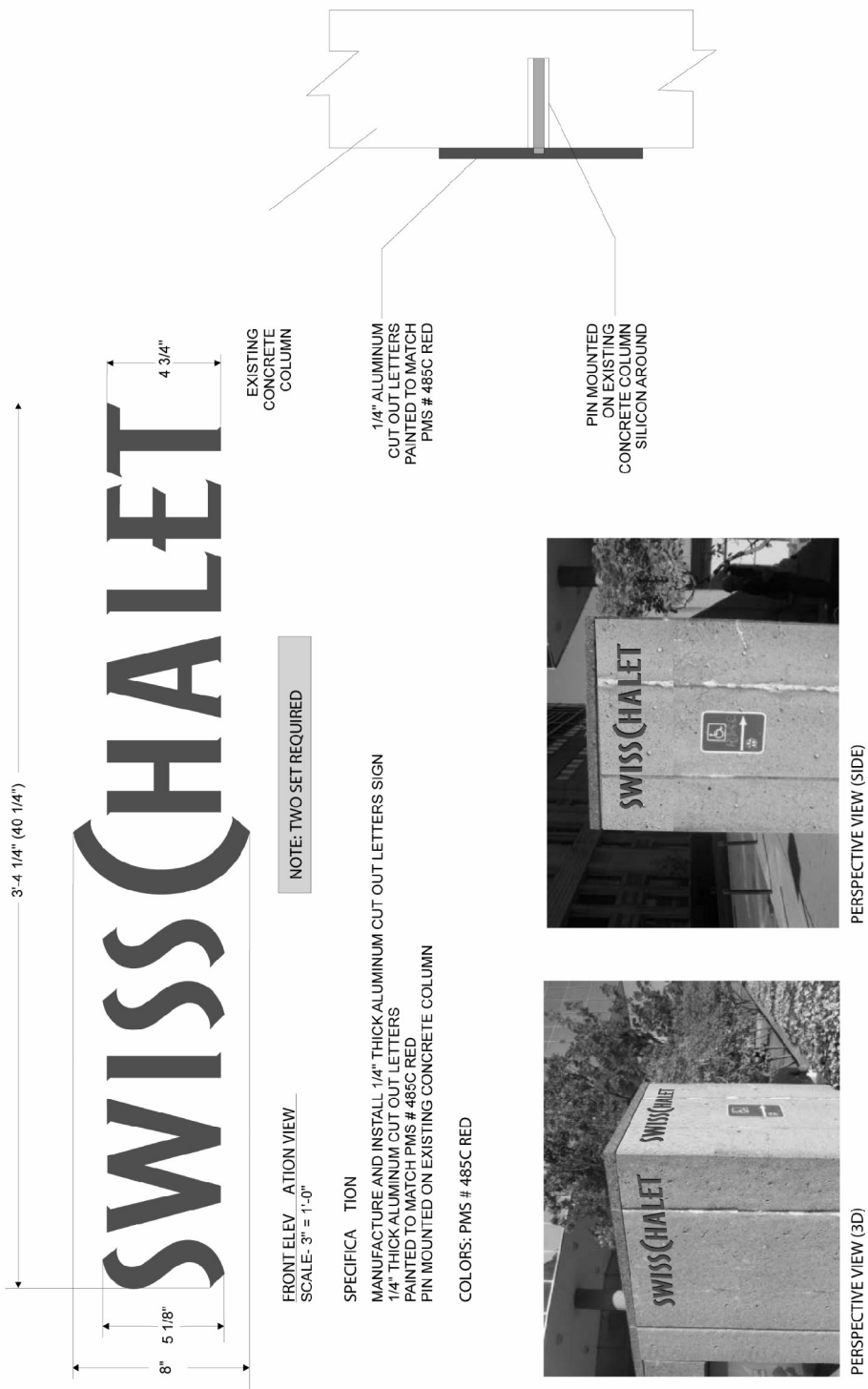
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Sign Details  
Attachment 2: Sign Details  
Attachment 3: Sign Details

