

**Sign Variance - 15 Mill St**

<b>Date:</b>	March 30, 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 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	P:\2009\Cluster B\BLD\Toronto and East York\2009TE028

**SUMMARY**

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

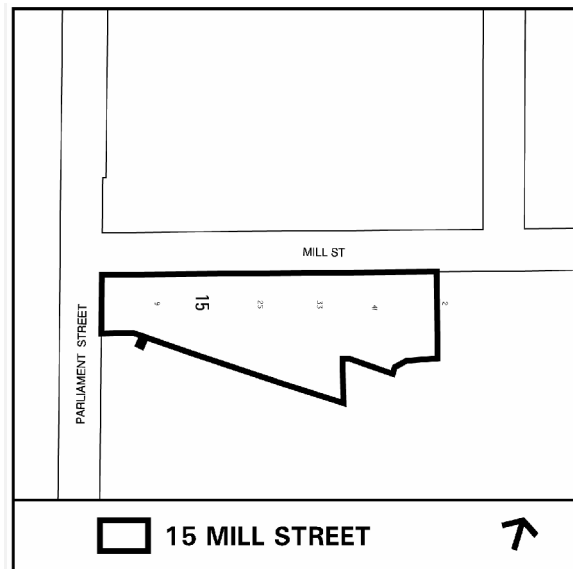
This report reviews and makes recommendations on a request by David Adam of Zip Signs Ltd., on behalf of DHD Developments Inc., owner, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, the installation of 3 illuminated fascia signs to be used for identification purposes along the ground floor of the north elevation of the building municipally known as 15 Mill Street.

Staff recommends approval of the application. The 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 request for a variance to permit, the installation of 3 illuminated first party fascia signs along the ground floor of the north elevation of the building municipally known as 15 Mill



Street on condition that energy efficient lights be used.

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 south-east corner of Mill and Parliament Streets and is zoned IC-Industrial. The property contains a 32 storey residential tower with commercial uses on the ground floor. The applicant is requesting approval to install a total of 5 first party signs along the ground floor of the north elevation of the existing building for a new tenant "TD Canada Trust". Two of the proposed sign are projecting type signs consisting of the logo for TD Canada Trust. These two signs comply with Chapter 297, Signs, of the former City of Toronto Municipal Code. It is further proposed to install 3 illuminated fascia signs which are also intending to identify the tenant within the ground floor of the building. Two of the three proposed fascia signs would have dimensions of 5.4m x 0.7m and contain the corporate name "TD Canada Trust". The third fascia sign would have dimensions of 4.5m x 0.7m and would be used to direct patrons of the bank to where the automated banking machine "Green Machine" is located.

The signs do 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>
1. Chapter 297 - 2	To install 3 illuminated fascia signs mounted on the underside of the brick veneer wall above.	Fascia signs are defined as being fastened wholly on the wall or parapet wall of a building and therefore as proposed the fascia signs do not meet the definition of fascia sign and are not permitted.

### **COMMENTS**

The proposed signage will serve a new tenant presently located in the ground floor of the building. Entrance to this unit is along the north face of the building. The requested variance is technical in nature as the three fascia signs are attached to the underside of the brick veneer wall by way of a metal angle. The by-law defines fascia signs as being fastened wholly on the wall of a building. The method of fastening the sign does not meet the strict interpretation of the definition of a fascia sign and as such requires the above variance to be addressed by Community Council.

Directly opposite the proposed signs is a parking lot and as such the illumination from the proposed signs will not be detrimental to the adjacent properties.

Staff are of the opinion that the requested variance is technical in nature and that the resulting sign would not adversely affect the surrounding properties.

