

**Sign Variance - 2 St Clair Ave W**

<b>Date:</b>	February 4, 2010
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 22 – St. Paul's
<b>Reference Number:</b>	2010TE030 09 200743 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 Gene Mordaunt of Dominion Signs, on behalf of Astral Media, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of an existing illuminated fascia sign “MIX 99.9 FM” at the top floor level, with a newly designed illuminated fascia sign in the form of a corporate name and logo to represent “Virgin Radio 99.9 FM”, on the south elevation of the building at 2 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 variances to permit, for identification purposes, replacement of an existing illuminated fascia



sign “MIX 99.9 FM” with a newly designed illuminated fascia sign in the form of a corporate name and logo to represent “Virgin Radio 99.9 FM” at the top floor level, on the south elevation of the building at 2 St. Clair Avenue West and requires that energy efficient lights be used; and

2. Direct the City Clerk's Office to advise the applicant:
  - a. upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.
  - b. that the sign permit application related to this approval be filed with the Toronto Building Division prior to April 6, 2010.

### Financial Impact

The recommendations in this report have no financial impact.

### ISSUE BACKGROUND

The property is located at the northwest corner of Yonge and St. Clair Avenue in a CR zone. The property contains a 21-storey office building with retail uses at the grade level. The Astral Media is a major tenant in the building. The existing sign “MIX 99.9 FM” has been there since 1997. Due to a change in their corporate structure, the applicant is now seeking permission to remove the existing fascia sign and to replace it with a newly designed fascia sign “Virgin Radio 99.9 FM” to reflect the corporate change. The existing fascia sign “MIX 99.9 FM” on the south elevation is 14.48m wide and 1.98m high with an area of 28.67m<sup>2</sup>. . The aggregate area of the proposed “Virgin Radio 99.9 FM” fascia sign is 30.1m<sup>2</sup> (see attached graphics).

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 (4)	The proposed replacement corporate logo is 4.57m high.	The 4.57m sign height exceeds by 1.57m, the maximum 3.0m sign height permitted.
2. Chapter 297-10D (4)	The proposed replacement corporate name and logo sign has an aggregate area of 30.1m <sup>2</sup> .	The 30.1m <sup>2</sup> sign area exceeds by 5.1m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.
3. Chapter 297- 10E	The proposed replacement sign is located less than 20.0m from an R zoned lot.	An illuminated sign located less than 20.0m from a lot in R zone is not

		permitted.
4. Chapter 297-11AA (2)	To replace an existing illuminated corporate and logo sign located at the top floor level, on the south elevation of the building with a newly designed corporate name and logo sign to reflect a change in corporate identity.	The proposed corporate logo sign is not permitted.
Chapter 297-11AA(2)(b)	The vertical dimension of the letters in the sign is 2.51m.	The 2.51m vertical dimension of the letters in the sign would exceed by 2.01m, the maximum 0.50m letter height permitted.
Chapter 297-11AA(2)(e)	The sign is located on a wall which is not the main front wall of the building.	A fascia sign not located on the main front wall of the building is not permitted in this area.

## COMMENTS

The first, second and third variances are required because the proposed height and the sign area of the sign exceeds the permitted height and the permitted area for a fascia sign. The height and the area of sign on the building are regulated in order to mitigate any adverse impact due to their size or height on the building to which they are attached, surrounding uses or the streetscape. The third variance is required because it would be located less than the required 20.0m from a lot in R zone. In this instance, the proposal is for a replacement sign which would be located at the same location at the top floor level where the existing sign is located, on the south elevation of the building.

The fourth variance is required as the proposed corporate logo sign is not permitted because the sign would not contain letters only, and the vertical dimensions of letters would exceed the permitted vertical dimension of 0.5m. The By-law requires that sign be located on the main front wall of the building whereas in this case, the sign would be located on the parapet of the main front wall of the building which is not consider part of the actual wall.

