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Councillor_rae@toronto.ca

January 29, 2010

Rosalind Dyers Committee Administrator Toronto East York Community Council City Hall, 2W

Dear Rosalind,

Re: 2 Carlton St. Sign Variance Expiry

Please add the attached correspondence to the February 9th TEYCC agenda with the following recommendation:

Direct the Chief Building Official to report to the March 9, 2010 TEYCC meeting to allow the applicant to permanently maintain the two fascia signs at 2 Carlton St., one on each Yonge St. (west) and Carlton (south) elevations of the building.

Thank you for your assistance.

I remain,

Kyle Rae City Councillor January 26, 2010

Councillor Kyle Rae City Hall 100 Queen Street West Toronto, Ontario M5H 2N2

Dear Councillor Rae:

Re: Sign Permit – 2 Carlton Street Toronto Centre – Rosedale

Thank you for taking the time to meet with us on January 25, 2010. As we discussed, the permits have been issued to allow the installation of two third party fascia signs on the building located at 2 Carlton Street (northeast corner of Yonge and Carlton.)

The building is owned by Northam Realty Advisors Limited and for the past 10 years Print N' Promotion, operating as megaposter.ca, has held permits and contractual agreements to display signage on the building's exterior.

The Print N' Promotion permits have been time-limited to a three year period while the cities' sign vision review was in process. Now that that review has been completed, we believe that the signage currently in place is consistent with the sign vision for this area.

The current permit expires in July 2010. Given the foregoing, we jointly ask that this matter be placed on the agenda for the next Community Counsel meeting at which time we would like to seek support for giving the permit permanent status. We recognize that the signage will be subject to all tax regulations applying to third party signage in the new city by-law. Our current understanding is that with the new sign tax provision, this site will generate tax revenue for the City of Toronto in the order of \$22,000 per year.

Enclosed with this letter is a copy of the staff report, dated April 11, 2007, pertaining to the existing permit.

Again, we thank you for your time in meeting with us and we look forward to a favourable decision.

Print N' Promotion (Canada) Ltd.

Northam Realty Advisors Limited

Viktor/Lang President

Richard Moore
Vice President, Property Management



STAFF REPORT ACTION REQUIRED

Sign Variance Report 2 Carlton Street

Date:	April 11, 2007	
To:	Toronto and East York Community Council	
From:	Director, Community Planning, Toronto and East York District	
Wards:	Ward 27 - Toronto Centre-Rosedale	
Reference Number:	File No. 07 102829 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.

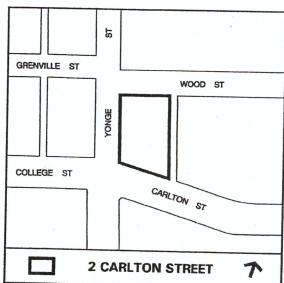
This report reviews and makes recommendations on a request by Viktor Lang of Print N' Promotion for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, non-illuminated fascia signs on the west and south elevations of an 18-storey mixed-use building at 2 Carlton Street.

Staff recommends approval of this application subject to two conditions of approval regarding sign material and a period of authorization not to exceed three years from the date of permit issuance.

RECOMMENDATIONS

The City Planning Division recommends that:

 Toronto and East York Community Council approve the request for a variance to permit, for third party advertising purposes, non-illuminated



fascia signs on the west and south elevations of an 18-storey mixed-use building at 2 Carlton Street, subject to the following conditions:

- (a) each sign be made of a perforated vinyl mesh material; and
- (b) authorize for a period not exceeding three years from the date that the necessary permits are issued; and
- Toronto and East York Community Council direct the City Clerk to advise the
 applicant, upon approval of the variance, of the requirement to obtain the necessary
 sign permit from the Chief Building Official.

Financial Implications

There are no financial implications resulting from the adoption of this report.

ISSUE BACKGROUND

In December 2001, City Council authorized variances to permit two non-illuminated fascia signs, for third party advertising purposes, on the west and south elevations of an 18-storey mixed-use building at 2 Carlton Street. Council's approval was subject to two conditions: each sign be made of a perforated vinyl mesh material, and authorization not exceed three years from the date that the necessary permits are issued.

The three year authorization period expired in February 2005. With this current application, the applicant is requesting permission to maintain the two fascia signs, one on each of the Yonge (west) and Carlton (south) elevations of the building. Each sign is 14 metres wide and 7 metres high with an area of 98 square metres. Attachments 1-3 provide the building elevations.

The proposed signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

Sign By-law Section Chapter 297-10D(5)(f)	By-law Requirements Signage for third party advertising is not permitted above the Fourth Floor or 15 metres above grade, whichever is less	Required Variance for Applicant's Proposal To erect two fascia signs, for third party advertising purposes, on the building's west and south elevations above the Fourth Floor and up to 14.2 metres, as shown on Attachments 1 - 3
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Chapter 297-10D(5)(f)	Signage for third party advertising facing a street is not permitted	To erect a fascia sign, for third party advertising, on the building's west elevation facing Yonge Street and the building's south elevation facing Carlton Street
Chapter 297-10D(5)(g)	The maximum permitted area of a sign is 25 square metres	Each fascia sign is 98 square metres
Chapter 297-10(F)(1)	A minimum radius of 60 metres between signs used for third party advertising purposes	The fascia signs are not separated by the minimum radius of 60 metres, as shown on Attachments 1 - 3
Chapter 297-10(F)(2)	A minimum separation distance of 300 metres between signs having an area exceeding 70 square metres	The fascia signs have a minimum separation distance of seven metres

COMMENTS

The building's parking facility is provided on the first three floors above grade. These floors present concrete walls with small 'cut-outs' to Yonge Street and Carlton Street. The majority of the 'cut-outs' on each façade remain uncovered by the location of the proposed signs. This report recommends a condition of approval requiring each sign to be made of a perforated vinyl mesh material to permit air and some light to enter the interior area of the parking facility covered by the proposed sign.