**CONTACT**

Norm Girdhar, Assistant Planner

Tel. No. 416-392-7209

Fax No. 416-392-7536

E-mail: ngirdhar@toronto.ca

**SIGNATURE**

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

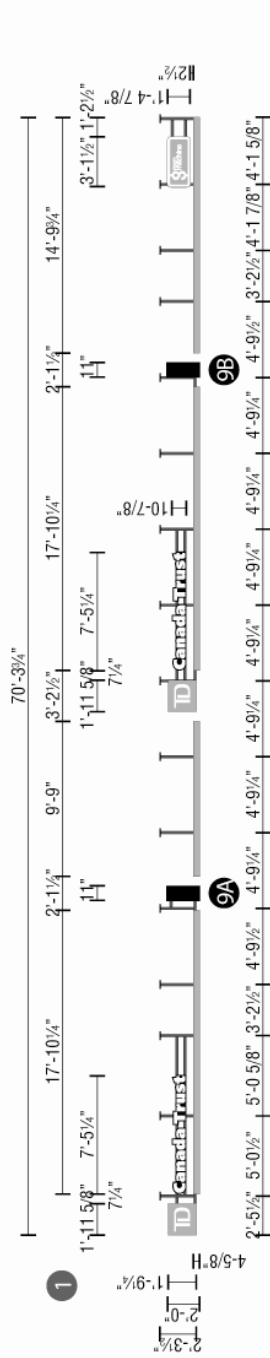
**ATTACHMENTS**

Attachment 1: Sign Details

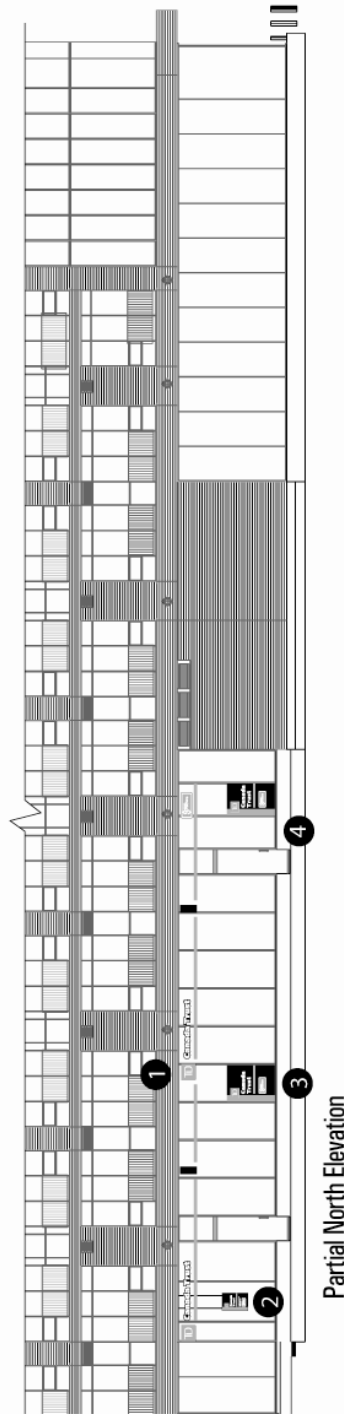
Attachment 2: Sign Details

Attachment 3: Sign Details

# Attachment 1: Sign Details



- Design Notes**
- 1) Design wind load = 21.5psf
  - 2) Aluminum tube & plates = 6061-T6
  - 3) Connection bolts - Grade A307 min.



