

Sign Variance - 2181 Yonge St

Date:	March 3, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 22 – St. Paul's
Reference Number:	2010TE056 10 120156 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 Sabrina Bozzo of Minto Urban Communities Inc., for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two existing non-illuminated pedestal type signs approved by Toronto and East York Community Council on September 9, 2008, ITEM TE 18.53 and constructed under building permit 08-203070 to now be permitted to contain illumination.

Staff recommends approval of the application. The variance is 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 variance to permit the two existing signs on the property (signs E and F) to be illuminated.



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 property is located just south of Eglinton Avenue on the east side of Yonge Street in a CR zone. The property, known as Minto Midtown project, contains two mixed-use multi-storey towers with north and south retail podiums. Under the previous sign variance application, Toronto and East York Community Council approved a signage program consisting of nine non-illuminated “pedestal type” signs on the property. Variances were required in order to permit the nine signs as they did not meet the classification of a sign type permitted by the Toronto Municipal Code.

The applicant is now seeking permission to permit signs E and F, two pedestal type signs located along the easterly limits of the property and adjacent to the north south laneway to be illuminated with strip lighting. While Sign E would be illuminated on both faces of the sign, Sing F would be illuminated only on the north face of the sign adjacent to the two way driveway providing ingress and egress to the building.

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 297-2 (Definitions)	The proposal is alter the approved non-illuminated signs E and F to be permitted to include illumination	The signs as altered are not specifically listed as being permitted as they do not meet the definition of a pedestal sign. The proposal to add illumination to the signs previously approved requires variance.

COMMENTS

The variance to permit illumination to signs E and F is required because the proposed signs did not meet the definition of a pedestal sign and required variance approval to permit the signs to be erected. Consequently, the proposed signs E and F, as altered,

require variance as the signs would no longer be in keeping with the approval previously granted for the erection of non-illuminated signs.

The alterations to sign E and F to include strip lighting would permit the existing place name and address of the existing building to be more readily visible. The location and placement of the lighting would not appear to have any adverse impact on the adjacent properties. Staff considers the variance to be technical in nature and therefore acceptable. It is staff's opinion that the lighting used to illuminate the pedestal type signs are designed, sized and positioned to complement the landscape elements, public realm, building and the streetscape.

Staff recommends approval of the application. The variance is minor and within the general intent and purpose of the Municipal Code.

CONTACT

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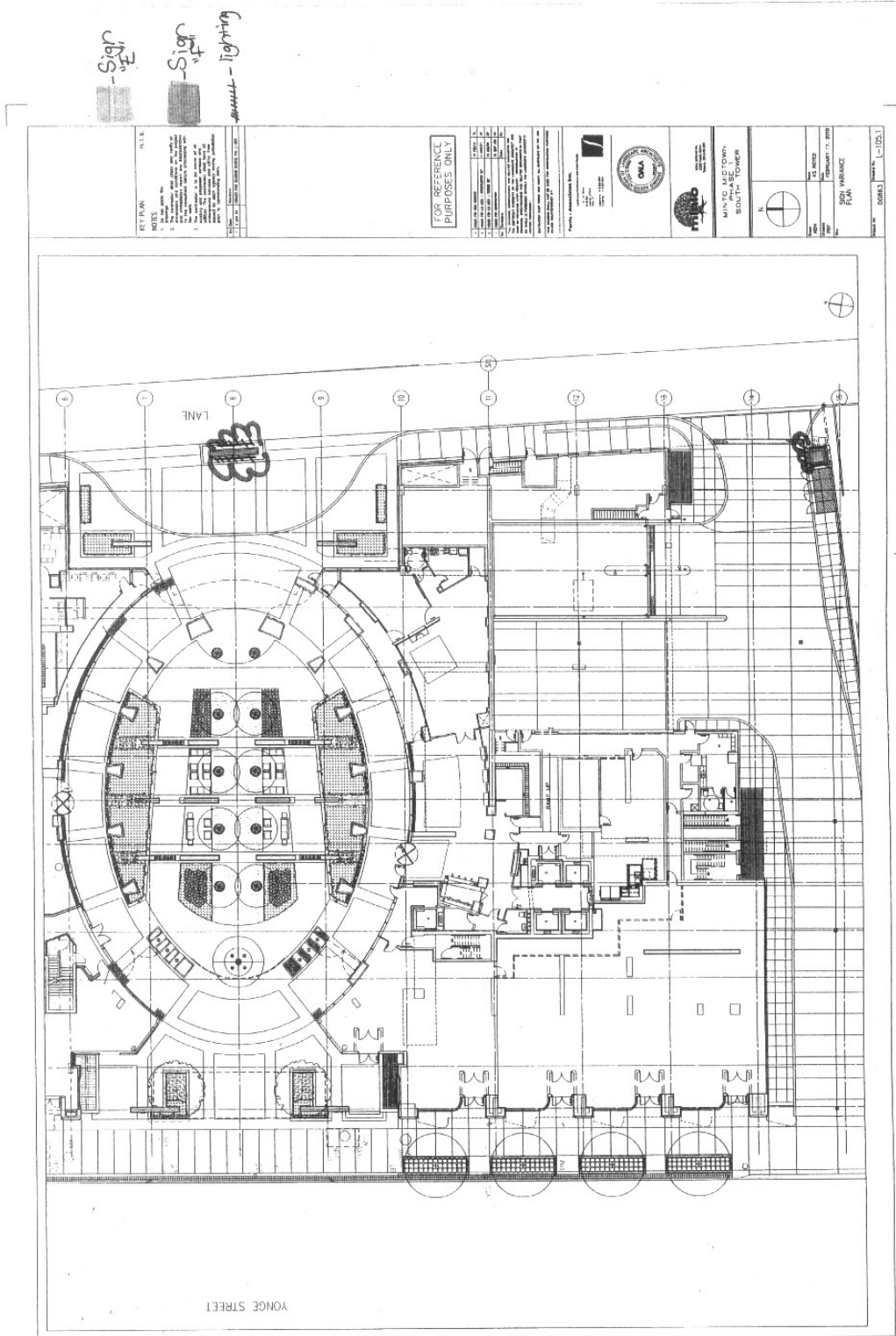
SIGNATURE

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

ATTACHMENTS

Attachment 1: Site Plan
Attachment 2: Photo of Sign E
Attachment 3: Photo of Sign F

Attachment 1: Site Plan



Attachment 2: Photo of Sign E



Attachment 3: Photo of Sign F

