

**Sign Variance - 30 St Clair Ave W**

<b>Date:</b>	January 12, 2009
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 22 – St. Paul's
<b>Reference Number:</b>	P:\2009\ClusterB\BLD\Toronto and East York\2009TE006

**SUMMARY**

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

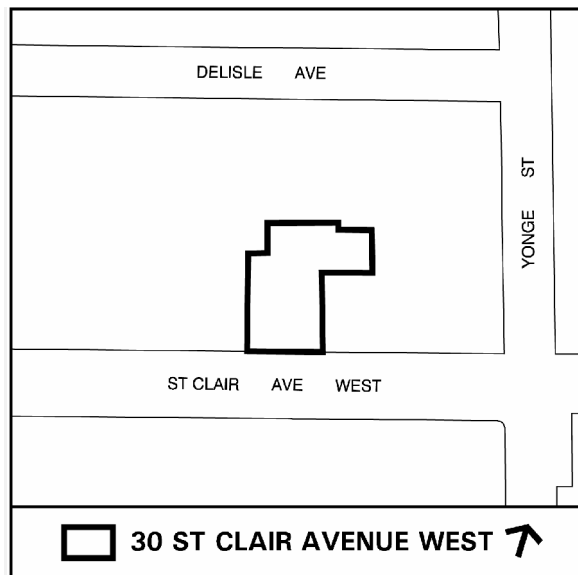
To review and make recommendations on a request by Svetlana Levant with Permit World on behalf of Equitable Trust for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign in the form of a corporate name and logo to identify “Equitable Trust” at the top floor level, on the west elevation of the building at 30 St. Clair Avenue West.

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 request for variances to permit, for identification purposes, an illuminated fascia sign in the form of a corporate name and logo to



represent “Equitable Trust ” at the top floor level, on the west projection of the front wall of the building, 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 a variance, 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 north side of St. Clair Avenue West in a CR zone. The property contains a 18-storey office building. The Yonge / St. Clair Area is busy for both pedestrian and vehicular traffic therefore appropriate signage identifying building tenants is important to the commercial stability of the building. The Equitable Trust is a major tenant and occupies three floors in the building. The applicant has requested permission for variances that will allow an illuminated fascia sign in the form of a corporate name and logo to represent “Equitable Trust” at the top floor level, on the west elevation of the projected portion of the front wall of the building at 30 St. Clair Avenue West.

The sign does 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)(b)	To install an illuminated fascia sign in the form of a corporate name and a logo to represent “Equitable Trust” at the top floor level, on the west elevation of the projected portion of the front wall of the building.	Only one fascia sign on the front wall of the building is permitted.
2. Chapter 297-10D (4)(d)	The proposed corporate name and logo sign would have a total height of 4.03m.	The 4.03m sign height would exceed by 1.03m, the maximum 3.0m sign height permitted.
3. Chapter 297-11AA (2)(b)	The proposed corporate name and logo sign has three segments. The logo portion of the sign would have a height of 1.76m. The other two parts displaying the corporate name consists of letters and each part is 0.72m high.	The proposed sign would not entirely contain letters only. The 0.72m height of letters in the sign would exceed by 0.22m, the maximum 0.50m height of letters permitted in this area.

## **COMMENTS**

The first variance is required because only one corporate name and logo sign per frontage of the building is permitted. The proposed sign would be the second corporate name and logo sign on the front wall of the building. The intent of the by-law is to avoid sign clutter on a building façade. In this case, an existing corporate name and a logo sign is located on the east elevation of the projected portion of the front wall while the proposed sign would be located on the west elevation of the other projected portion of the front wall of the building. In this case, the proposed sign and the existing fascia sign would not be visible from any single vantage point. The variance is technical and therefore acceptable. It is staff's opinion that the proposed sign would not add to a sense of clutter on the building facade.

The second variance relates to the height of the proposed sign. The height of signs on a building is regulated in order to prevent their adverse impact on the building to which they are attached, surrounding uses and the streetscape. In this case, although the sign is bit taller than permitted, the sign at the top floor level of the 18-storey building would not adversely impact the building, surrounding uses or the streetscape.

