

TORONTO STAFF REPORT

April 4, 2001

To: Downtown Community Council

From: Director, Community Planning, South District

Subject: 1 Bloor Street West, Application No. 901019: Request for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code, upon application by Jeremy Kramer/Kramer Design Associates Ltd., 103 Dupont Street, Toronto, Ontario, M5R 1V4 on behalf of Frank Stollery Limited, 790 Yonge Street, Toronto, Ontario, M4Y 2B6 (Toronto Centre-Rosedale - Ward 27)

Purpose:

To review and make recommendations for an application for variances to permit two illuminated roof signs, for third party advertising purposes, and two illuminated roof signs for identification purposes at 1 Bloor Street West.

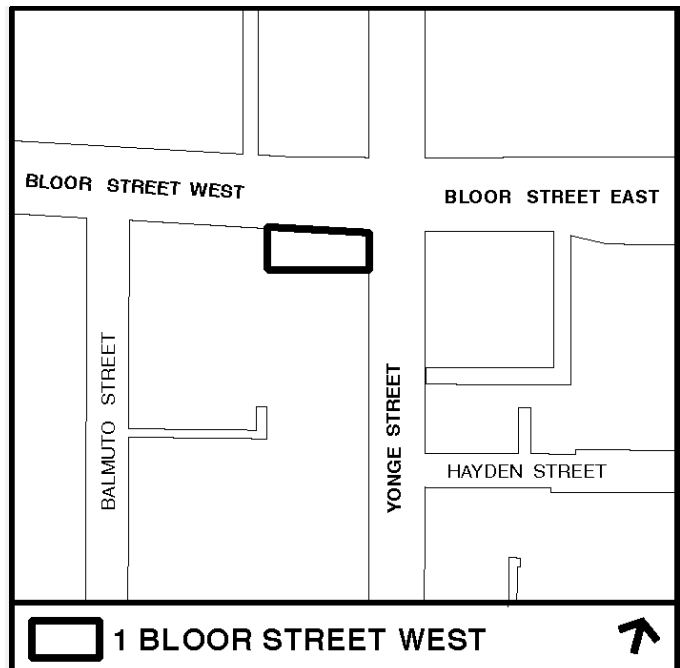
Financial Implications:

There are no financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) City Council **refuse** Application No. 901019 for variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit two illuminated roof signs, for third party advertising purposes, and two illuminated roof signs for identification purposes at 1 Bloor Street West.



Comments:

The property is located on the south-west corner of Bloor Street West and Yonge Street in a mixed-use “CR” district. The property contains a three-storey commercial building. The applicant is requesting permission to erect two illuminated roof signs for third party advertising purposes and two illuminated roof signs for identification purposes on top of the building at 1 Bloor Street West. Signs A, C and D are 7.32 metres wide and 4.27 metres high. Each has an area of 31.26 m². Sign B is 4.27 metres wide and 4.27 metres high with an area of 18.23 m². (see Attachments No. 1 & 2).

The signs do not comply with Chapter 297 of the Municipal Code in that roof signage is not permitted in a mixed-use “CR” District.

At its meeting of April 24, 1995, City Council passed By-law 1995-0229 to amend Chapter 297 of the Municipal Code to prohibit roof signs in all CR and MCR zone districts in the former City of Toronto. The prohibition resulted from a study of signage along the City’s “Main Streets” which detailed the unattractive appearance of roof signs within the mixed-use districts and from adjacent residential districts as well as the negative effect on skyline views.

Staff understands and is sensitive to the advertising needs of businesses in the City. On this and other sites, I have supported variance applications that provide greater exposure and prominence for retailers. In 1994, the applicant was granted a variance to erect 26.73 m² of illuminated fascia signage on the Yonge Street frontage, for identification purposes (see Attachment #2).

However, I cannot justify recommending approval of the application for roof signage as it clearly contradicts the City’s prohibition on new roof signs. In fact, the City’s objective is to not allow any improvements to existing roof signs which would extend their life span. Allowing new roof signs, by way of this minor variance application, will undercut the clear intent of City policy.

For the above noted reasons, I consider the requested variances to be significant and not within the general intent and purpose of the sign provisions of the Municipal Code. I am therefore recommending refusal of this application.

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Beate Bowron
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List of Attachments:

Attachments (1-2)