

**Sign Variance - 2180 Yonge St**

<b>Date:</b>	January 9, 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\Cluster B\BLD\Toronto and East York\2009TE005

**SUMMARY**

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

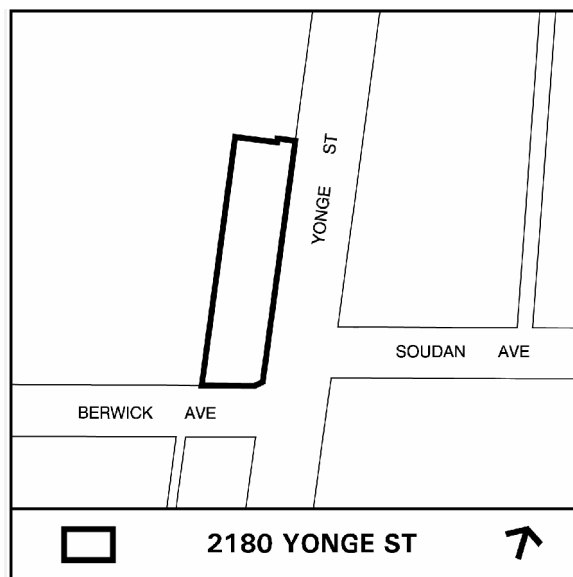
This report reviews and makes recommendations on a request by Denis Richard of Steel Art Signs, on behalf of Northam Realty for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of an existing fascia sign “TVOntario” with a non-illuminated fascia sign “TVO-makes you think” at the second floor level, on the east elevation of a parking garage in the building at 2180 Yonge Street.

Staff recommends approval of the application. The requested variance is 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 requested variance to permit, for identification purposes, replacement of an existing fascia sign “TVOntario” with a non-illuminated fascia sign



“two-makes you think” at the second floor level, on the east elevation of a parking garage in the building at 2180 Yonge Street.

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 CR zoned property is located at the northwest corner of a reverse “Z” shape, signalized intersection of Yonge Street/ Berwick Avenue/ Soudan Avenue. The property contains an eighteen-storey office building. The Proposal is to replace an existing first party “TVOntario” fascia sign, with a newly designed non-illuminated fascia sign “two-makes you think” at the second floor level, on the east elevation of the building. The proposed sign is 1.13m wide and 0.80m high with an area of 0.90m<sup>2</sup> (see Attachment graphics).

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Chapter 297-10D-5(d)	The sign will be located at the second floor level, on the east elevation of the parking garage in the building.	The sign would not be located on the wall of the business unit frontage of “TVO”.

### **COMMENTS**

The variance is required because the replacement sign would not be located on the wall of the business unit frontage of “TVO”. The Municipal Code requires that the signs be located on the wall of their respective business unit frontage in the building. The intent of the By-law is to ensure that each tenant has an opportunity to display adequate signage on the wall of their respective unit. In this instance, although the sign would not be located on the wall directly in front of the business unit it is advertising (TVO), TVO is located elsewhere in the building. The proposed sign would be located on the wall in front of the parking garage of the building which is the same location as the existing sign for this tenant. It is staff’s opinion that the proposed replacement fascia sign is well designed, sized and positioned to complement the building façade.

Staff recommends approval of the application. The requested variance is minor and within the general intent and purpose of the Municipal Code.

### **CONTACT**

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## **SIGNATURE**

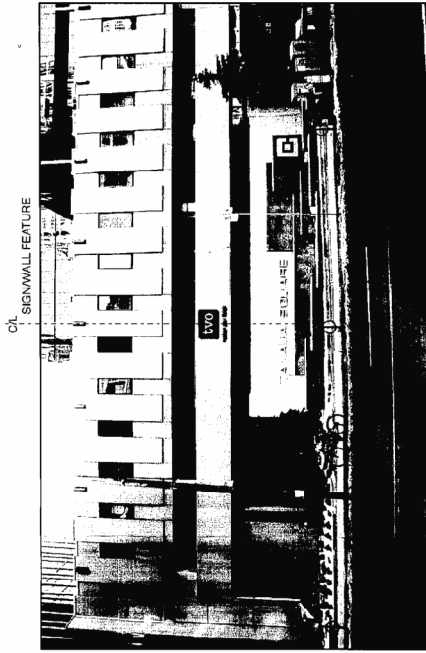
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Mario Angelucci, Acting Director, Toronto Building  
Toronto and East York District

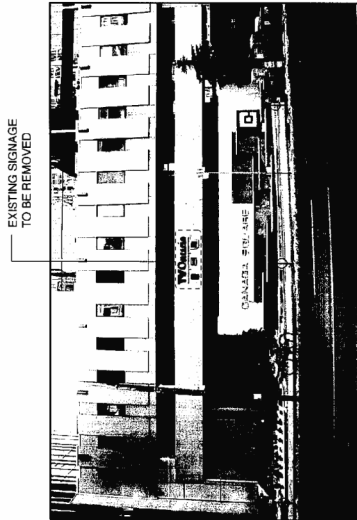
## **ATTACHMENTS**

Attachment 1: Elevations  
Attachment 2: Sign Details  
Attachment 3: Elevation & Section

