

Sign Variance - 330 Yonge St

Date:	March 8, 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:	2010TE099 09 190031 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 Ryan Gaal of Duncan – Gaal Enterprises Inc. on behalf of Sam Baluch of 1026406 Ontario Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a non-illuminated projecting sign, one non-illuminated fascia sign on the front elevation of the building and one illuminated first party roof sign on top of the front parapet wall of the building at 330 Yonge Street.

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 variances to permit, for identification purposes, a non-illuminated projecting sign, one non-illuminated fascia sign on the



front elevation of the building and one illuminated first party roof sign on top of the front parapet wall of the building at 330 Yonge Street and that energy efficient lights be used, and the visible sign structure and attributes are constructed of non-corrosive materials; 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 north of Dundas Street on the west side of Yonge Street in a “CR” zone. The property contains a 2-storey building with retail uses at the grade level. The applicant intends to install, for identification purposes, a non-illuminated projecting sign, one non-illuminated fascia sign at the second floor level, on the front elevation of the building and one illuminated first party roof sign on top of the front parapet wall of the building at 330 Yonge Street. The proposed fascia sign on the second floor level is 4.65m wide and 4.12m high with an area of 19.16m². The roof sign is 4.65m wide and 3.86m high with an area of 17.95m². The projecting sign is 0.76m wide and 2.1 m high with an area of 1.6m².

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 (16)	To erect an illuminated third party roof sign on top of the front parapet wall of the building located in CR zone.	A roof sign in a CR or MCR zone is not permitted.
2. Chapter 297-10 D(14)(c)	The proposed projecting sign would have an area of 1.95m ² .	The 1.95m ² sign area for the projecting sign would exceed by 1.46m ² , the maximum 0.49m ² permitted.
3. Chapter 297-10D(5)	The proposed large fascia sign at the second floor level represents the tenant who is located at the grade level.	The By-law requires that an identification sign be located in front of their respective business unit frontage.

4. Metro By-law 118-2(A) 1	The projecting sign would project 0.91m over the public walkway.	The 0.91m sign projection would exceed by 0.45m the maximum 0.46m sign projection permitted.
----------------------------	--	--

COMMENTS

The Municipal Code does not permit roof signs in CR or MCR zone districts and the signs. Also, the size and height of signs on buildings are regulated in order to minimize any negative impact of the signs on the buildings to which they are attached, surrounding uses and the streetscape. The second and fourth variances are required because the projecting sign would be larger than permitted and its projection over the public walkway would exceed the permitted projection. With respect to the third variance, the intent of the By-law is not to deprive any business to display their signage on their business unit frontage. In this case, the second floor tenant has also displayed its signage on their business unit frontage.

At its meeting of April 29 and 30, 2009 City Council adopted a report and recommendations relating to the “Signage Vision” for the Downtown Yonge BIA which is intended to guide all large-format signage applications for the properties located within the study area. The study area includes properties with principle frontages directly on Yonge Street and Dundas Square from Gerrard Street to the north and Queen Street to the south and it also includes the small segment of Dundas Street between Yonge and Bay Streets.

The “Signage Vision for the Downtown Yonge Strip” report deals with a strategy to permit high calibre spectacular signage that would help to strengthen the precinct as a special place in Toronto. The strategy recognizes the opportunity for signage to become an integral built form component and contribute to urban design objective for the precinct. The study recognizes that vibrant and large scale signage already exists and is a defining characteristic of this area and for this reason all future large-format signage in this area should be subject to special rules that are exceptional to any other location in the city. The signage study also deals with the signage at the Key Visual Sites, such as Dundas-Square Landmark Signage, Gateway Signage, Terminating Signage and Signage at the Corner Sites.

Design principles included in the study include:

- should be oriented to the primary corner
- these sites oblige the highest possible quality in architectural design, lighting and framing
- signage is encouraged to reinforce the corner in its orientation and design

Although, the proposed first party roof sign does not meet the requirements of Chapter 297-Signs, of the Municipal Code with respect to the sign type, its size, attributes and separation distance; the proposed sign would be located within the “DYBIA- Signage

Vision” study area. When reviewing the proposed sign with the principles and criteria established in the “DYBIA- Signage Vision” study in the precinct area staff have determined that the proposed roof sign at this location is acceptable.

