

Sign Variance - 439 University Ave

Date:	December 11, 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:\2010\Cluster B\BLD\Toronto and East York\2010TE011 09 181867 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.

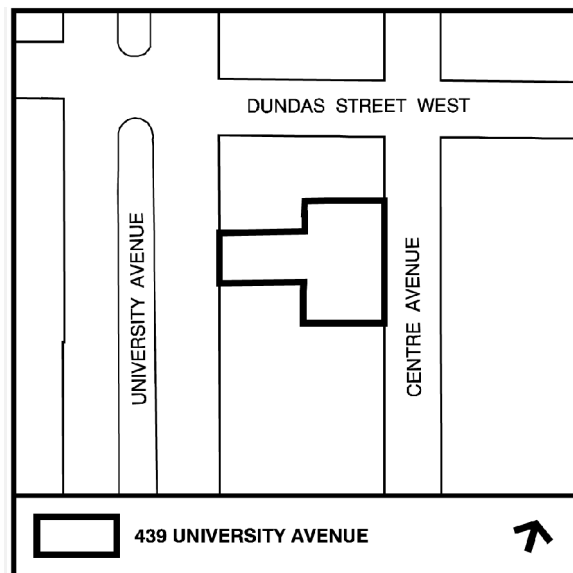
This report reviews and makes recommendations on a request by Robert Manning of Gregory Signs Ltd., on behalf of David Thompson at 3339637Canada Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign over the main entrance, at the third floor level, on the west elevation of the building at 439 University Avenue.

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 request for variances to permit, for identification purposes, an illuminated fascia sign at the third floor level, over the main entrance, on the west elevation of the building



at 439 University Avenue.

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 Bay Street and Front Street West in a Heritage Conservation District. The property contains a multi-storey Royal Bank Plaza building. The applicant is seeking permission to install an illuminated first party fascia sign containing an electronic message and animated display copy. The proposed sign would be installed on the staircase enclosure located on the northwest corner of the property at 200 Bay Street. The proposed sign is intended to telecast the latest financial news and highlights of the banking and financial industry in general.

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 297-11JJ (9)	The proposed first party fascia sign would be located at the third floor level of the building.	A first party fascia sign is not permitted to be located above the first floor level of the building.
2. Chapter 297-11JJ (11)	The proposed first party fascia sign would not be installed on a wall of its business unit in the building.	A first party fascia sign is required to be located on the wall of its business unit in the building.

COMMENTS

The first variance is required because the Municipal Code does not permit a first party fascia sign to be located above the first floor level of a building located along the University Avenue. In this case, Luminex Corporation is a major tenant and occupies four floors in the building. The applicant intends to install an identification sign at an appropriate location on the building façade to display their presence in the building. The sign would be located on a sign band which is just above the main entrance archway at the third floor level of the building. The second variance is required because the sign would not be located on a wall of its related unit in the building.

In this instance, although the sign would be located higher than the permitted level and it would also not be located on a wall of its business unit in the building, the sign is designed to blend in well with the building façade and it would not adversely impact the building, surrounding uses or the streetscape.

Staff recommends approval of the application. The requested 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