Yonge Street continues to experience reinvestment and renewal. As a condition of approval, a three-year period of authorization is recommended. This enables the City to re-evaluate the appropriateness of the third party advertising signs against any new regulations and/or guidelines at that time.

Both conditions of approval reflect those forming part of Council's 2001 approval.

CONTACT

Corwin Cambray, Planner

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ccambra@toronto.ca

SIGNATURE

Gary Wright
Director, Community Planning
Toronto and Fast York District

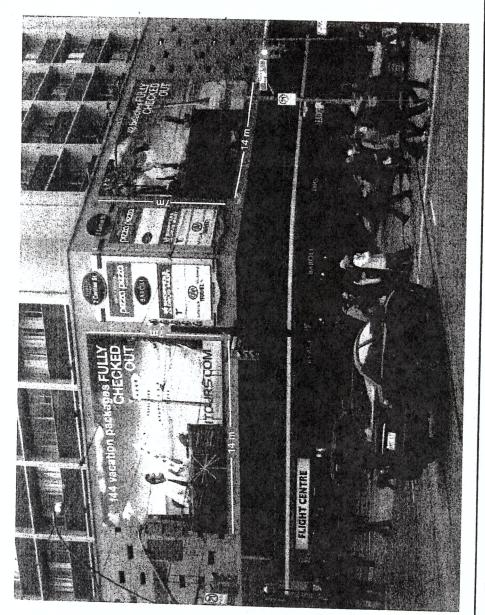
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ATTACHMENTS

Attachment 1: Southwest (Yonge and Carlton) Elevation

Attachment 2: West (Yonge Street) Elevation Attachment 3: South (Carlton Street) Elevation

Attachment 1: Southwest (Yonge and Carlton) Elevation



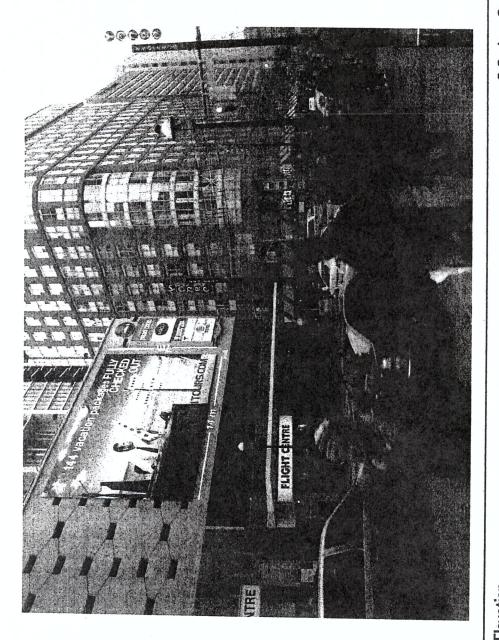
2 Carlton Street

File # 07_102829

Southwest Elevation

Applicant's Submitted Drawing Not to Scale 03:27.07

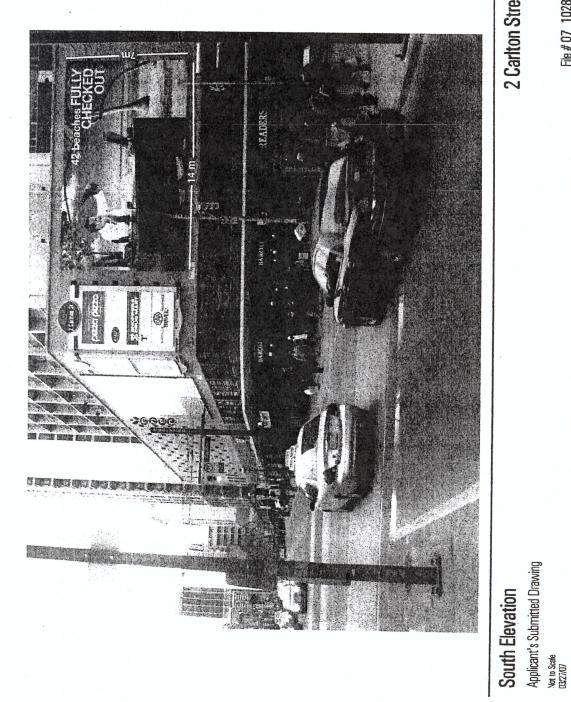
Attachment 2: West (Yonge Street) Elevation



File # 07_102829 2 Carlton Street West Elevation Applicant's Submitted Drawing

Staff report for action - Sign Variance Report - 2 Carlton Street

Attachment 3: South (Carlton Street) Elevation



2 Carlton Street File # 07_102829