

Sign Variance - 522 University Ave

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| Date: | February 23, 2010 |
| To: | Toronto and East York Community Council |
| From: | Director, Toronto Building, Toronto and East York District |
| Wards: | Ward 20 – Trinity-Spadina |
| Reference Number: | 2010TE054 10 117433 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 Dominic Rotundo on behalf of Industrial Alliance Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal code to permit, for identification purposes, a non-illuminated fascia sign, at the fourth and fifth floor level on front elevation of the building at 522 University Avenue.

Staff recommends refusal of the application. The variances are major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council refuse the request for variances to permit, for identification purposes a non-illuminated fascia sign, at the fourth and fifth floor level on front elevation of the building at 522



University Avenue.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located north of Dundas Street West, on the west side of University Avenue in a CR zone. The property contains a sixteen-storey office building. The applicant is seeking permission to permit, for identification purposes, a non-illuminated fascia sign, on the second, third and fourth floor level, on the front elevation of the building. The proposed fascia sign is 47.24m wide and 12.19m high with an area of 575.86m².

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) | The proposed sign would be located above the second storey or 10.0m above grade on the front elevation of the building. | An identification fascia sign located above second storey or 10.0m above grade is not permitted. |
| 2. Chapter 297-10D (5) | The proposed fascia sign would have an area of 575.86m ² . | The 575.86m ² sign area would exceed by 550.86m ² , the maximum 25.0m ² sign area permitted. |
| 3. Chapter 297-10E | The proposed fascia sign would cover all windows of the second, third and fourth floors on the front elevation of the building. | A sign obstructing or interfering with a window of a building is not permitted. |
| 4. Chapter 297-11JJ | The proposed fascia sign would be located 19.81m high above grade. | An identification fascia sign located More than 4.6m high or above the first floor level of a building is not permitted. |

COMMENTS

The variances are required because the proposed sign is very large, located higher than first floor level and it would cover all windows on the second, third and fourth floors on the front elevation of the building.

In this part of the University Avenue, the Municipal Code does not allow a fascia sign to locate above the first floor level of a building and certainly it does not allow a sign to block or interfere with a window of a building. In this case, the sign is very large and it would be located almost 20m high above grade and it would cover all windows on the second, third and fourth floor on the front elevation of the building. The University Avenue is known as an Avenue of distinction in the city and staff cannot justify to recommend approval of a sign which is very large, located at almost 20m high above grade, covers entire second, third and fourth floor level facade of the building and cover all windows located on the third and fourth floor levels on the front elevation of the building. Staff considers the proposed sign at this location is inappropriate.

Staff recommends refusal of the application. The variances are major and not within the general intent and purpose of the Municipal Code.

CONTACT

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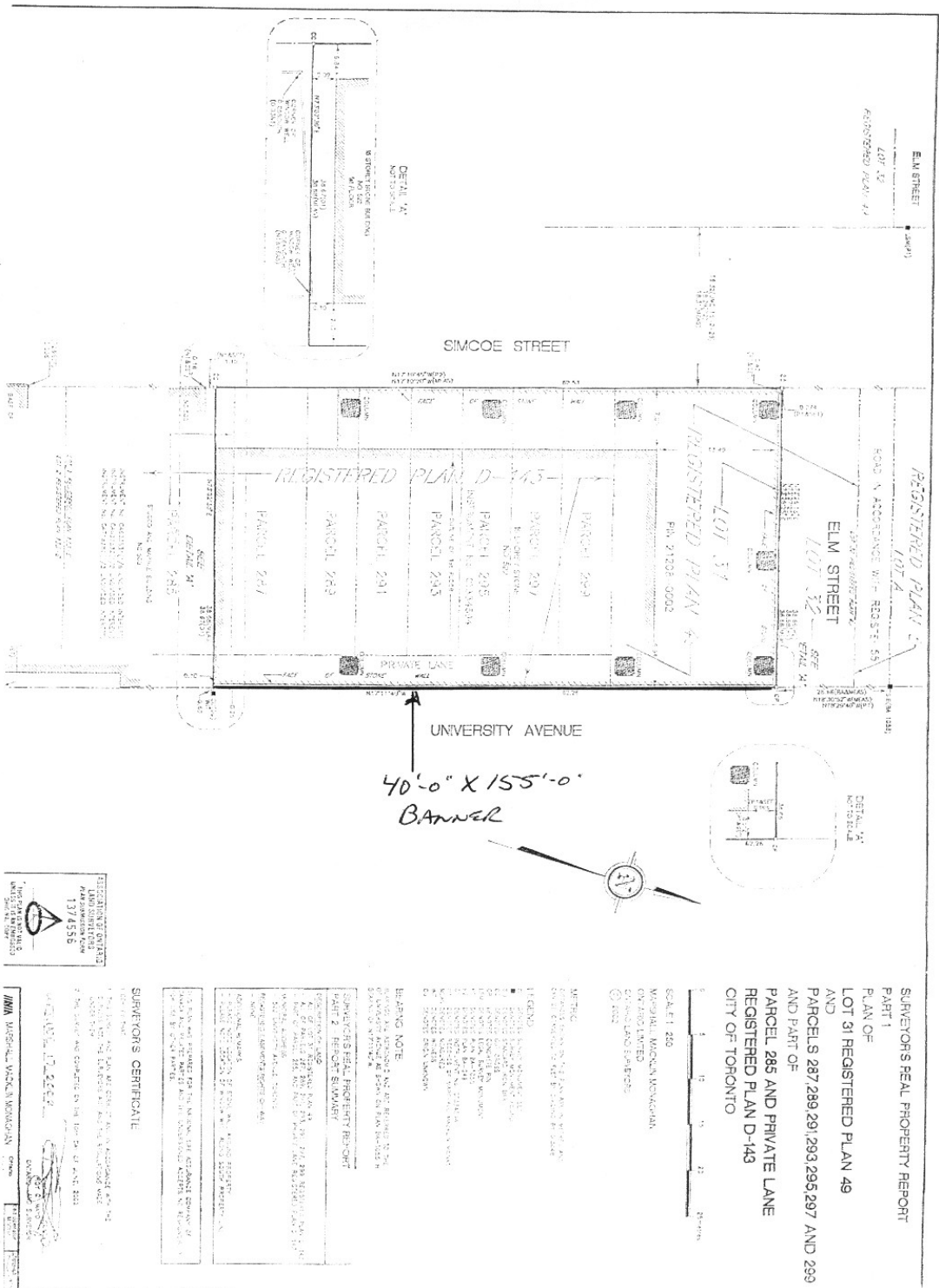
SIGNATURE