The third variance is required because the proposed sign would not entirely contains only letters and the 0.72m height of letters in the sign would exceed by 0.22m, the maximum 0.50m height of letters permitted in this area. The Yonge – St. Clair Part II Plan directs that signage should contribute to the attractiveness of the area. In this instance, although the proposed sign does not meet the Municipal Code requirement, the proposed sign is sized, designed and positioned to complement the building façade and it would not adversely impact the building or streetscape. It is staff's opinion that the proposed sign is distinctive and proportionally representative of the corporate identification signs located along this part of the Yonge and St. Clair Avenue West area.

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**

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Mario Angelucci, Acting Director, Toronto Building  
Toronto and East York District

## **ATTACHMENTS**

Attachment 1: Elevations and Sign Details

Attachment 2: Elevation

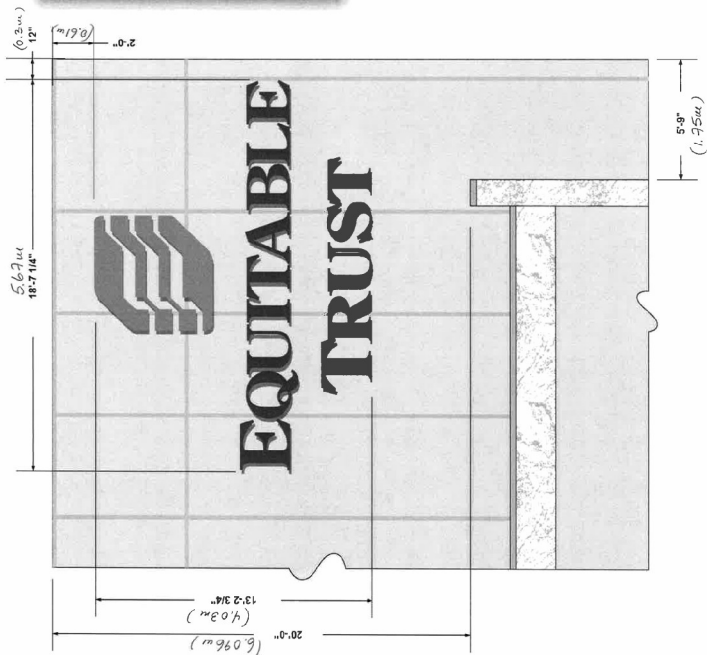
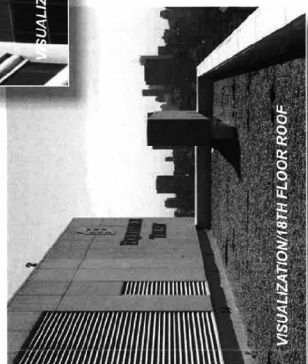
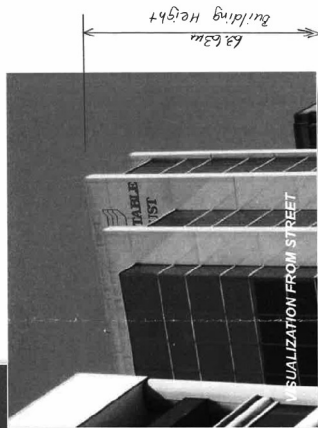
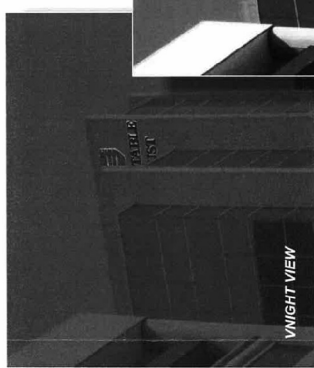
Attachment 3: Elevations

Attachment 4: Sign Details

# Attachment 1: Elevations and Sign Details

OPTION 1

HALO LIT CHANNEL LETTERS	
Installation:	Interior: <input type="checkbox"/> Exterior: <input checked="" type="checkbox"/>
#	Descriptions:
1	REVERSE HALO LIT ILLUMINATED CHANNEL LETTERS (WHITE ILLUMINATION)