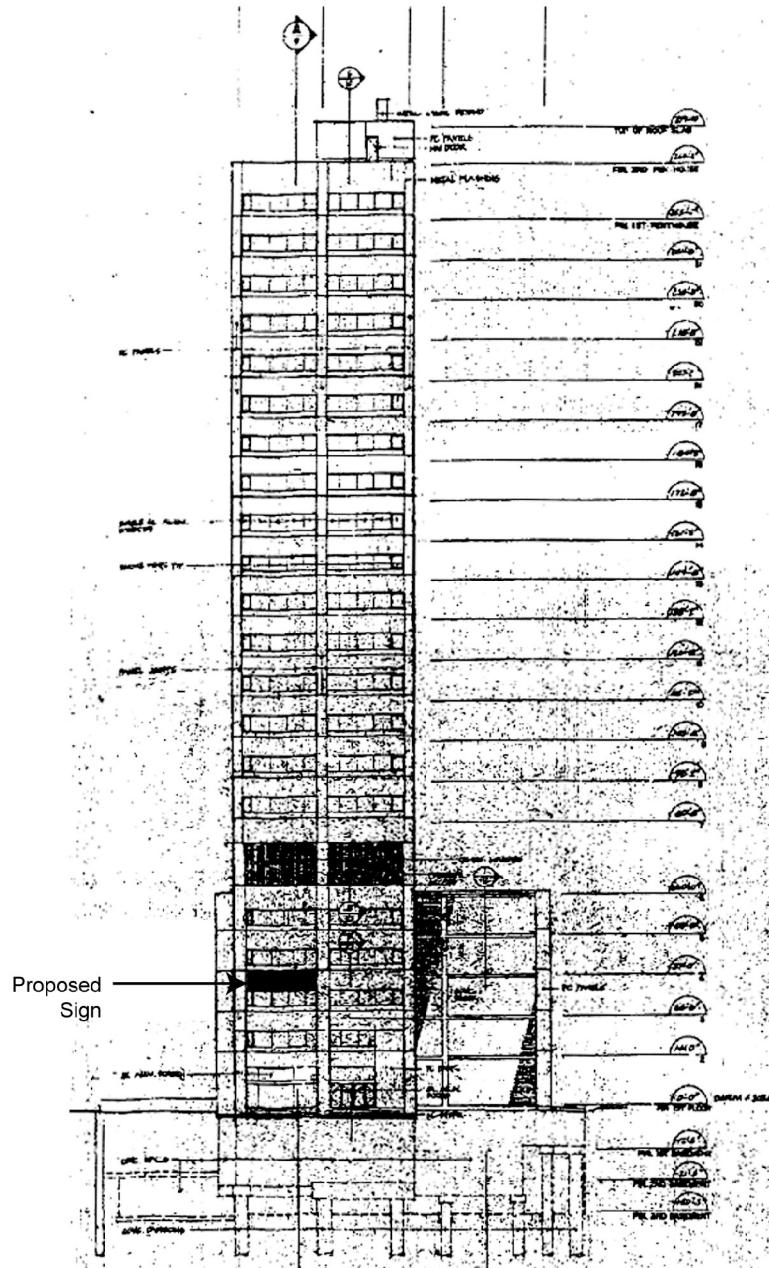
ATTACHMENTS

Attachment 1: West Elevation

Attachment 2: West Elevation Sign Details

Attachment 3: Site Plan

Attachment 1: West Elevation



West Elevation

Applicant's Submitted Drawing

Not to Scale
12/09/2009

439 University Avenue

File # 09_181867

Attachment 2: West Elevation Sign Details

Luminex letter area calculations

Letter	sq. in.	sq. m.
L	413.813	0.267
U	454.327	0.293
M	684.384	0.442
I	306.743	0.198
N	450.661	0.291
e	385.344	0.258
X	410.920	0.265
M	61.724	0.040
O	42.421	0.027
L	25.080	0.016
E	35.680	0.023
C	35.680	0.023
U	40.031	0.026
L	25.080	0.016
A	43.407	0.028
R	49.195	0.032
D	42.442	0.027
I	19.292	0.012
A	43.407	0.028
G	46.301	0.030
N	49.195	0.032
O	42.442	0.027
S	35.680	0.023
I	19.292	0.012
C	35.680	0.023
S	35.680	0.023
TOTAL	3874.991	2.500

37.8"
24.5"
1.1"
33.5"
58"
205"