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

ATTACHMENTS

Attachment 1: Site Plan
Attachment 2: Elevation
Attachment 3: Sign Details

Attachment 1: Site Plan



REGISTRATION NUMBER: 1374538
 DATE OF REGISTRATION: 13/11/2018
 REGISTRY OFFICE: LAND REGISTRY

SURVEYORS CERTIFICATE
 I, the undersigned, do hereby certify that the above described parcels are the same as shown on the plan filed and registered in the Land Registry Office as aforesaid, and that the same are the same as shown on the plan filed and registered in the Land Registry Office as aforesaid, and that the same are the same as shown on the plan filed and registered in the Land Registry Office as aforesaid.

BEARING NOTE
 THE PLAN AND REPORT FOR THE ABOVE DESCRIBED PARCELS ARE BEING FORWARDED TO THE LAND REGISTRY OFFICE FOR REGISTRATION. THE PLAN AND REPORT FOR THE ABOVE DESCRIBED PARCELS ARE BEING FORWARDED TO THE LAND REGISTRY OFFICE FOR REGISTRATION.

REGISTERED PLAN D-143
 PART 2: FURTHER INFORMATION

METRIC
 1:10000
 1:20000
 1:40000
 1:80000
 1:160000
 1:320000

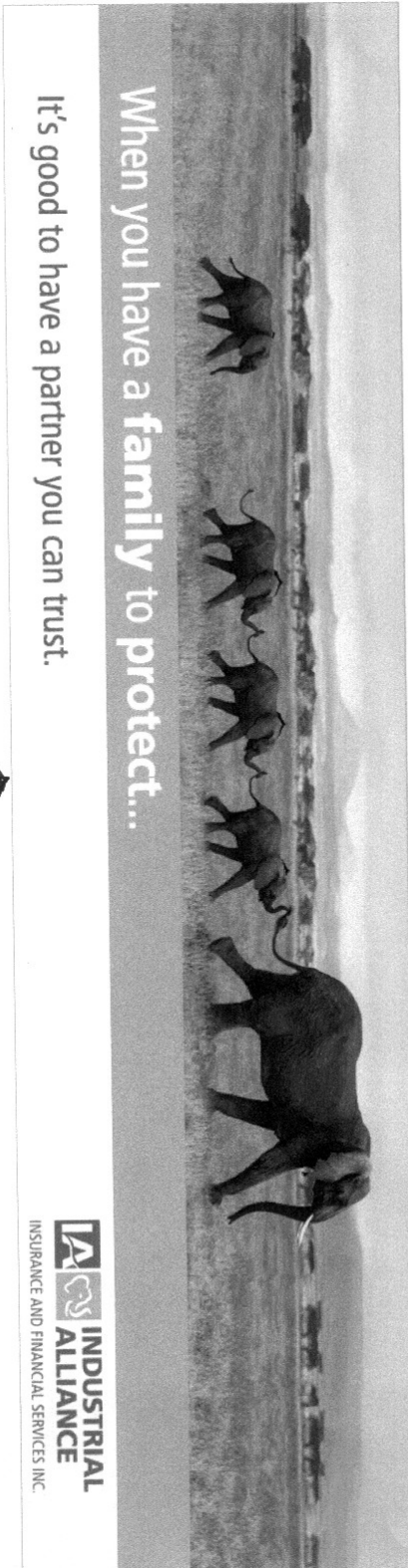
SCALE: 1:250
 MARSHALL WALKEN, MORTGAGOR
 OF THE COUNTY OF YORK
 10000000

PART 1
 SURVEYORS REAL PROPERTY REPORT
 PART I
 PLAN OF
 LOT 31 REGISTERED PLAN 49
 AND
 PARCELS 287, 291, 293, 297 AND 299
 AND PART OF
 PARCEL 285 AND PRIVATE LANE
 REGISTERED PLAN D-143
 CITY OF TORONTO

Attachment 2: Elevation



Attachment 3: Sign Details



40 FT HIGH X 155 FT LONG

$$49.24 \text{ m} \times 12.19 \text{ m} = 575.86 \text{ m}^2$$