

Sign Variance - 350 Victoria St

Date:	January 6, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE003

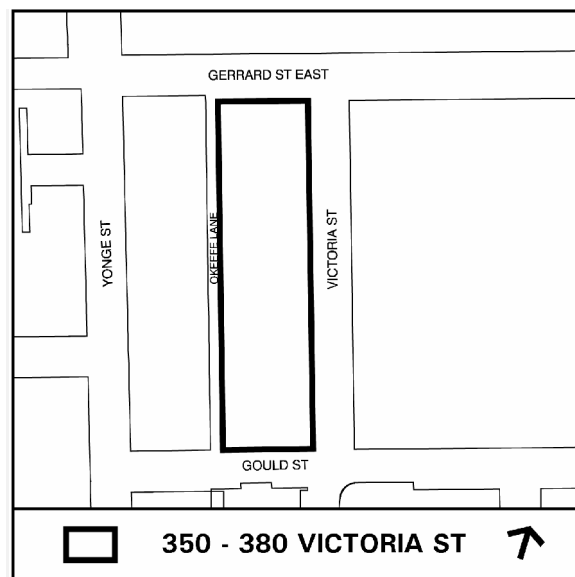
SUMMARY

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 Dominic Magnone of Ryerson University for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to represent “RU” and “Ryerson” at the top floor level, on the east elevation of the building and one illuminated fascia sign in the form of a corporate name to represent “Ryerson University”, at the top floor level, on the west elevation of the building at 350

Victoria Street. The building forms a part of the Ryerson University Campus. The proposed signs are part of an integrated and unified signage program for the Ryerson University Campus buildings.

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



RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council to permit, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to represent “RU” and “Ryerson” at the top floor level, on the east elevation of the building and one illuminated fascia sign in the form of a corporate name to represent “Ryerson University”, at the top floor level, on the west elevation of the building at 350 Victoria Street 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 ten storey building at 350 Victoria Street known as the “Library Building” is located on the northwest corner of Victoria and Gould Streets. The building is part of the Ryerson University Campus and it is located in a Q zone. The proposal is to install, for identification purposes, two illuminated fascia signs “RU” and “Ryerson” at the top floor level, on the east elevation and one illuminated fascia sign “Ryerson University” at the top floor level, on the west elevation of the building at 350 Victoria Street. The illuminated fascia sign “RU” on the east elevation is 5.6m wide and 2.8m high with an area of 15.68m². The illuminated fascia sign “Ryerson” on the east elevation is 9.4m wide and 1.6m high with an area of 15.04m². The illuminated fascia sign “Ryerson University” on the west elevation is 22.0m wide and 1.6m high with an area of 35.2m².

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
1. Chapter 297-10D(4)(b)	Two illuminated fascia signs are proposed for the east elevation of the building.	Only one fascia sign per building face is permitted.
2. Chapter 297-10D(4)(e)	The proposed sign on the west elevation of the building would have an area of 35.2m ² .	The 35.2m ² sign area of the sign on the west elevation would exceed by 10.2m ² , the maximum 25.0m ² sign area permitted.

COMMENTS

The library building where the signs are proposed to be installed is a part of the Ryerson University Campus. The University has developed a plan for a unified signage program for the campus.

The first variance is required because only one sign per building face is permitted, whereas, there would be two fascia signs on the east elevation of the building. Although these two signs are on opposite ends of the east elevation of the building, one sign represents the logo and one the name. Furthermore, they have been designed to compliment each other and are well placed on the east face of the building.

The second variance is required because the 35.2m² sign area on the west elevation of the building would exceed by 10.2m², the maximum 25.0m² sign area permitted. Although, the area of the proposed sign on the west elevation exceeds the permitted size, the proposed sign is designed, sized and positioned to complement the building facade. The proposed signs are consistent with other signs at the campus, as they form part of the unified identification program for the Ryerson University Campus buildings. It is staff's opinion that the three proposed signs would not adversely impact the buildings to which they are attached, surrounding uses or the streetscape.

