

**Sign Variance - 510 St Clair Ave W**

<b>Date:</b>	February 23, 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 21 – St. Paul's
<b>Reference Number:</b>	2010TE098 10 121462 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 John David Adam on behalf of 500 St. Clair Avenue West Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs (corporate logo) for one of the tenants within the building at 510 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 request for a variance to permit, for identification purposes the installation of two illuminated fascia signs along the south and east elevations of the building at 510 St. Clair Avenue West.



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; and
  - 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 subject lands are located on the north-west corner of St. Clair Avenue West and Bathurst Street and contain a 23 storey, mixed use building presently under construction. The proposal before Community Council is to permit the installation of two-first party fascia signs which will contain the corporate logo of Toronto Dominion Bank “TD” along the east and south faces of the fourth floor parapet wall of the terrace the building. Each sign will have dimensions of 1.09m x 1.2m and an area of 1.3 sq. m and would contain the letters “TD”.

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
297-10 D. (5) (e)	The proposed signs will be located on the parapet walls of the fourth floor terrace of the building.	The by-law restricts fascia signs to a maximum height of 10m and no higher than the second floor.
297-10 D. (5)(c)[1]	The proposed signs will not be mounted on the wall of the building that is part of the commercial unit (TD)	The by-law requires that fascia signs be located on a wall that is part of the commercial unit that is being identified

**COMMENTS**

The installation of these two fascia signs containing the corporate logo for Toronto Dominion bank will result in 2 separate variances. The first variance is with respect to the signs being located higher than the second floor and higher than 10m above grade. The second variance is with regards to the signs not being located on the portion of the wall directly beside the commercial unit being identified. In this instance the signs will be located approximately 14m above grade and at the fourth floor terrace. Although the signs do not strictly meet the by-law requirements, the location of the signs is to be at the top level of the podium of the building and provides for well positioned and modestly designed signs. The signs location and design would result in minimal impacts to the subject and surrounding buildings and to the area.

Staff are of the opinion that the proposed variances are minor in nature and appropriate in this instance.

**CONTACT**

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**SIGNATURE**

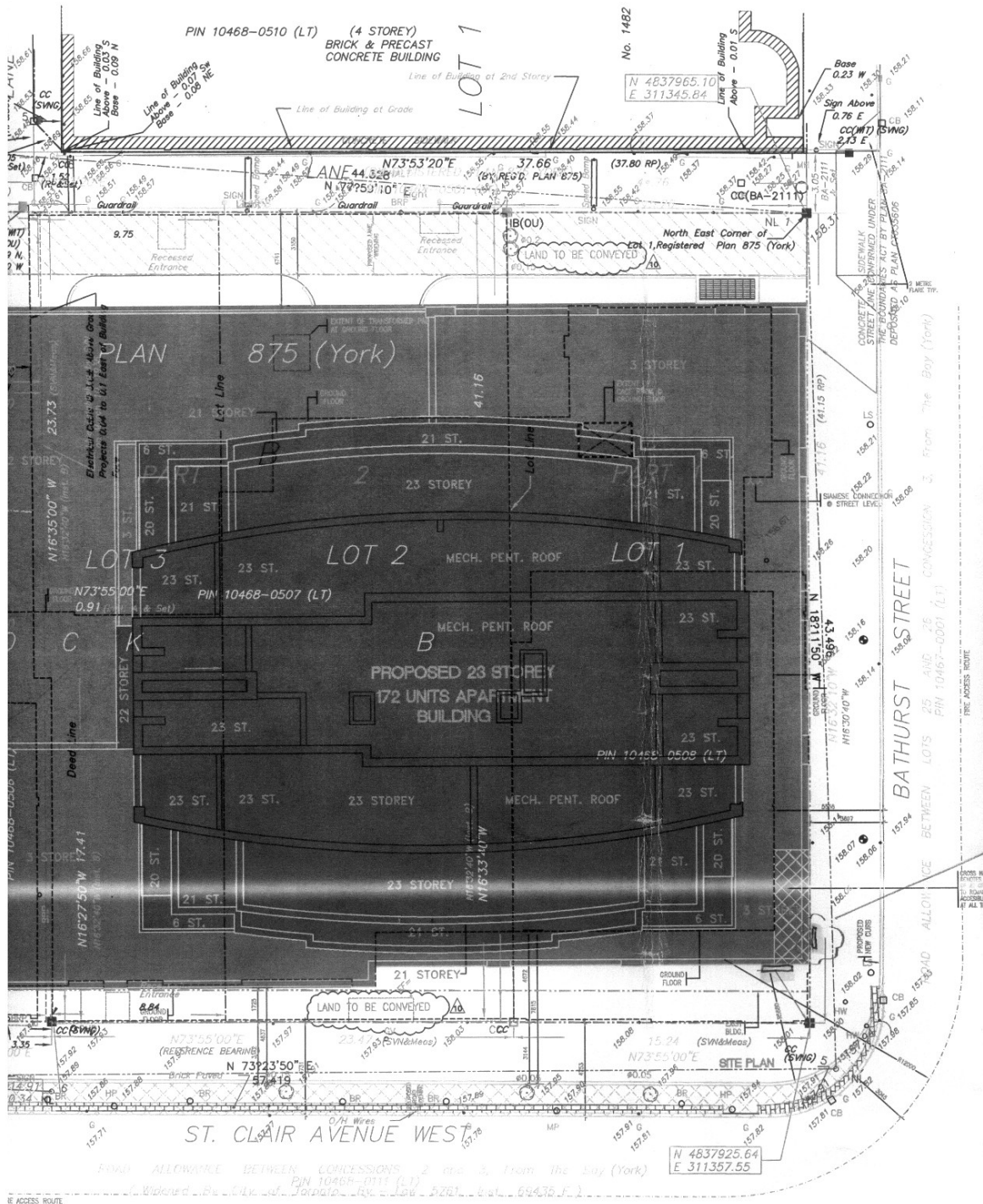
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Mario Angelucci, Acting Director, Toronto Building  
Toronto and East York District