# Attachment 1: Sign Details



700 University Avenue

File # 07\_272387

## Sign Details

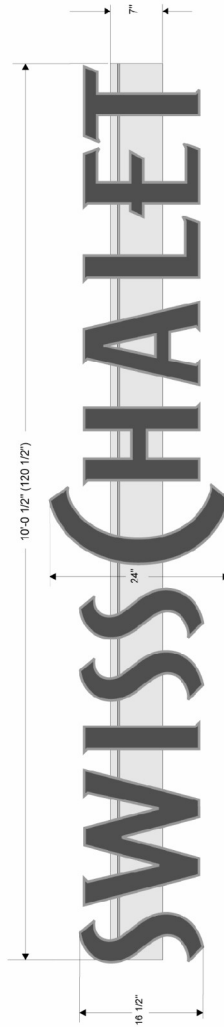
Applicant's Submitted Drawing

Not to Scale  
11/21/07

# Attachment 2: Sign Details

SHIMLED LIGHTING SYSTEM  
SWISS CHALET 24" CHANNEL LETTERS

CHANNEL LETTER	REPLACEABLE BACKS (RL-MB)	USEFUL AC POWER SUPPLY (W/100' R/W)
S	6	
W	17	
I	5	
S	6	
S	6	
C	9	
H	11	
A	10	
L	6	
E	7	
T	6	
TOTAL	88	1 (MAX. 90 MOD.)



FRONT ELEVATION VIEW  
SCALE: 1" = 1'-0"

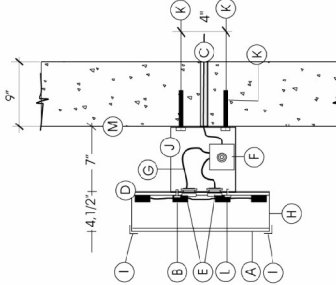
### SPECIFICATION FOR SWISS CHALET IN LINE LETTERS

MANUFACTURE AND INSTALL LED ILLUMINATED CHANNEL LETTERS SIGNS ON RACEWAY  
0.064 ALUMINUM BACKS, 0.040 ALUMINUM RETURNS, and .064 ALUMINUM RACEWAY  
primed - Grip Guard Wash Primer  
INSIDE CHANNEL painted GLOSS WHITE Grip Guard  
EXTERIOR CHANNEL painted to match PMS 117 GOLD Grip Guard  
.064 ALUMINUM RACEWAY to be painted Grip Guard color  
to match building

#### NOTES:

AREA OF THE SIGNAGE = 20 SQFT.  
WEIGHT OF THE SIGNAGE = 55 LBS  
# OF FASTENER = 6 MIN.

- (A) 3/16" RED ROHM & HASS, #2793, ACRYLIC FACE
- (B) Shimled Red long 701269-RL-MB
- (C) Electrical 120V AC POWER SUPPLY
- (D) .064 Aluminum BACKS
- (E) 5/8" SEAL BUSHINGS
- (F) Quicc 240 120V AC/DC POWER SUPPLY (701494)
- (G) 12 VOLTS DC (250 VA) SECONDARY
- (H) .040 Aluminum RETURNS FINEMENTED TO MATCH PMS#117 GOLD
- (I) SILVATRIM FINEMENTED TO MATCH PMS # 117 GOLD
- (J) 0.064 FABRICATED ALUMINUM 7" X 7" RACEWAY PAINTED TO MATCH EXISTING BUILDING
- (K) 304 CU STAINLESS STEEL POWER STUD SIZE: 1/4" X 4" @ 4'-0" C/C AND 6" FROM BOTH ENDS. (REQ. 10 MIN.)
- (L) #6 Flat Head SCREWS (REQ. 2 MIN. AND 8 MAX. PER LETTER)
- (M) EXISTING PRECAST CONCRETE WALL