## Sign Details

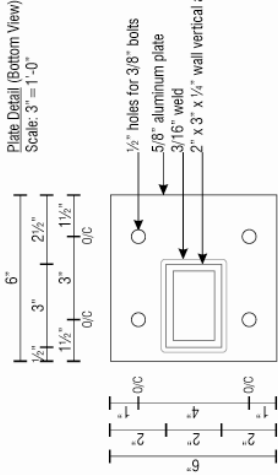
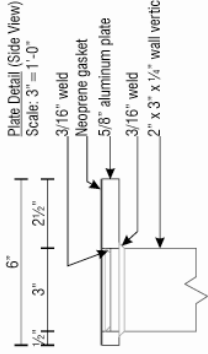
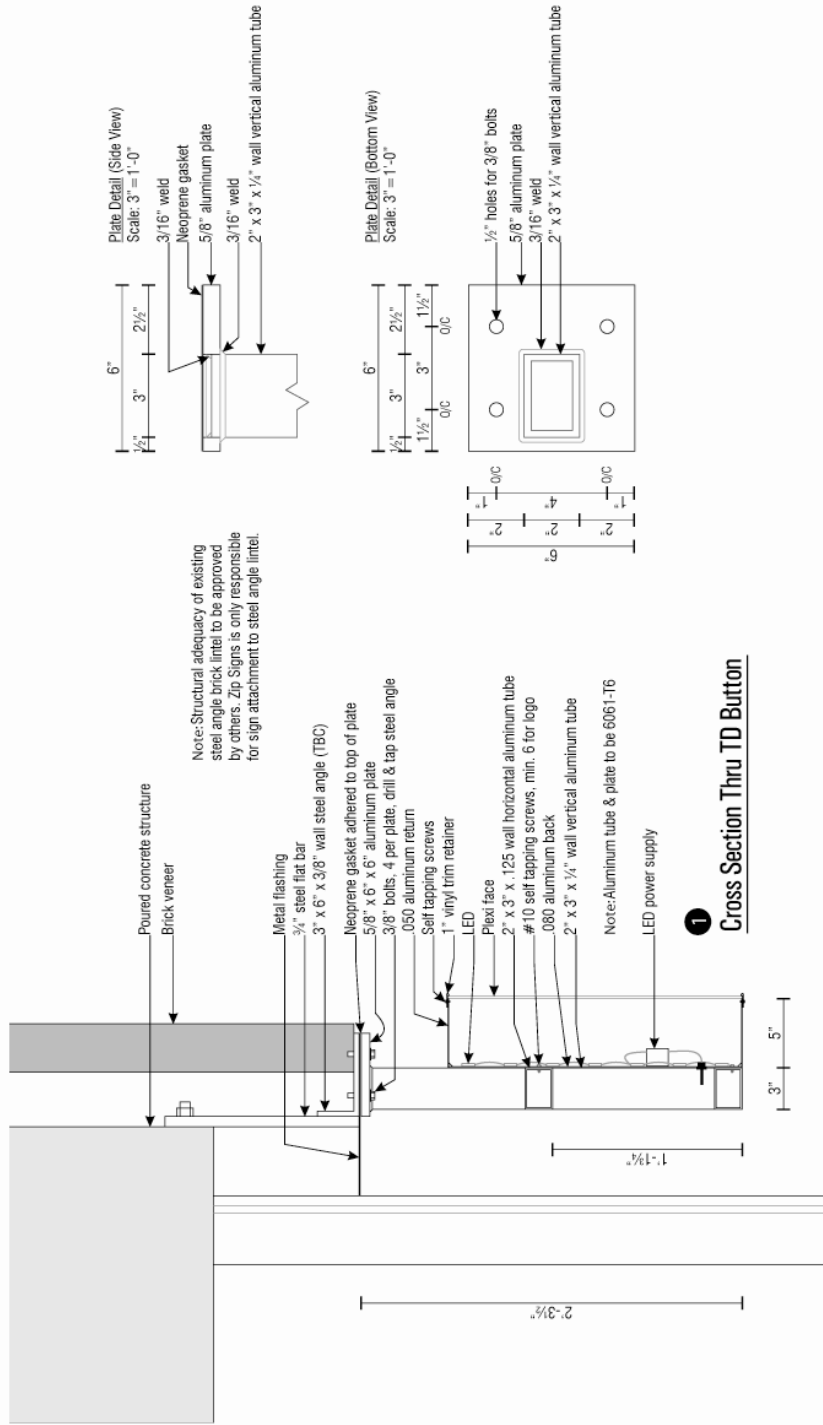
Applicant's Submitted Drawing