As part of this proposal, the applicant is proposing to improve the façade of the building. The building improvements are in keeping with the principle in the “DYBIA- Signage Vision” which requires as part of the signage program for a building to include improvements to the existing building façade. In addition, the “DYBIA- Signage Vision” envisages that signs consist of the highest possible quality in architectural design, lighting and framing. In order to assist with meeting this requirement a condition that the visible sign structure and attributes are constructed of non-corrosive materials and the energy efficient lighting be used would be appropriate.

Staff recommends approval of the application conditional upon meeting the above requirements listed in the recommendations section and design and material and to the satisfaction of the City’s Chief Planner. With these conditions in place, staff considers that the requested variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

Norm Girdhar, Assistant Planner
Tel. No. 416-392-7209
Fax No. 416-392-7536
E-mail: ngirdhar@toronto.ca

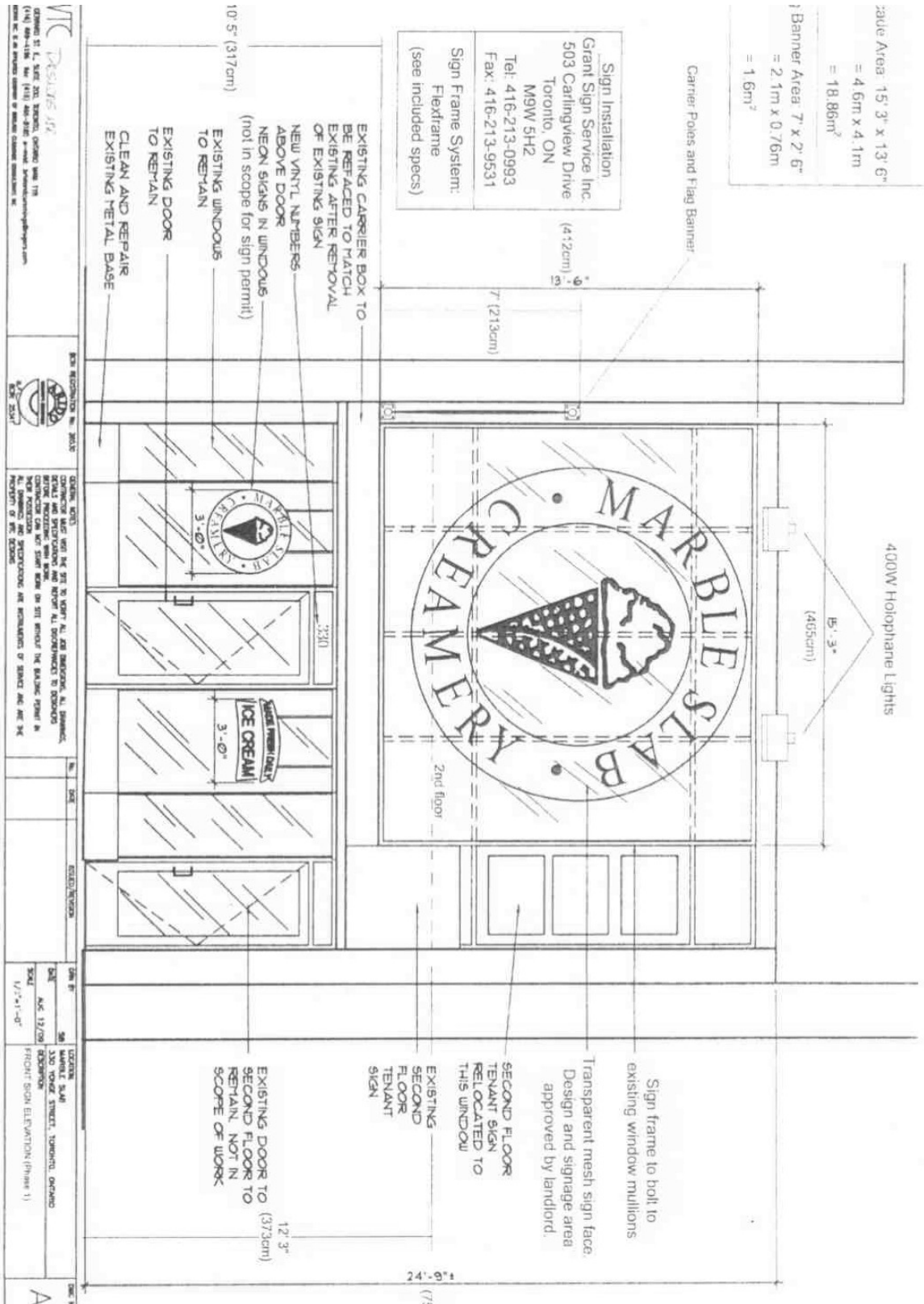
SIGNATURE

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

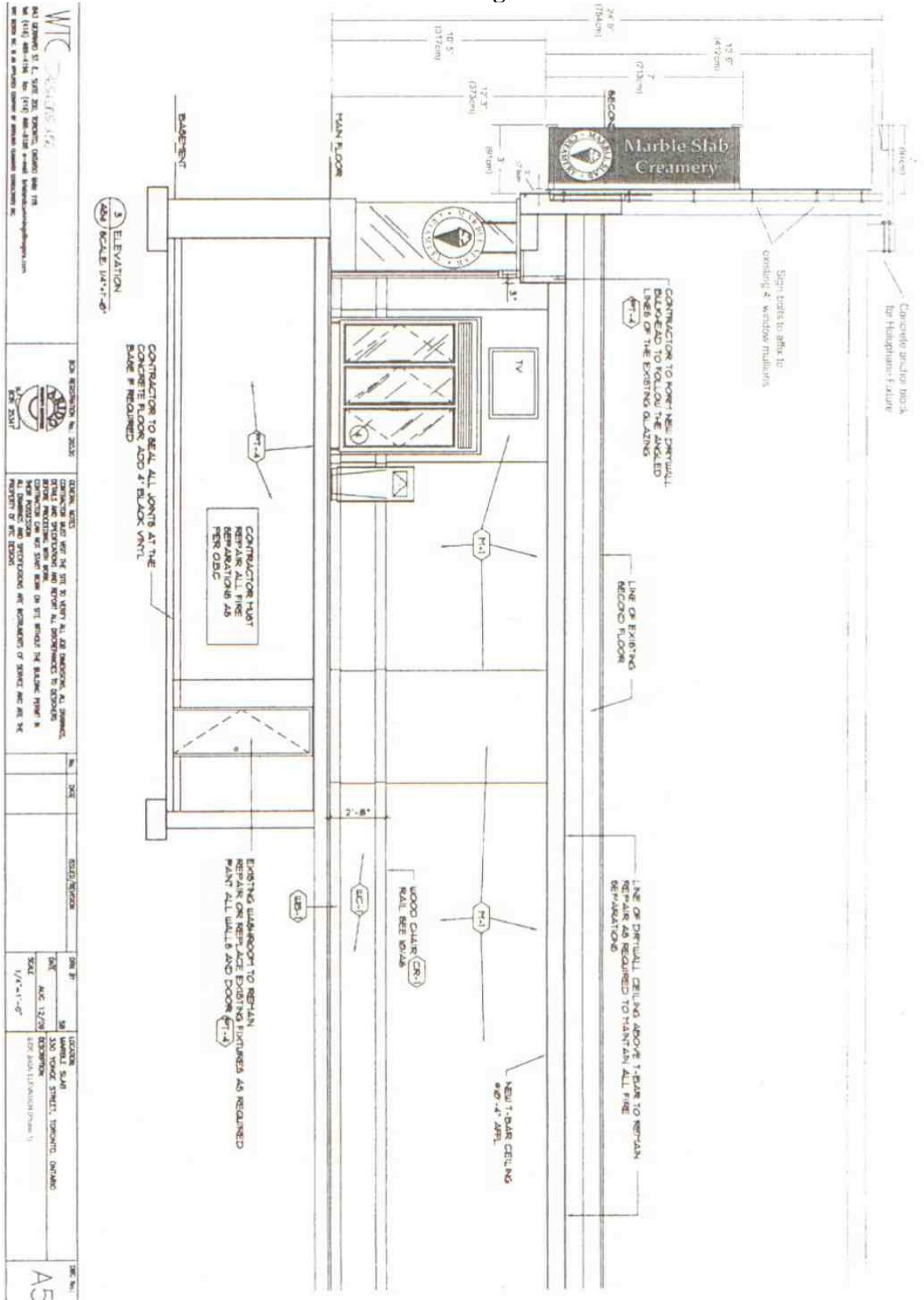
ATTACHMENTS

Attachment 1: Sign Details
Attachment 2: Sign Details
Attachment 3: Street view Photograph

