

Sign Variance - 340 Yonge St

Date:	May 28, 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\2009TE042 09 137336 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.

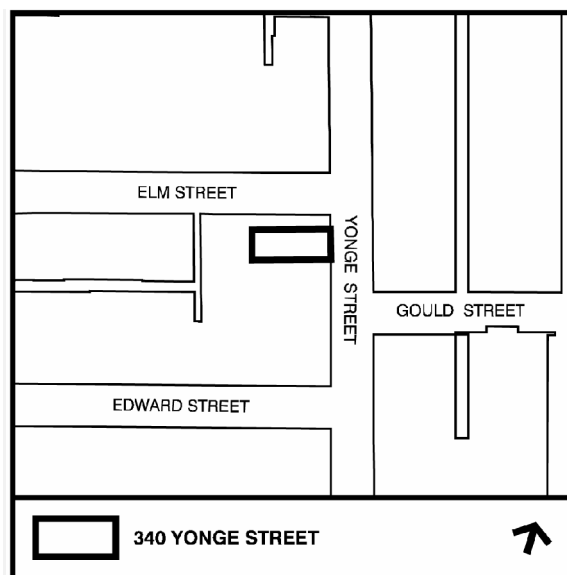
This report reviews and makes recommendations on a request by Jan Kubanek of ERA Architects, on behalf of Toronto Camera Centres Limited, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit removal of the existing fascia, canopy projecting signs and to install, for identification purposes, seven illuminated fascia signs and two illuminated projecting sign on the front elevation of the building at 340 Yonge Street.

Staff recommends approval of the application subject to the conditions described in this report and contained in the recommendations. 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 variances to permit, for identification purposes, seven



illuminated fascia signs and two illuminated projecting sign on the front elevation of the building at 340 Yonge Street subject to the following conditions:

- (a) signs attached to the building, including projecting signs, shall not be internally illuminated;
 - (b) energy efficient fixtures shall be used.
2. Prior to the issuance of a building permit the approval by the Manager of Heritage Preservation Services shall be obtained for the final design of the signs and the method of attachment including; and
3. 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

This property is located north of Dundas Street, on the on west side of Yonge Street. The property contains a three storey listed historic commercial building with retail uses at the grade level. The applicant is requesting permission, to the replace existing fascia signs, projecting signs and canopy signs with seven newly designed illuminated fascia signs and two illuminated projecting sign on the front elevation of the building. The proposed fascia sign at the first storey level over the main entrance is 3.20m wide and 0.53m high with an area of 1.70m². The fascia sign proposed on the sign band located at the second storey level is 12.75m wide and 0.45m high with an area of 5.74m². The fascia sign proposed on the sign band located at the third storey level is 12.75m wide and 0.30m high with an area of 3.83m². Each projecting sign is 0.45m wide and 2.55m high with an area of 1.13m². Each projecting sign would project 0.75m from the building to over the public walkway.

At its meeting of April 29 and 30, 2009 City Council adopted a report and recommendations relating to the “Signage Vision” for the Downtown Yonge BIA, which is intended to guide all large-format signage applications for the properties located within the study area. The study area includes properties with principle frontages directly on Yonge Street and Dundas Square from Gerrard Street to the north and Queen Street to the south and it also includes the small segment of Dundas Street between Yonge and Bay Streets. The signage vision evolved over a two year process that included consultation with the DYBIA membership, Area Councillor and various relevant City of Toronto Divisions, including Community Planning, Urban Design, Heritage Preservation Services and Transportation Services.

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(5)(e)	An illuminated first party fascia sign will be located at the third storey level of the building.	A fascia sign located above the second storey or more than 10.0m above grade is not permitted.
2. Chapter 297-2 (Definition)	The proposed fascia sign at the first storey level would be mounted against the canopy of the building.	A fascia sign which is not wholly mounted against the wall of the building is not permitted.
3. Chapter 297-10D(14)(c)	The proposed projecting signs would have an aggregate area of 2.26m ² .	The 2.26m ² aggregate area of the two projecting signs exceeds by 0.86m ² , the maximum 1.40m ² aggregate sign area permitted.
4. Metro By-law No. 118	Each projecting sign would project 0.75m from the building face.	The 0.75m sign projection would exceed by 0.29m, the maximum 0.46m sign projection permitted over the public walkway.