Not to Scale  
03/31/09

15 Mill Street

File # 09\_110807

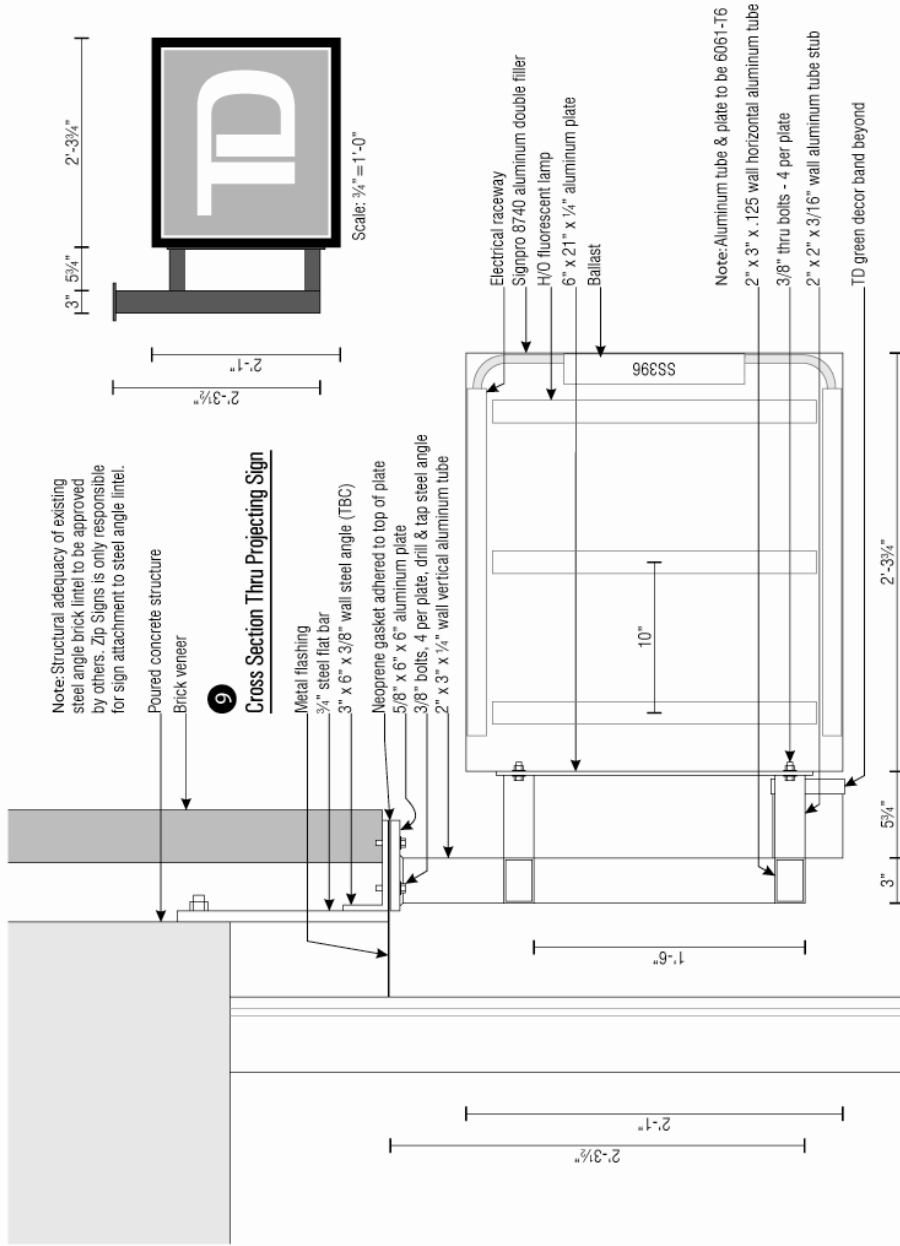
## Attachment 2: Sign Details



**15 Mill Street**  
File # 09\_110807

**Sign Details**  
Applicant's Submitted Drawing  
Not to Scale  
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### Attachment 3: Sign Details



15 Mill Street

File # 09\_110807

Sign Details

Applicant's Submitted Drawing

Not to Scale  
03/31/09