The Yonge – St. Clair Part II Plan directs that signage should contribute to the attractiveness of the area. In this instance, the proposal is for a replacement sign at the existing sign location. The proposed replacement sign is designed and sized to complement the building façade. The sign is consistent with the other existing corporate logo signs located in the vicinity and it would not adversely impact the building, surrounding uses or the 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**

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

## **ATTACHMENTS**

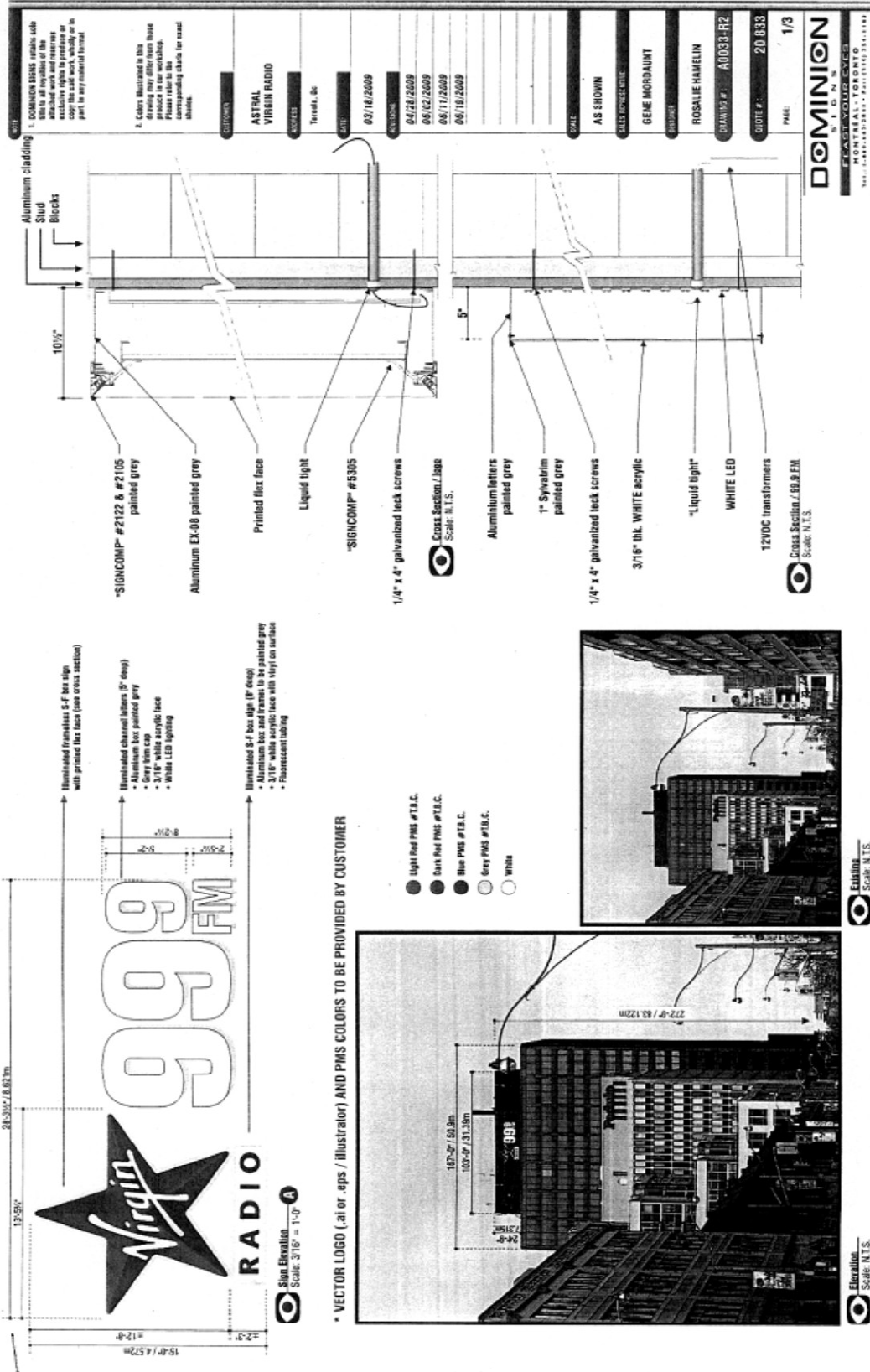
Attachment 1: Elevations

Attachment 2: Elevations

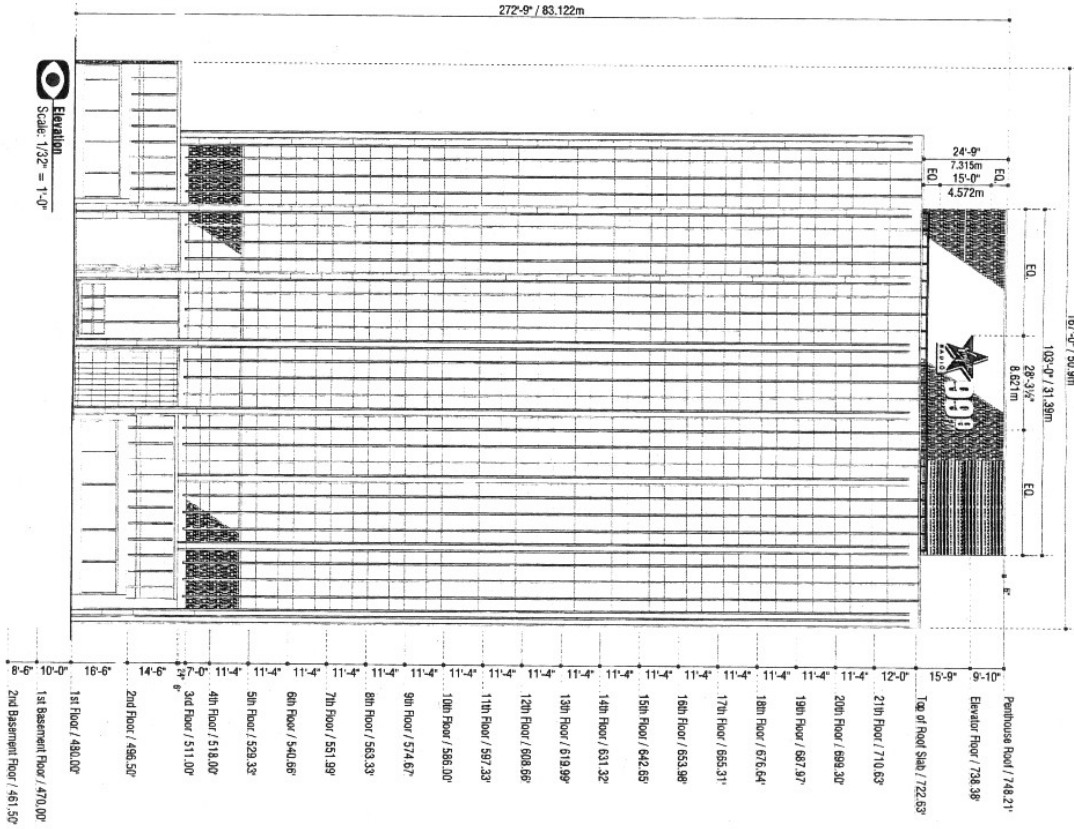
Attachment 3: Sign Details