## Elevations & Sign Details

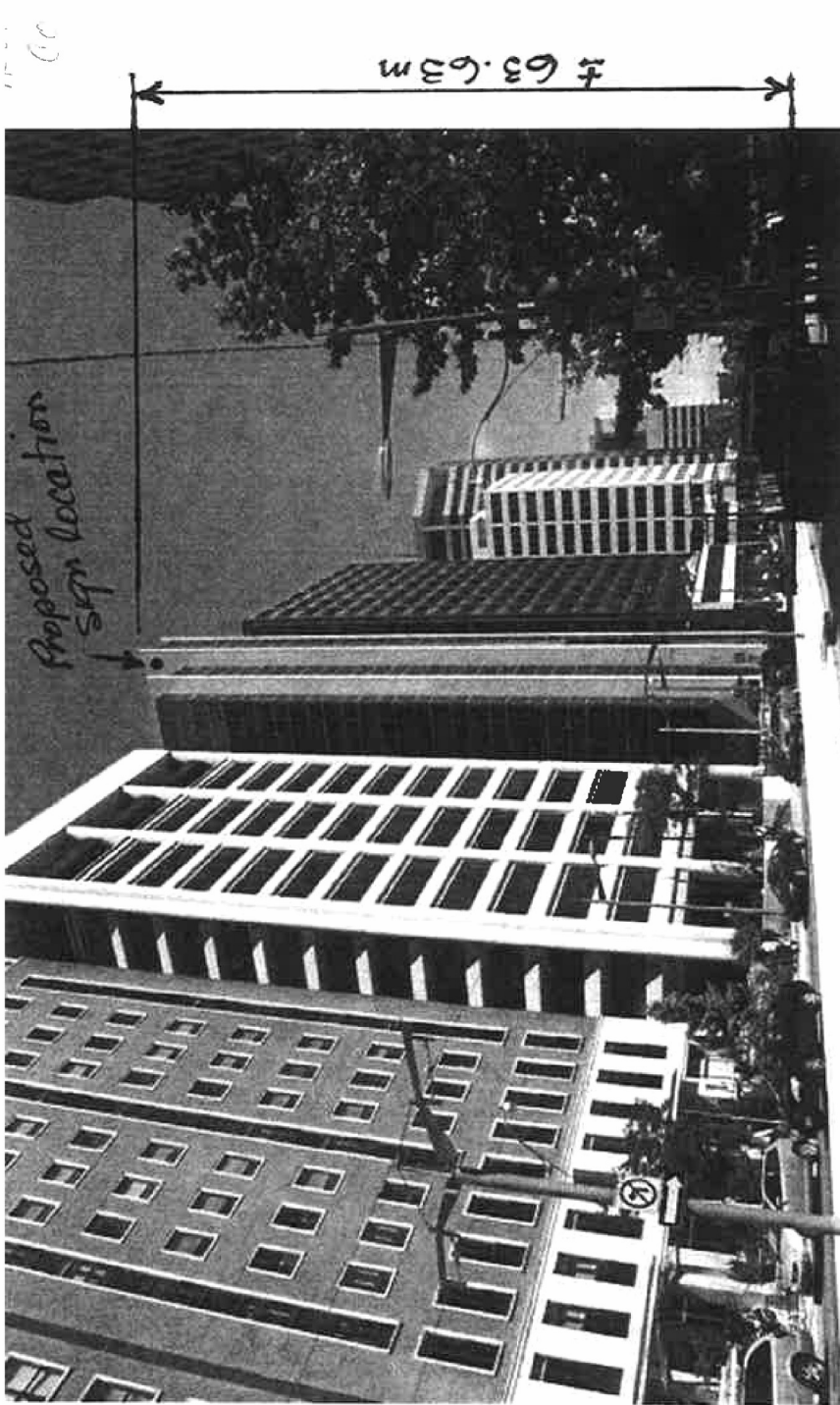
Applicant's Submitted Drawing

Not to Scale  
12/02/08

30 St Clair Avenue West

File # 08\_220824

Attachment 2: Elevation



**Elevation**

Applicant's Submitted Drawing

Not to Scale  
12/02/08

30 St Clair Avenue West

File # 08\_220824

**Attachment 3: Elevations**

last elevation existing sign to remain



Parapet wall on the east elevation

