

# TORONTO STAFF REPORT

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February 17, 2003

To: Toronto East York Community Council

From: Director, Community Planning, South District

Subject: Request for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code, for two illuminated fascia signs to identify the municipal address of the building and one non-illuminated fascia sign, for third-party advertising purposes, at 151 Bloor Street West.  
902067, 02-172143  
Toronto Centre-Rosedale, Ward 27

Purpose:

To review and make recommendations on a request by Dennis Pyon with Pellow Architects for Dundee Realty Corporation for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code, to permit two illuminated fascia signs to identify the municipal address of the building and one non-illuminated fascia sign, for third party advertising purposes, at the above noted location.

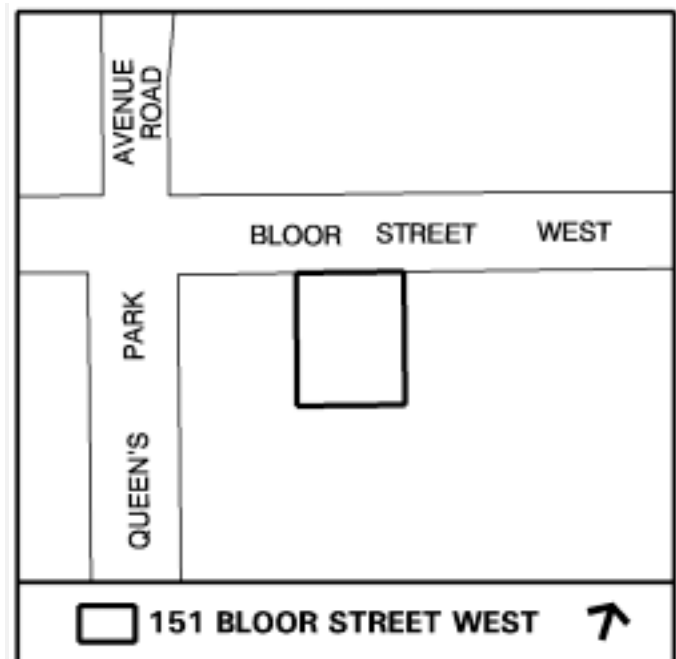
Financial Implications and Impact Statement:

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

Recommendations:

It is recommended that:

- (1) the request for a variance to permit two illuminated fascia signs to identify the municipal address of the building at 151 Bloor Street West be **approved**;
- (2) the request for variances to permit, for third-party advertising purposes, one non-illuminated fascia sign which would cover the second and third floor



windows of the building be **refused**; and

- (3) the applicant be advised that upon approval of a variance, of the requirement to obtain the necessary sign permit from the Commissioner of Urban Development Services.

Background:

The property is located east of Queen’s Park on the south side of Bloor Street West and is zoned MCR. The applicant has proposed to erect two illuminated fascia signs in the form of individual numbers to identify the municipal address of the building. A non-illuminated fascia sign, for third-party advertising purposes, is proposed to cover all windows on the second and third floor south and west elevations of the building. The sign located at the first floor level is 0.78m wide and 0.72m high with an area of 0.56m<sup>2</sup> and the fascia sign located at the third floor level is 1.25m wide and 1.14m high with an area of 1.43m<sup>2</sup>. The non-illuminated see-through vinyl fascia sign, for third-party advertising purposes, has an area of 290.90m<sup>2</sup> (see Attachments 1 and 2).

Comments:

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the in the following ways:

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
(1) 297-10C (1)	To erect two illuminated fascia signs in the form of individual numbers to identify the municipal address of the building.	Proposed fascia signs for identifying the municipal address are not permitted.
(2) 297-10D (5)(f)	To erect a fascia sign, for third-party advertising purposes, on the front elevation of the building.	A fascia sign, for third-party advertising purposes, is not permitted because it faces a street.
(3) 297-10D (5)(g)	To erect a third-party fascia sign with an area of 291.90m <sup>2</sup>	The area of the fascia sign exceeds by 266.90m <sup>2</sup> , the maximum 25.00m <sup>2</sup> sign area permitted.
(4) 297-10E(6)	To erect a non-illuminated fascia sign, for third-party advertising purposes, which covers the second and third floor windows on the south and west elevations of the building.	The proposed third-party advertising fascia sign interferes with windows.

The first variance occurs because the fascia sign would be erected above the second floor level of the building and the other sign located at the first floor level is not permitted because that would

not be mounted against the wall of a building. Although both signs do not meet the Municipal Code requirements, the signs are designed to complement the building façade and it is staff's opinion that they would not adversely impact the streetscape nor the building to which they are attached.

The second, third and fourth variances are related to the fascia sign which would shrink-wrap the second and third floor windows on the north and west elevations of the building. The applicant has advised that the sign would be constructed of "one way fabric" mounted in sections. The sign would be "see through" from inside the office windows it would cover. The sign would considerably exceed the permitted size for a fascia sign and it would also cover up numerous second and third floor windows on the south and west elevations of the building, contrary to the Municipal Code.

Staff cannot support this form of fascia signage. This sign is not a mural which could be argued to provide added interest to a blank wall. The proposed sign covers the windows on the second and third floor levels. The pattern of windows is part of the basic architectural integrity of a building. Windows involve a two-way relationship, allowing one to see inside as well as to see out. Staff see no rationale for approving variances that would set a precedent for allowing windows to be covered, expressly contrary to the original intent of the Municipal Code.

Conclusions:

1. It is recommended that the request for a variance for the two illuminated fascia signs in the form individual numbers to identify the municipal address of the building be **approved**; and
2. It is recommended that the request for the variances for an oversize fascia sign, for third party advertising purposes, be **refused**, as staff find the variance requested not to be minor or within the general intent and purpose of the sign provisions of the Municipal Code.

Contact:

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List of Attachments:

Attachment 1: Elevations  
Attachment 2: Perspective