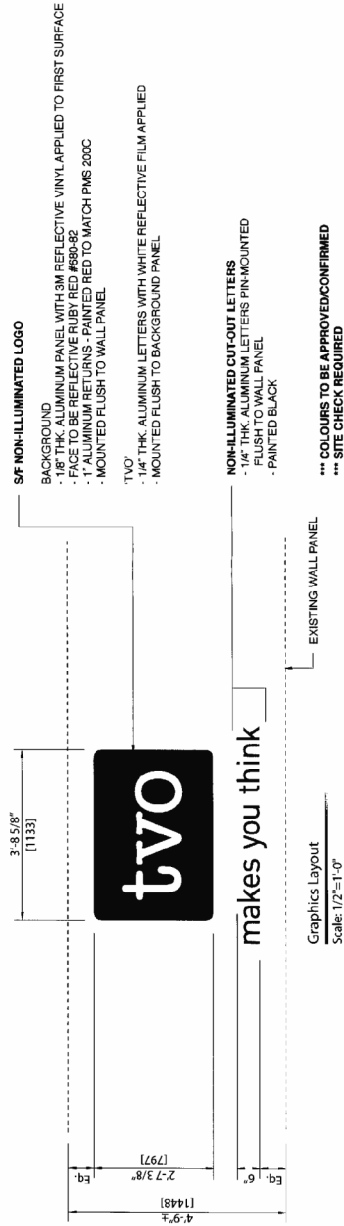
# Attachment 1: Elevations



Elevation - After  
nts



Elevation - Before  
nts



## Elevations

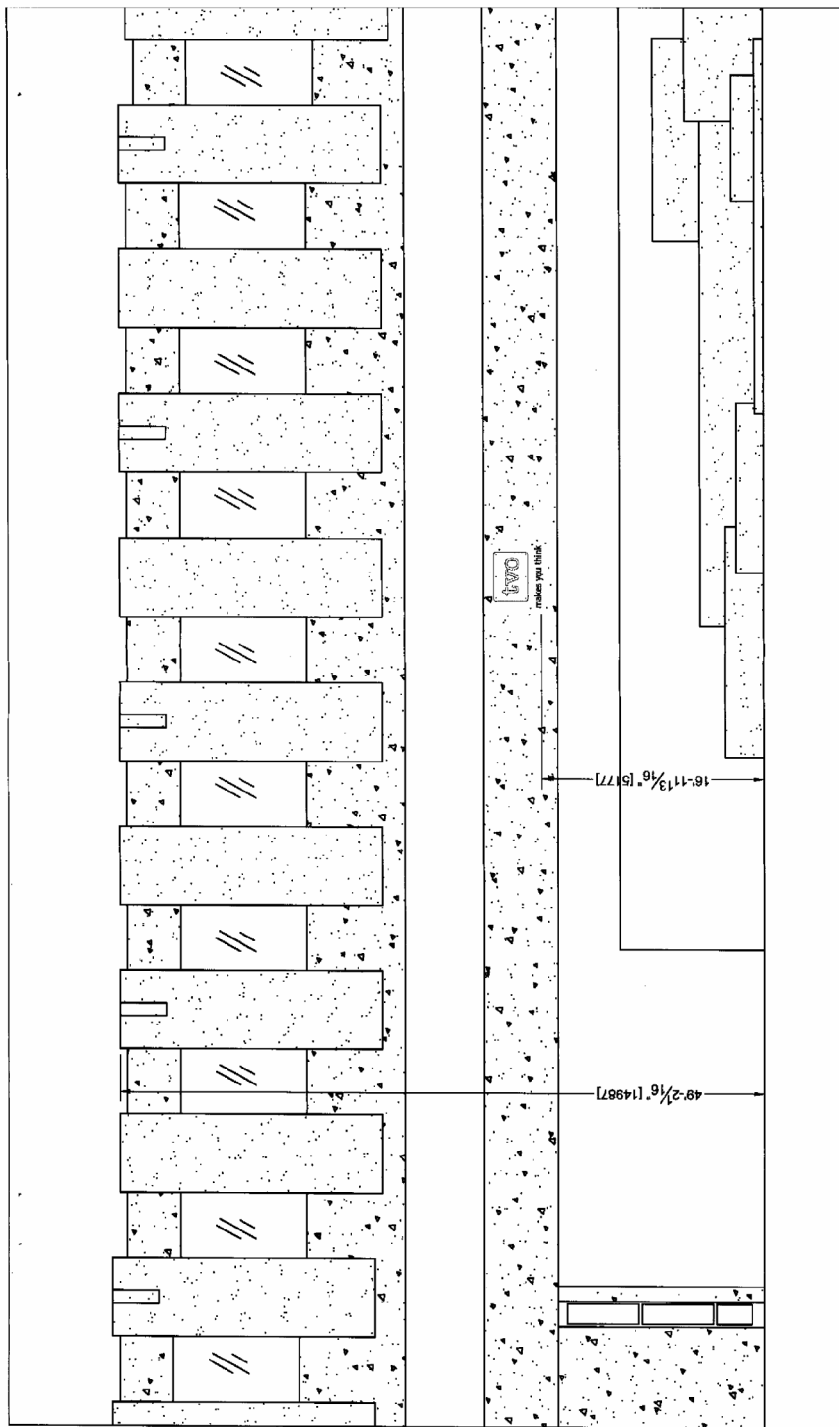
Applicant's Submitted Drawing

Not to Scale  
01/06/09

2180 Yonge St

File # 08\_226157

Attachment 2: Sign Details



1 EAST ELEVATION DETAIL  
SCALE: 1/8" = 1'-0"

