

Sign Variance - 2 Carlton St

Date:	February 12, 2010
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\2010TE037 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.

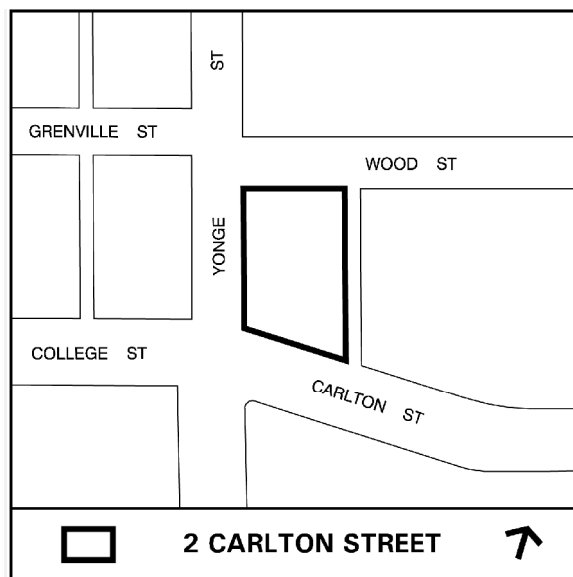
This report is in response to a motion adopted by Toronto East York Community Council at its meeting on February 9, 2010 directing the Chief Building Official and Executive Director to report on allowing variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third 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. The variances are minor and within the general intent and purpose of the sign provision of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. 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;

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

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. In 2007, at the request of the applicant City Council approved the request to maintain the signs for an additional period of three years. 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 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
Chapter 297-10D(5)(f)	Signage for third party advertising is not permitted above the Fourth Floor or 15 metres above grade, whichever is less	To maintain the 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
Chapter 297-10D(5)(f)	Signage for third party advertising facing a street is not permitted	To maintain 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

At its meeting of February 9, 2010, Toronto and East York Community Council adopted a motion which directed the Executive Director and Chief Building Official to submit a staff report to the March 9, 2010 meeting in order to allow the existing third party fascia signs on this building to be maintained permanently.

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. Staff considers the existing third party signs on this building acceptable. The signs at this location have been there for more than seven years without any objections being received by the City. The existing signs are designed to blend in well with the building façade and streetscape.

The staff recommends approval of this application. The variances are minor and within the general intent and purpose of the sign provision of the Municipal Code.

CONTACT

Norm Girdhar, Assistant Planner

Tel. No. 416-392-7209

Fax No. 416-392-7536

E-mail: ngirdhar@toronto.ca

SIGNATURE

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

ATTACHMENTS

Attachment 1: Southwest Elevation

Attachment 2: South Elevation

Attachment 3: West Elevation

Attachment 1:



Southwest Elevation

Applicant's Submitted Drawing

Not to Scale
03/2/07

2 Carlton Street

File # 07_102829

Attachment 2:



South Elevation

2 Carlton Street

Applicant's Submitted Drawing

Not to Scale
03/27/07

File # 07_102829

Attachment 3:



West Elevation

Applicant's Submitted Drawing

Not to Scale
03/27/07

2 Carlton Street

File # 07_102829