PERSPECTIVE VIEW

## Sign Details

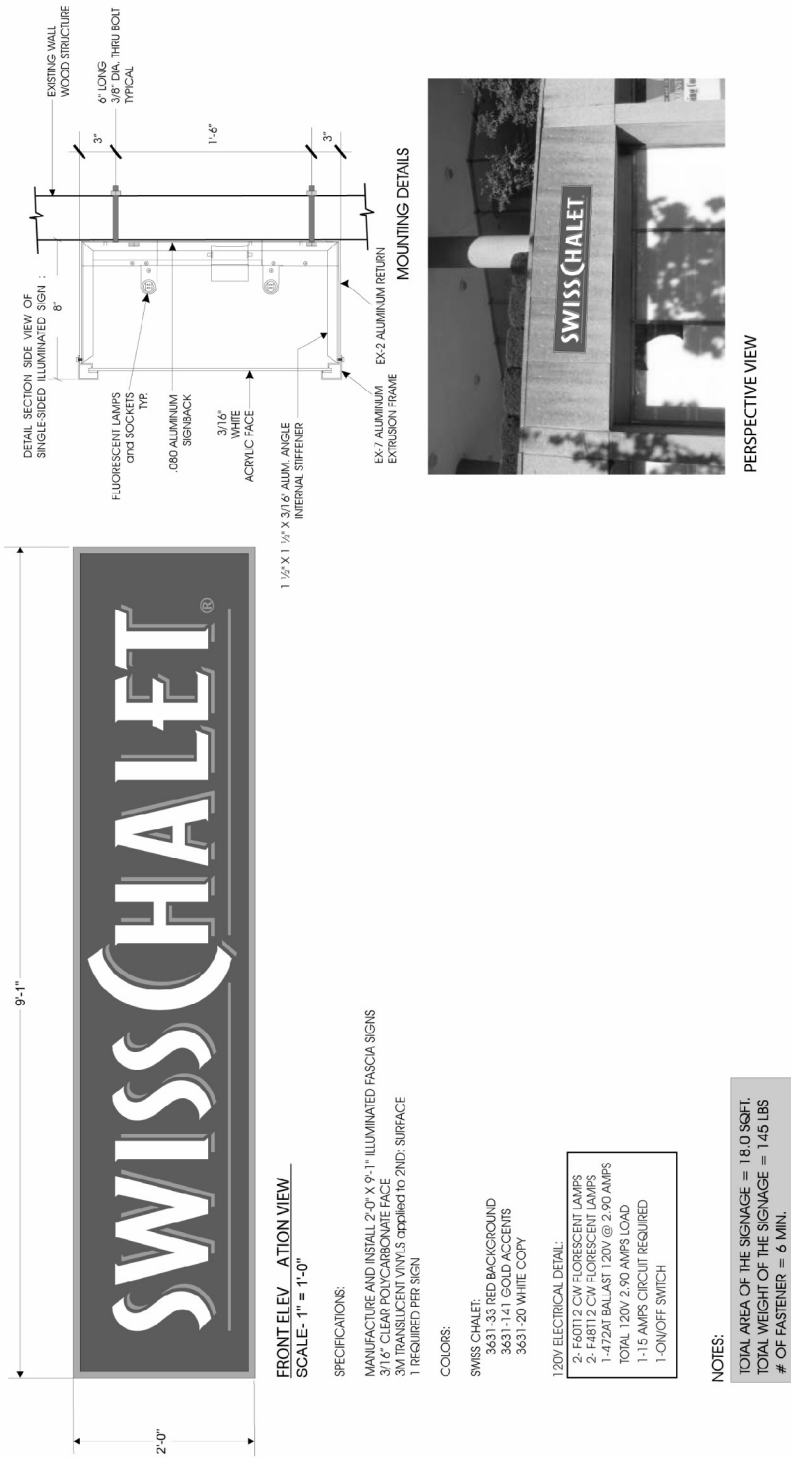
Applicant's Submitted Drawing

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# Attachment 3: Sign Details



700 University Avenue

File # 07\_272387

**Sign Details**  
Applicant's Submitted Drawing

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11/21/07