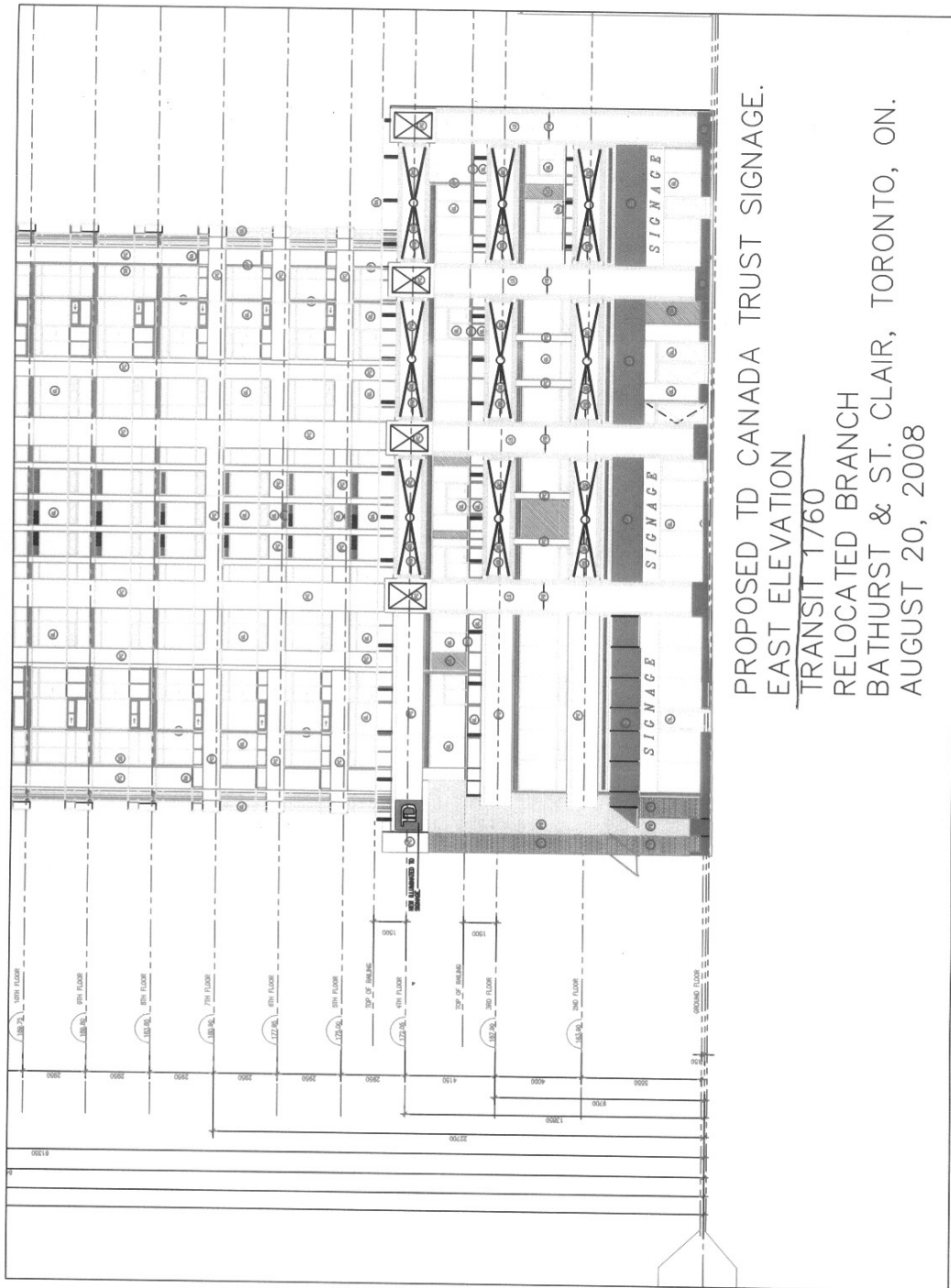
**ATTACHMENTS**

Attachment 1: Site Plan  
Attachment 2 East Elevation:  
Attachment 3: South Elevation