Attachment 4: Existing Sign Details

# Attachment 1: Elevations



## Attachment 2: Elevations



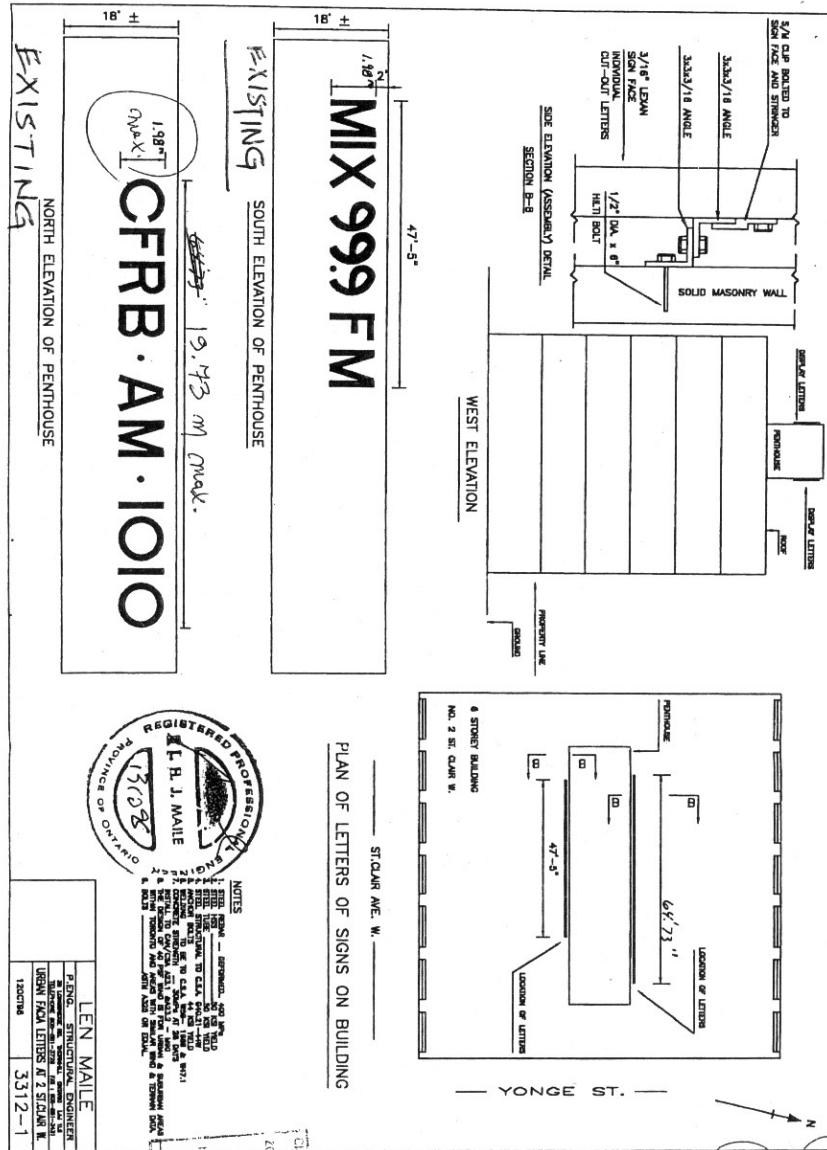
<b>NOTE</b>	1. DOMINION SIGNS retains sole title to all royalties of the attached work and reserves exclusive rights to produce or reproduce the design or artwork in any material form.
	2. Colors illustrated in this drawing may differ from those produced in our workshop. Corresponding colors to be used shall be as noted.
<b>CUSTOMER</b>	ASTRAL VISION RADIO Ipswich, VA
<b>DATE</b>	03/18/2009
<b>REVISIONS</b>	04/28/2009 06/02/2009 06/11/2009 06/19/2009
<b>SCALE</b>	AS SHOWN
<b>CLIENT REPRESENTATIVE</b>	GENE MONDAUNT
<b>DESIGNER</b>	ROSALIE HAMELIN
<b>DRAWING #</b>	A0033-R2
<b>QUOTE #</b>	
<b>PAGE</b>	2/3