COMMENTS

With respect to the first and third variances, the height and area of signs above grade are regulated in order to minimize the negative impact of the signs on the building to which they are attached, surrounding uses and on the streetscape. Although the proposed signs do not conform precisely with the size or location requirements of the by-law, it is staff's opinion that the proposed signs as shown on the attached sign graphics are compatible with the listed heritage building and would not adversely impact the surrounding uses or streetscape.

The second variance is required because the proposed fascia sign at the first storey level would not meet the definition of a fascia sign. The Municipal Code requires that a fascia sign must be fully attached against the wall of a building. In this case, the sign resembles a fascia sign except that it would be attached to the ground floor canopy located just above the main entrance to the building. Staff considers that the variance is technical in nature and therefore acceptable.

With regard to the fourth variance, the proposed projecting signs are replacing the two existing projecting signs at this location. Although, the sign projection slightly exceeds the permitted projection over the public walkway, the signs are consistent with the other existing projecting signs in this area. The signs are designed, sized and positioned to complement the building façade.

Staff of Heritage Preservation Services have reviewed the plans and have advised that they have no objection subject to the conditions described above.

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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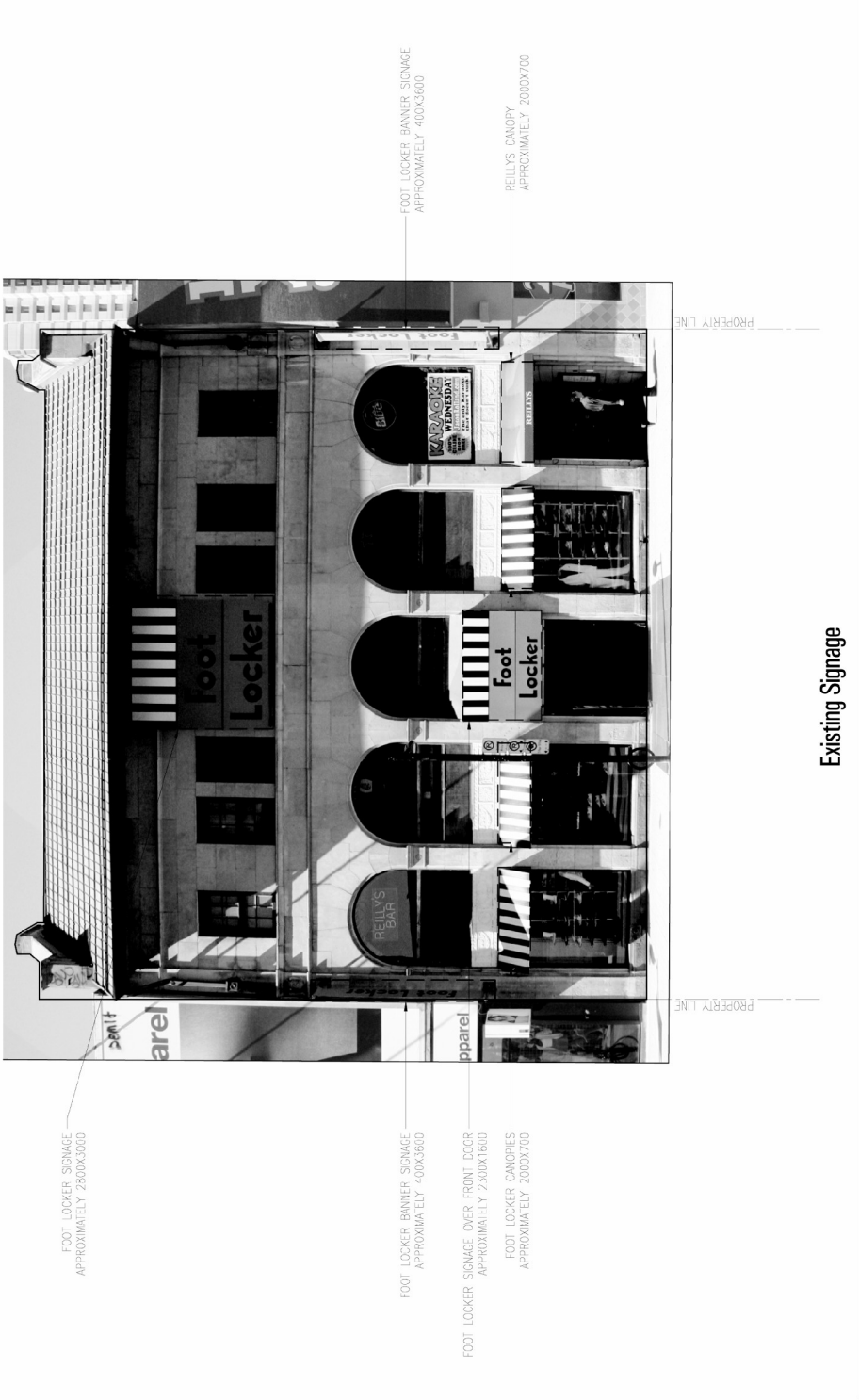
SIGNATURE

