

Sign Variance - 55 St Clair Ave W

Date:	May 5, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 22 – St. Paul's
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE036 09 103691 ZSV 00 ZR

SUMMARY

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

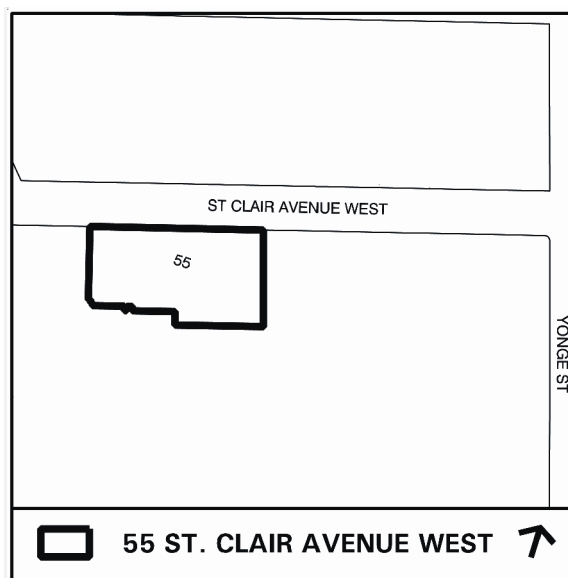
This report reviews and makes recommendations on a request by Svetlana Levant of Permit World, on behalf of G E Real Estate Equity, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a non-illuminated fascia sign in the form of a corporate name and a logo to identify “Cancer.Ca” on the fourth floor parapet wall, on the front elevation of the building at 55 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 requested variance to permit, for identification purposes, a non-illuminated fascia sign in the form of a corporate name and a logo to identify “Cancer.Ca”



- on the fourth floor parapet wall, on the front elevation of the building at 55 St. Clair Avenue West; and
2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of variances, 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 west of Yonge Street, on the south side of St. Clair Avenue West in a CR zone. The property contains a nine-storey commercial building with retail uses at the grade level. The building contains a step-up façade design. The building sets-back at the forth, fifth and seventh floor levels. The Canadian Cancer Society's office is located on the fifth floor of the building. The applicant is seeking permission to install a non-illuminated fascia sign in the form of a corporate name and a logo to represent "Cancer.Ca" on the fourth floor parapet wall, on the front elevation of the building. The proposed sign is 5.95m wide and 0.91m high with an area of 5.41m².

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 (5)(e)	To install a first party non- illuminated fascia sign in the form of a corporate name and a logo to represent "Cancer.Ca" on the fourth floor parapet wall, on the front elevation of the building.	An identification sign is permitted within the first two storeys or at the top floor level of a building.
2. Chapter 297-11AA (2)(b)	The logo portion of the sign is 0.91m wide and 0.91m high. The height of letters in the sign "Cancer.Ca" is 0.69m.	The proposed sign would not contain letters only. The 0.69m height of letters in the sign exceeds by 0.19m, the maximum 0.50m height of letters permitted in this area.

COMMENTS

The first variance is required because the proposed identification sign would be located above the second storey level of the building. The height of signs above grade is regulated in order to prevent their adverse impact on the building to which they are attached, surrounding uses and the streetscape. The office of Canadian Cancer Society is

located on the fifth floor of the building. In this case, the front wall of the fifth floor is set back almost three metres from the front wall of the fourth floor. For this reason, the sign located at the fifth floor level may not be visible to the pedestrian or to the motorists looking for the Canadian Cancer Society's office. Although, the sign in this case would not be located on the wall of the business unit frontage or at the second storey level of the building, it is staff's opinion that the sign located on the fourth floor parapet wall of the building would not be intrusive and therefore acceptable.

The second variance is required because the proposed sign would not contain letters only, and the 0.69m height of letters in the sign would exceed by 0.19m, the maximum 0.50m height of letters permitted. 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 distinctive and proportionally representative of the corporate identification signs located along this part of the Yonge and St. Clair Avenue West area. The sign is sized, designed and positioned to complement the building façade and it would not adversely impact the building or streetscape.

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

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

ATTACHMENTS

Attachment 1: Sign Details
Attachment 2: Sign Details

Architectural Drawing: Signage

Project: Cancer Research Center

Location: Interior

Material: Aluminum

Color: Yellow Vinyl (#930-015), Blue Vinyl (#930-127), Painted White

Notes:

- 1. SPECIFIC TIONS
- 2. ALUMINUM BLOCKS WELDED TO BACK OF SIGN
- 3. LETTERS AND LOGO
- 4. EXISTING WALL

Dimensions:

- Overall Length: 19'-6 7/16"
- Overall Width: 3'-0"
- Overall Height: 3'-0"
- Letter Height: 1/4"

Views:

- FRONT VIEW
- SIDE VIEW
- ISOMETRIC VIEW

Detail View:

DETAIL VIEW

Materials:

- 1. YELLOW VINYL (#930-015)
- 2. BLUE VINYL (#930-127)
- 3. PAINTED WHITE

Notes:

- 1. SPECIFIC TIONS

Sign Details

Applicant's Submitted Drawing

Not to Scale
05/11/09

55 St. Clair Avenue West

File # 09_103691

Attachment 2: Sign Details



Sign Details

Applicant's Submitted Drawing

Not to Scale
05/11/09

55 St. Clair Avenue West

File # 09 103691