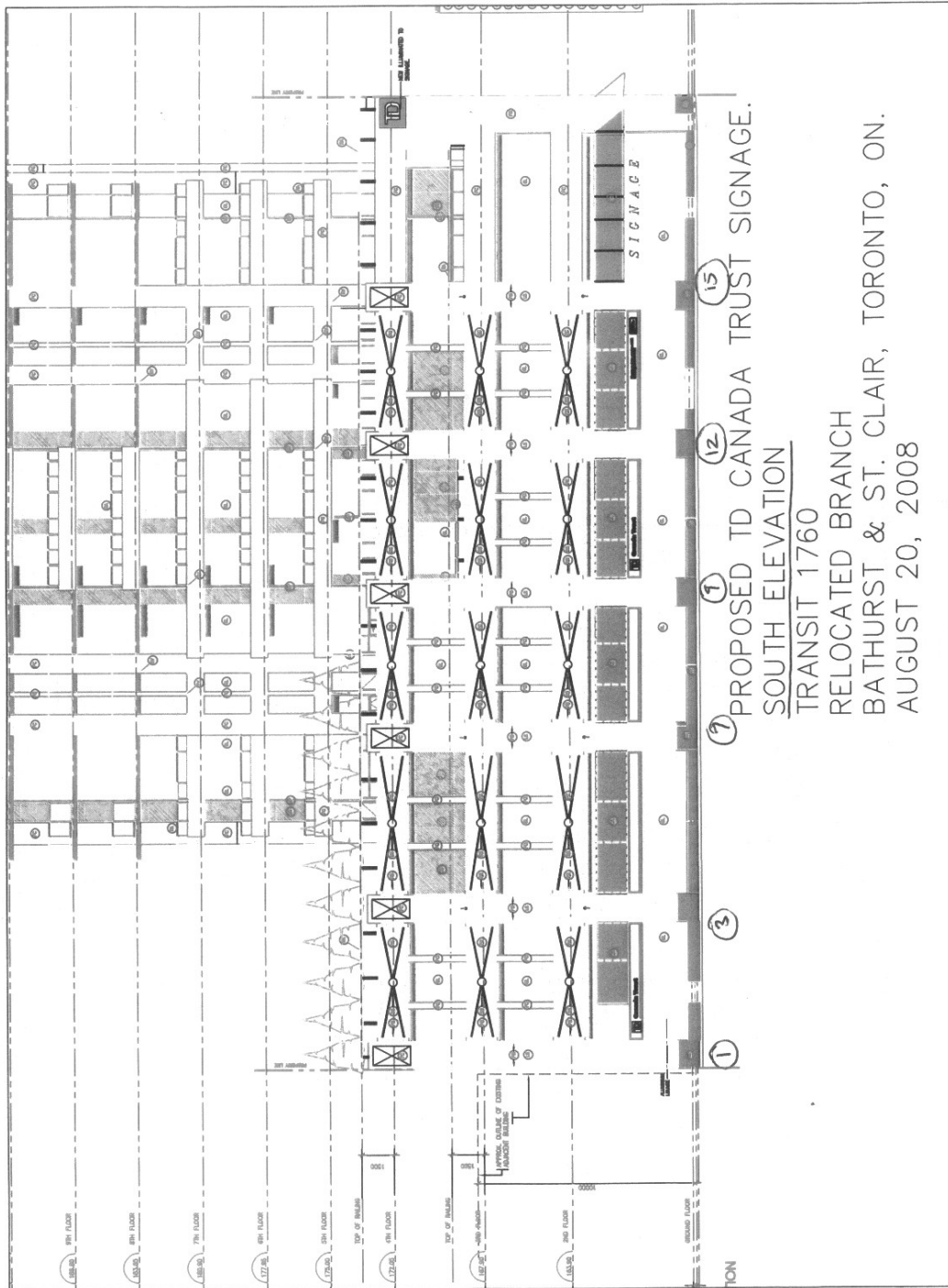
# Attachment 1: Site Plan



Attachment 2: East Elevation



### Attachment 3: South Elevation



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 PROPOSED TD CANADA TRUST SIGNAGE.  
 SOUTH ELEVATION  
 TRANSIT 1760  
 RELOCATED BRANCH  
 BATHURST & ST. CLAIR, TORONTO, ON.  
 AUGUST 20, 2008