



STAFF REPORT ACTION REQUIRED

5040 Yonge Street Sign Variance Request

Date:	March 30, 2009
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Ward:	Don Valley West – Ward 23
Reference Number:	File No. 2009NY009 Folder No. 09-112792 ZSV 00 ZR

SUMMARY

This staff report is about a matter that Community Council has been delegated authority to make a final decision provided that it is not amended so that it varies with City policy or by-law.

The purpose of this report is to review and make recommendations on a request by Adam Kelly of Kramer Design Associates, on behalf of the Toronto Centre for the Arts located at 5040 Yonge Street, for approval of variances from the former City of North York Sign By-law No. 30788, as amended, to add a third sign face for the purpose of third party advertising for the Toronto Centre for the Arts on the west face of an existing ground sign located on the northwest corner of North York Boulevard and Yonge Street; and to erect two illuminated first party wall signs on the east wall of the Toronto Centre for the Arts.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. North York Community Council approve the request to permit one additional third party sign face on the existing off premise ground sign; and two illuminated first party wall signs; and
2. The applicant be advised, upon approval of the variance of the requirement to obtain the necessary sign permit from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

COMMENTS

The Toronto Centre for the Arts is located at the south east corner of North York Boulevard and Beecroft Avenue. The North York Civic Centre and The Education Centre are located on the north side of North York Boulevard directly across from the Toronto Centre for the Arts. To the south are residential high rise apartment buildings, on the east and west a high rise office building and the York Cemetery respectively.

The lands on which the existing ground sign is located are on the northwest corner of North York Blvd. and Yonge St. and are zoned Open Space 01(23) in the North York Zoning By-law 7625. The existing ground sign already contains signs on both the north and south elevations with a sign face area of 31.87m² and provides advertising as well as direction to the Toronto Centre for the Arts. The owner proposes to add an additional sign having a sign face area of 18.3m² to the west elevation of the sign structure. The total sign face area proposed for the ground sign is 50.17m².

The lands on which the wall signs are proposed are on the southeast corner of North York Blvd and Beecroft Avenue and are zoned Open Space 03(3) in the North York Zoning By-law 7625. The proposed wall signs consist of two new flex face graphic panels with external arm-mounted lighting. The proposed signs will be located from south to north along the east wall of the existing building and will provide first party advertising for the Centre. Sign 1 will have a sign face area of 34.8m² and Sign 2 an area of 42.7m². The existing wall identification sign will remain and has a sign face area of 32.3m². The cumulative wall sign face area proposed is 109.8m². There are no other exterior wall signs on this building.

The ground sign which is considered an off premise sign as it is not situated on the subject lands but rather on the City of Toronto property, has provided advertising for the Toronto Centre for the Arts since its construction under permits S9304259 and S9304680, when the City of North York owned the Toronto Centre for the Arts building. The ground sign will continue to advertise and provide direction to the Centre for the Arts.

The proposed signs do not comply with the former City of North York Sign By-law No. 30788 as amended in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p>Section 5.1</p> <p>Except as otherwise allowed in this by-law, no person shall erect or display, or cause to be erected or displayed, or permit a sign in a residential, greenbelt, cemetery or open space zone.</p> <p>Wall signs other than directional and identification in nature are not permitted in Open Space Zones.</p>	<p>To install two externally illuminated wall signs on the east side of the existing Toronto Performing Arts Building.</p> <p>To add a third sign face on the west face of the existing off premise ground sign at the north-west corner of Yonge St. and North York Blvd.</p>	<p>To permit two additional wall signs for a total of three wall signs on the east wall of the building having a sign face area of 109.8m², where only one identification sign is permitted.</p> <p>To permit one additional sign face with an area of 18.3m² and a cumulative area of 159.97m² on the west face of an existing off premise ground sign for the purpose of third party advertising for the Toronto Center for the Arts.</p>