Attachment 1: Sign Details

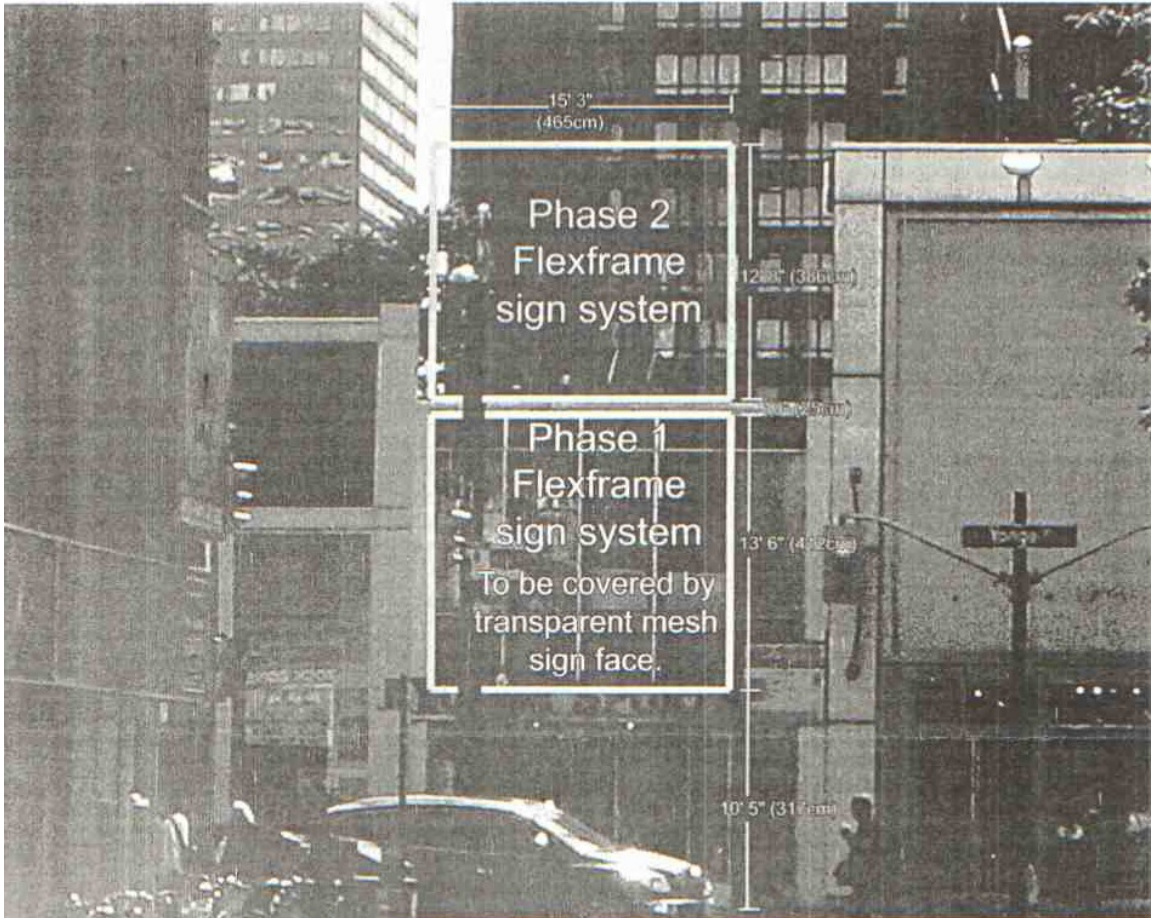


Attachment 2: Sign Details



Attachment 3: Street view Photograph

330 Yonge Street, Toronto, ON M5B 1R8



Landlord Approved Signage Area



Site Signage: Landlord's Permitted Signage Parameters for Ground Floor Towers to include Tenant's Corporate Signage, Logo and 4 other signs (subject to approval) and approved and subject to compliance with all applicable regulations. This page shall be used as the Schedule "M" and shall form part of the application and shall be used for all signage applications. The City of Toronto will not be responsible for the design, construction, installation, maintenance, removal or relocation of any signage. The City of Toronto will not be responsible for the design, construction, installation, maintenance, removal or relocation of any signage. The City of Toronto will not be responsible for the design, construction, installation, maintenance, removal or relocation of any signage.

Street View Signage
(Photograph)