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

ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations
Attachment 3: Elevations

Attachment 1:



Elevations

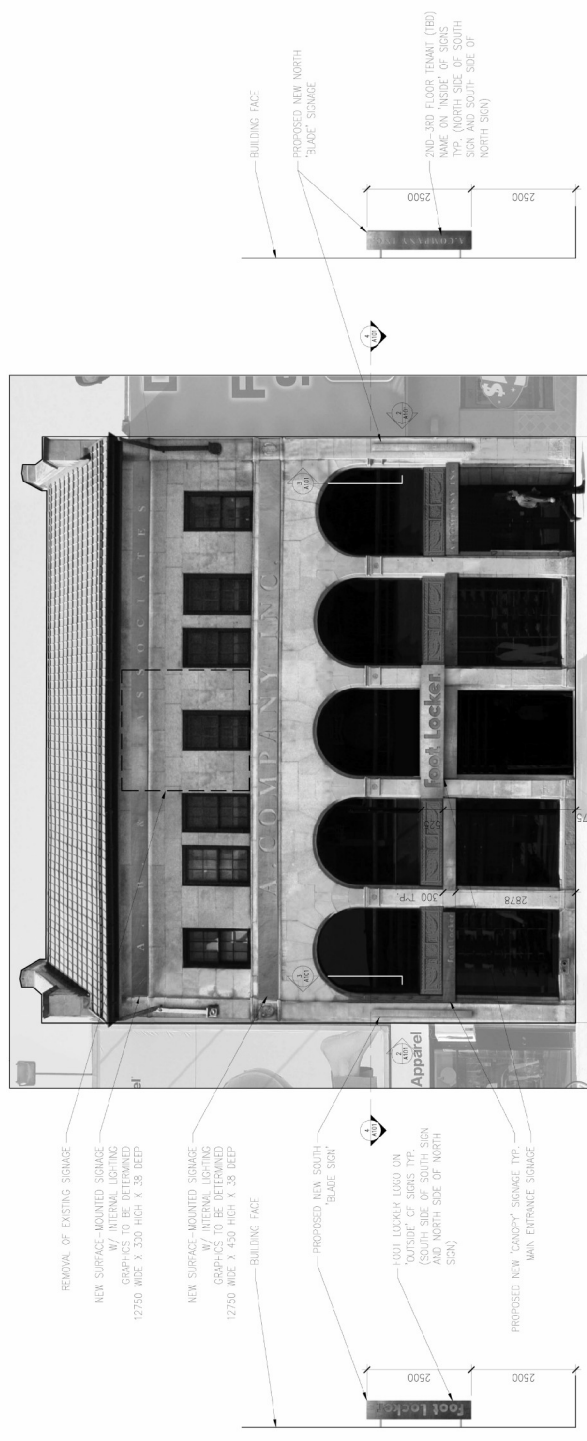
340 Yonge Street

Applicant's Submitted Drawing

Not to Scale
05/29/2009

File # 09_137336

Staff report for action – Sign Variance - 340 Yonge St



Proposed Signage

Elevations

340 Yonge Street

Applicant's Submitted Drawing

Not to Scale
05/29/2009

File # 09 137336

Staff report for action – Sign Variance - 340 Yonge St



Proposed Building Illumination

Elevations

Applicant's Submitted Drawing

Not to Scale
05/29/2009

340 Yonge Street

File # 09_137336