CONTACT

Diane Damiano Manager, Plan Review. Tel. 416-395-7561; Fax: 416-395-7589;
 e-mail: damiano@toronto.ca

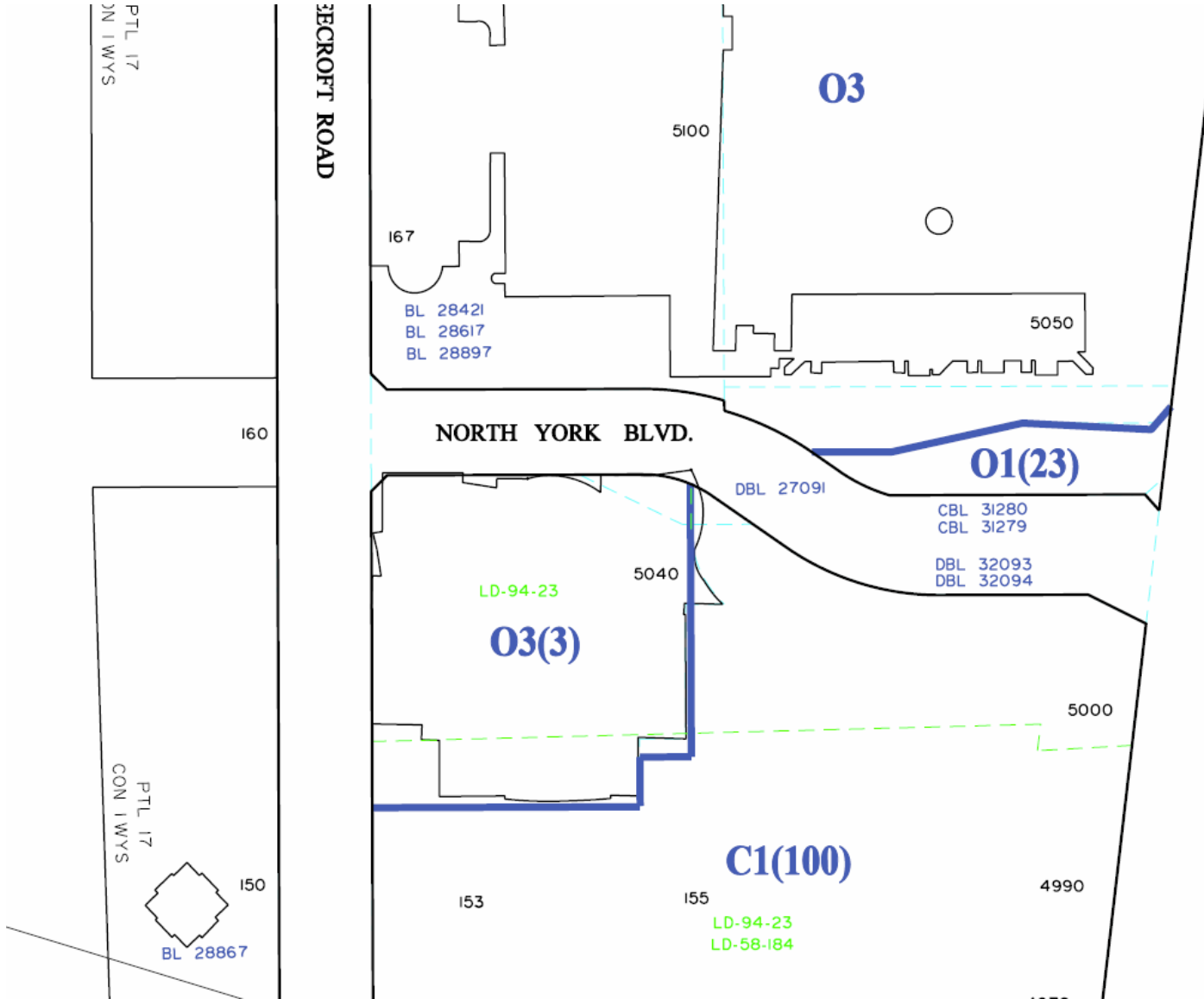
SIGNATURE

Edward Tipping, Deputy Chief Building Official and Director, Toronto Building
 North York District