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

CONTACT

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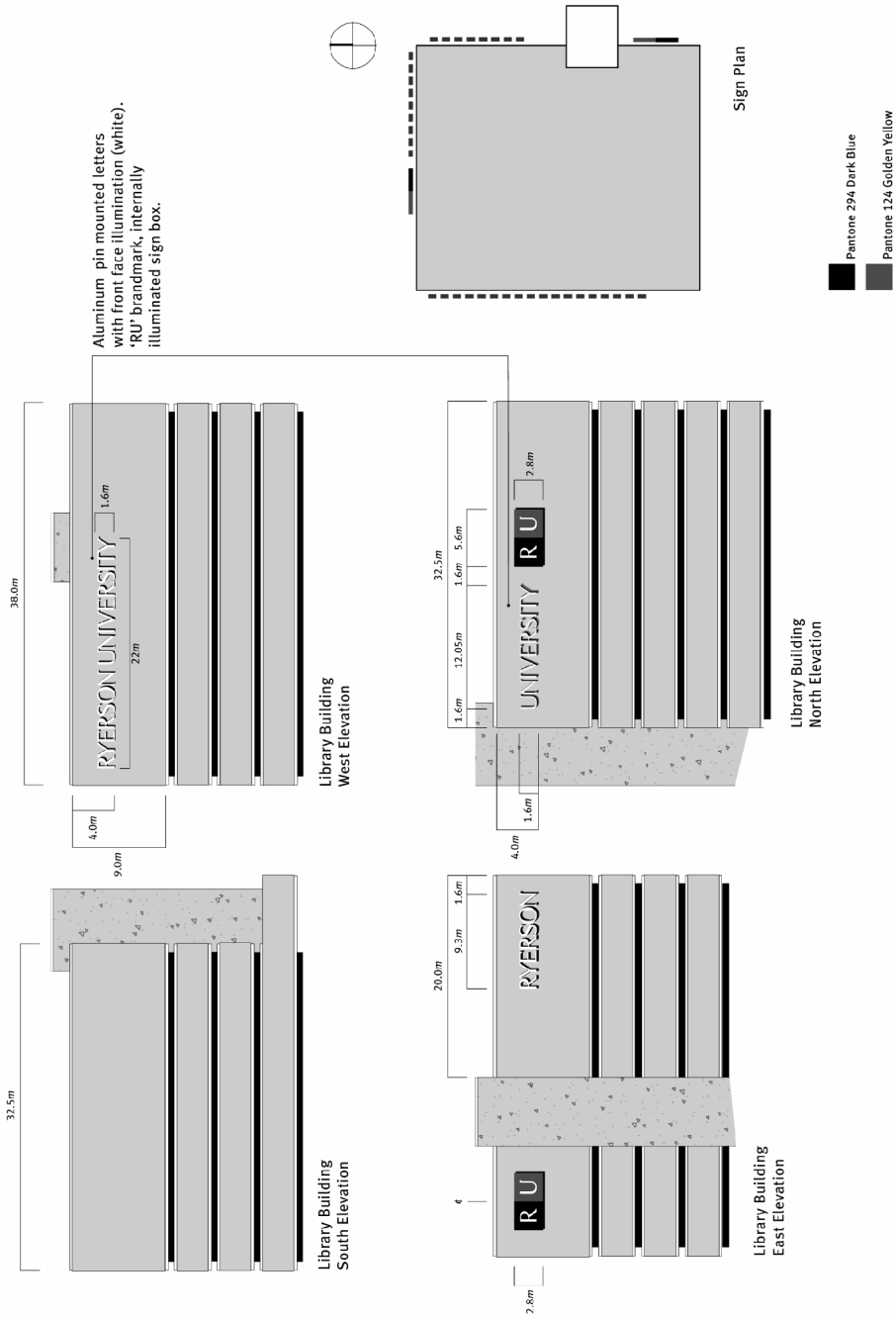
SIGNATURE

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Elevation
Attachment 3: Elevation

Attachment 1: Elevation



Elevations
 Applicant's Submitted Drawing
 Not to Scale
 01/16/09

350-380 Victoria Street

File # 08_227163

Attachment 2: Elevation



Benchmark visible at urban scale

Library building - East elevation.



Benchmark visible at urban scale

Elevations
350-380 Victoria Street

Elevations
Applicant's Submitted Drawing

Not to Scale
01/13/09

File # 08_227163

Attachment 3: Elevation



Brandmark visible at urban scale

Library building, North and west elevations.



Brandmark visible at urban scale

350-380 Victoria Street

Elevations

Applicant's Submitted Drawing

Not to Scale
01/15/09

File # 08_227163