**DOMINION**  
SIGNS

1001 HARRISON BLVD. SUITE 100  
FARMERSVILLE, VA 22434

TEL: 540-833-2222 FAX: 540-833-1111

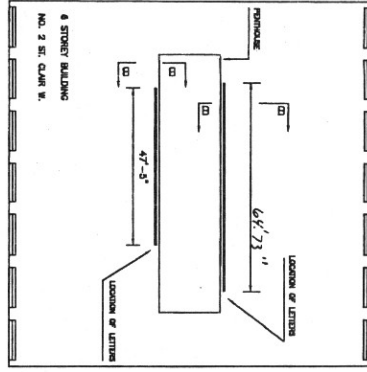
### Attachment 3: Sign Details



NOTES:  
 1. SEE PLAN - DIMENSIONS AND FINISHES.  
 2. ALL MATERIALS TO BE APPROVED BY THE ENGINEER.  
 3. ALL WORK TO BE DONE IN ACCORDANCE WITH THE NATIONAL BUILDING CODE OF CANADA AND ALL APPLICABLE BY-LAWS.  
 4. THE ENGINEER'S RESPONSIBILITY IS LIMITED TO THE DESIGN AND SPECIFICATION OF THE SIGN AND ITS SUPPORT STRUCTURE.  
 5. THE ENGINEER IS NOT RESPONSIBLE FOR THE DESIGN AND SPECIFICATION OF THE BUILDING STRUCTURE OR THE PENETRATION OF THE SIGN THROUGH THE BUILDING EXTERIOR.  
 6. THE ENGINEER IS NOT RESPONSIBLE FOR THE DESIGN AND SPECIFICATION OF THE SIGN'S ELECTRICAL SYSTEM OR THE WIRING THEREOF.

LEN MAILE	
P. ENG. - STRUCTURAL ENGINEER	PROFESSIONAL ENGINEER
MEMBER OF THE ENGINEERING COUNCIL OF ONTARIO	REGISTERED PROFESSIONAL ENGINEER
UNIFORM FROM LETTERS AT 2 ST. CLAIR W.	NO. 2 ST. CLAIR W.
12001046	3312-1

PLAN OF LETTERS OF SIGNS ON BUILDING  
 ST. CLAIR AVE. W.  
 47'-5"




SEE ATTACHED CONDITIONS AND COUNCIL'S APPROVAL

DATE: 11/11/09  
 11/11/09  
 11/11/09

Attachment 4: Existing Sign Details

FOR REFERENCE  
ONLY



MIX 99.9 FM

EXISTING SIGN

CLIENT:	DESIGNER: T. FERRARO	DATE DRN:	APPROVED BY:
LOCATION:	PROGRAM: SCD Ink	SCALE:	DATE:

ILLUSTRATION BY: [Signature]