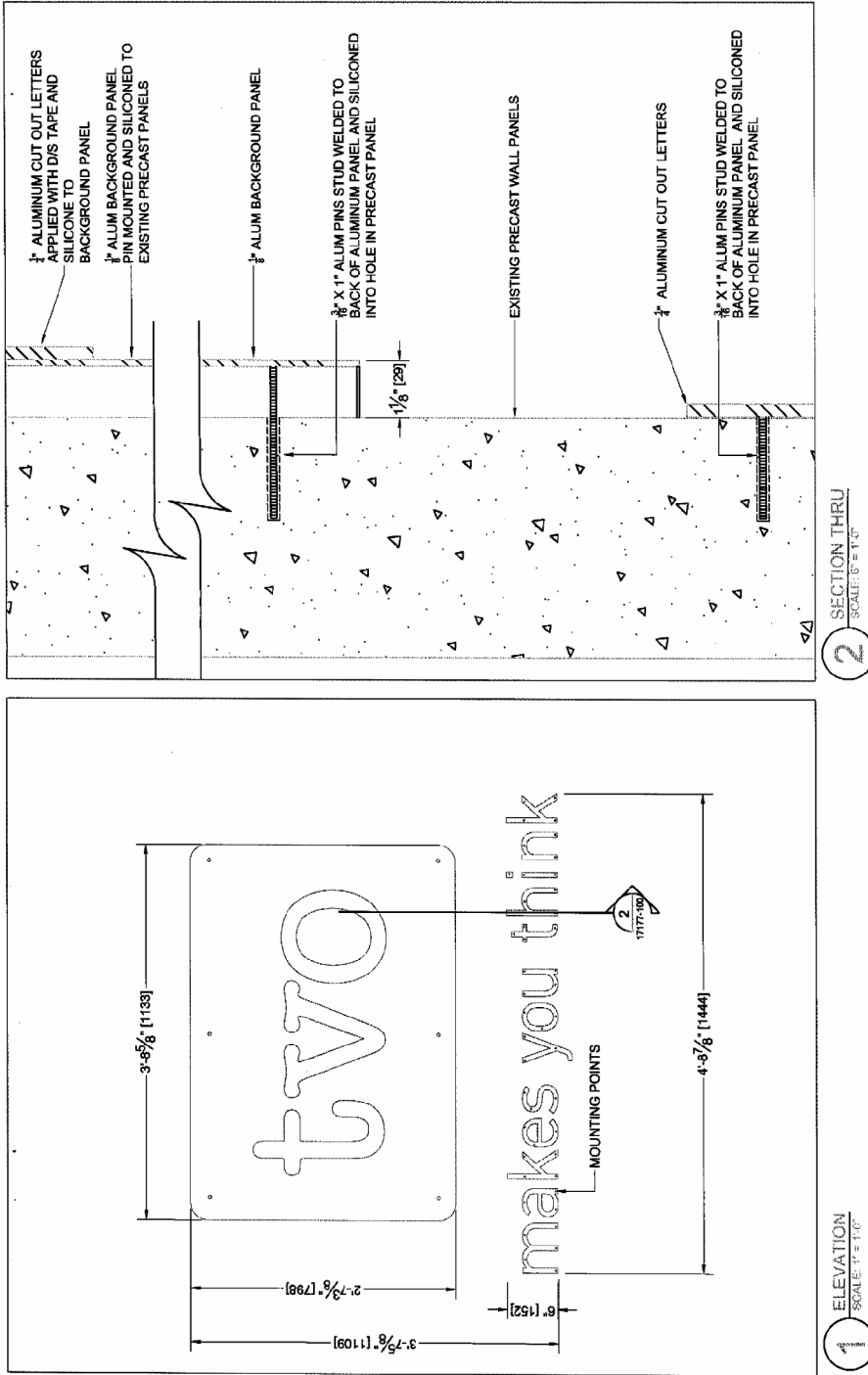
2180 Yonge St

Sign Details  
Applicant's Submitted Drawing

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Attachment 3: Elevation & Section



2180 Yonge St

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Elevation & Section  
 Applicant's Submitted Drawing

Not to Scale  
 01/06/09