3" x 3" SQUARE TUBING
PAINTED TO MATCH BUILDING WALL

LED - LOW VOLTAGE WIRE TO RUN THROUGH 3" X 3" TUBING.
TUBING ANCHORED TO PRECAST

LED ILLUMINATION

5" DEEP RETURNS

BLACK TRIM GAP

WHITE POLYCARBONATE
- BLACK PERFORATED VINYL

NIGHT

DAY

AKZO NOBEL
SEMI GLOSS BLACK

PANTONE 485C
VINYL - 3630-73 RED RED RETURNS RED TRIM GAP

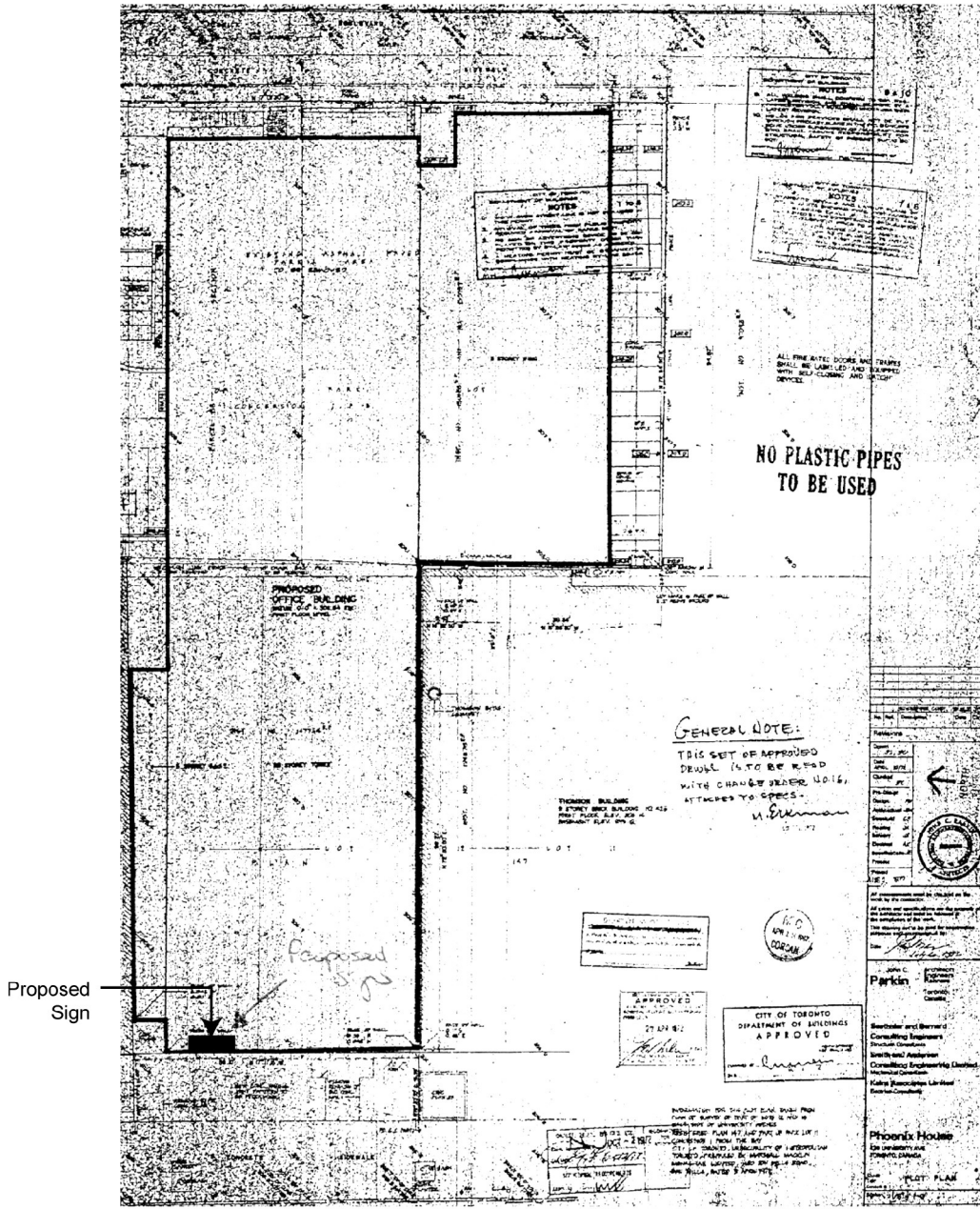
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Attachment 4: Site Plan



Site Plan

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