Proposed sign location for Equitable Trust



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**Elevations**

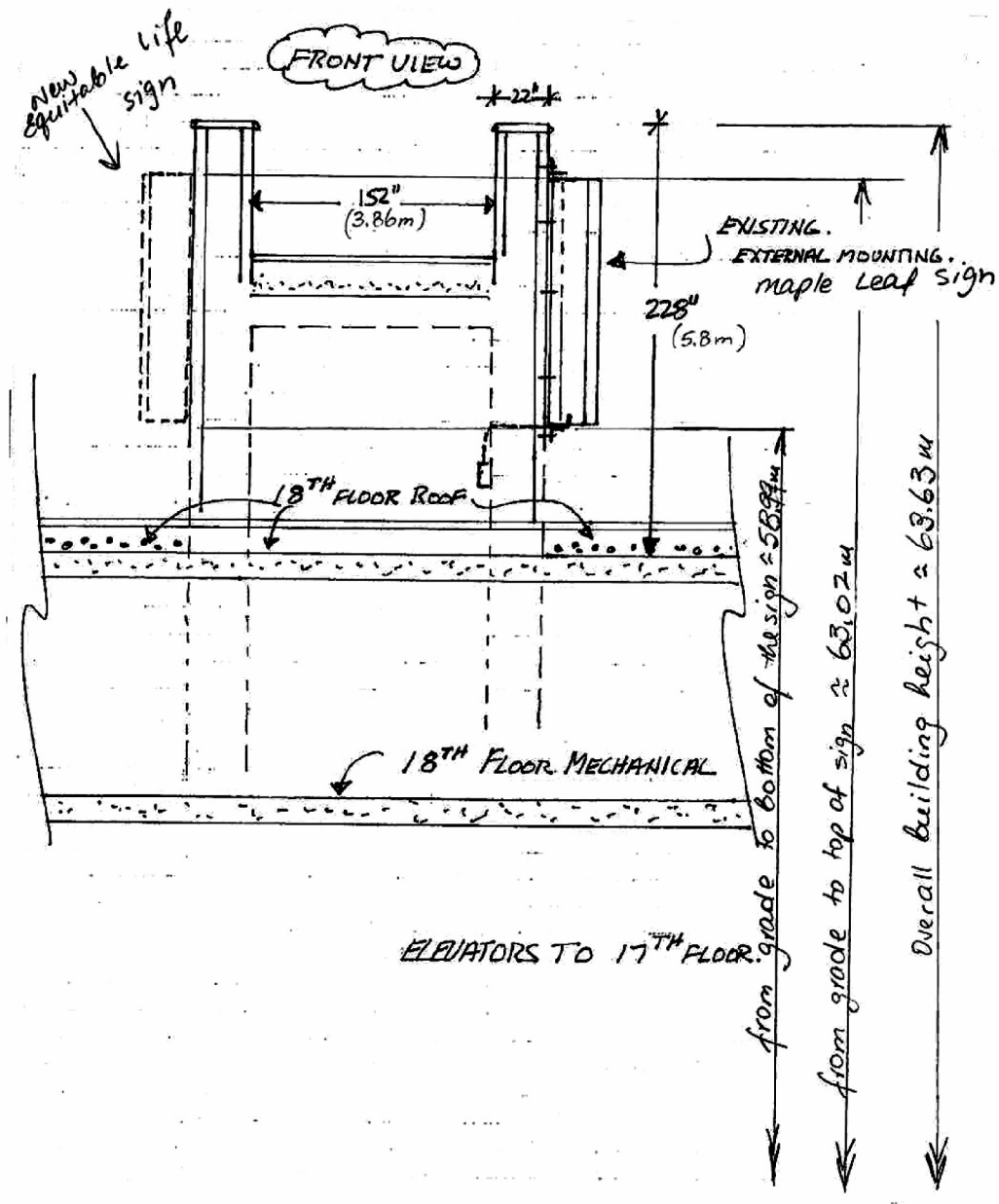
**30 St Clair Avenue West**

Applicant's Submitted Drawing

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Attachment 4: Sign Details



Sign Details

30 St Clair Avenue West

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