ATTACHMENTS

- ATTACHMENT 1 ZONING MAP – WEST SIDE OF YONGE STREET
- ATTACHMENT 2 SATELLITE IMAGE OF SITE
- ATTACHMENT 3 EXISTING EAST WALL OF 5040 YONGE ST
- ATTACHMENT 4 EXISTING GROUND SIGN AT YONGE ST. ENTRANCE
- ATTACHMENT 5 EAST ELEVATION WALL SIGNS – SUBMITTED BY APPLICANT
- ATTACHMENT 6 APPLICANT'S LETTER

Sign Variance 5040 Yonge St.



ATTACHMENT 1
ZONING MAP WEST SIDE OF YONGE STREET



ATTACHMENT 2 - SATELLITE IMAGE OF SITE

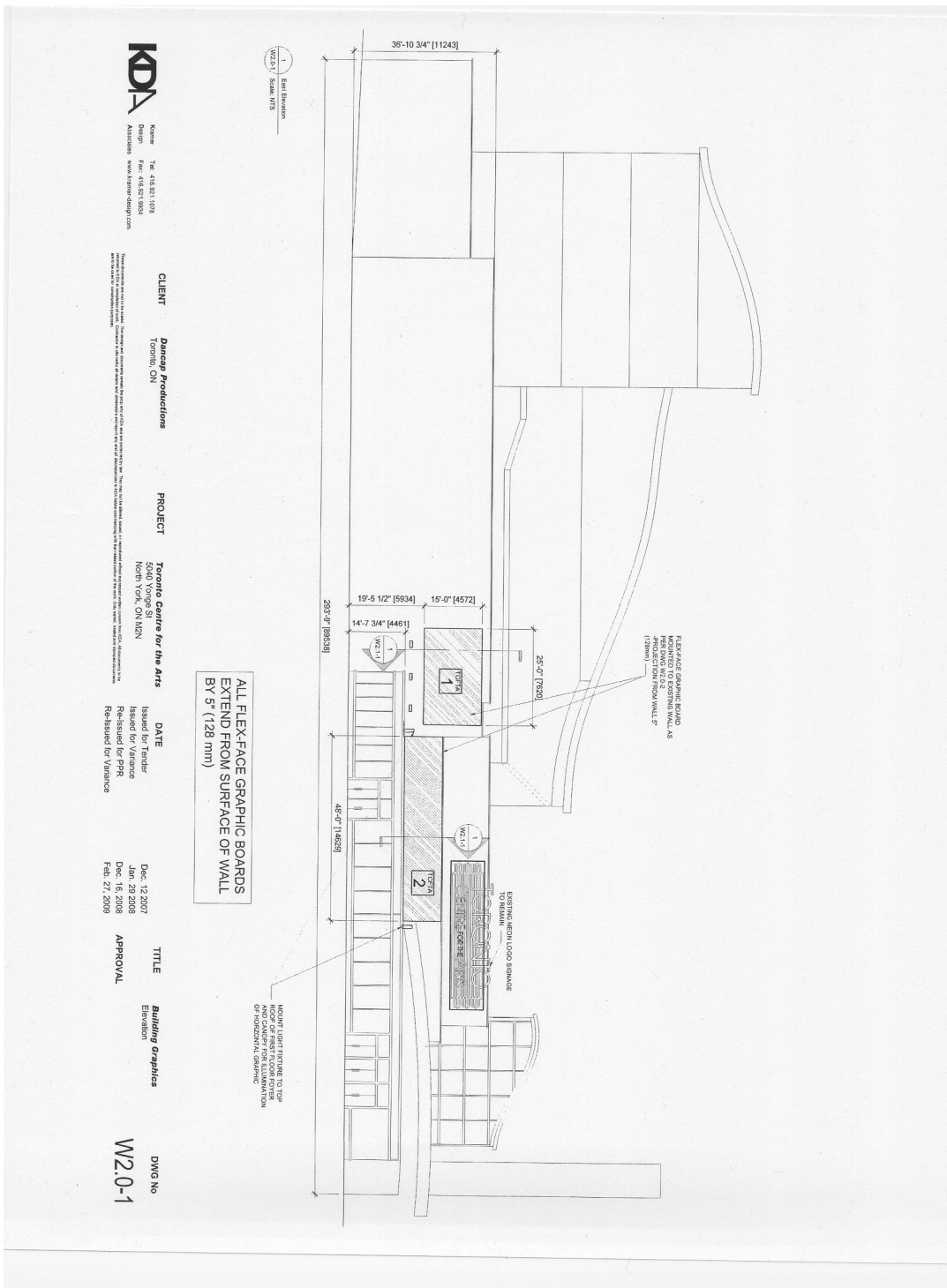


ATTACHMENT 3 - EXISTING EAST WALL OF 5040 YONGE ST



Existing Conditions -Pylon

ATTACHMENT 4 - EXISTING GROUND SIGN AT YONGE ST. ENTRANCE



**ALL FLEX-FACE GRAPHIC BOARDS
EXTEND FROM SURFACE OF WALL
BY 5" (128 mm)**

KDA
KDA
Toronto, ON

CLIENT Danap Productions
Toronto, ON

PROJECT Toronto Centre for the Arts
5040 Yonge St
North York, ON M2N

DATE
Issued for Review
Revised for PPR
Revised for Variance

TITLE Building Graphics
Elevation

DWG No W2.0-1

Des: 12-2007
Rev: 03-2008
Dec: 16-2008
Feb: 27-2009

ATTACHMENT 5 - EAST ELEVATION WALL SIGNS



Branding Solutions

Signage Programs

Themed Environments

Kramer Design
Associates Limited
103 Dupont Street
Toronto, ON M5R 1V4

T. 416.921.1078
F. 416.921.9934
www.kramer-design.com
info@kramer-design.com

February 27, 2009

To Whom It May Concern:

Kramer Design Associates is applying for a Variance to the Sign By-Law 30788 with respect to the PPR application 08 230172 ZPR 00 ZR on behalf of Toronto Centre for the Arts. We respectfully request that the City of Toronto approve our application for sign variance to effectively promote and identify upcoming theatrical productions at the Toronto Centre for the Arts (TCPA) located in Willowdale (Ward 23).

Background:

The theatre was originally completed in 1993 and opened with the inaugural, musical production of Show Boat. At that time, TCPA was granted several sign variances in order to effectively promote show productions including: (1) 30' x 40ft. back-lit display visible to Yonge street fixed to the fly-tower, (1) dimensional, animated 'show' logo visible to Yonge Street over the main entrance canopy. (1) Large scale, painted mural with external lighting along the building façade visible also visible to Yonge Street and the (1) free-standing pylon at the corner of Yonge Street that remains today. After the previous theatre tenant vacated the premises, several of the theatre signs were removed from the building due to TCPA no longer having similar large-scale productions.

Since the theatre was completed three high-rise developments most notably the Trimark tower was completed that have significantly reduced the visibility of the TCPA making the challenge of effectively promoting theatrical production more challenging.

We are asking to introduce new signage at TCPA that replaces the previously granted exceptions to the sign bylaw in adjusted formats to conform to the new visibility issues that reflect the increased urban density surrounding TCPA.

The requested sign variance is essential to the successful promotion of upcoming theatrical productions being staged by TCPA.

Thank you in advance for your attention to this matter.

Yours truly,

Brian McCall
Senior Design Associate
KDA

ATTACHMENT 6 – APPLICANT'S LETTER