

# TORONTO STAFF REPORT

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December 15, 2003

To: Toronto South 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 additional roof signage at 1 Bloor Street West  
03-168649  
Toronto Centre-Rosedale, Ward 27

Purpose:

To review and make recommendations on a request by Mr. Dominic Rotundo, Authorized Agent with A-Tec Signs for Mr. Albert Kruger, Frank Stollery Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code, to permit three third party roof signs at the above noted location.

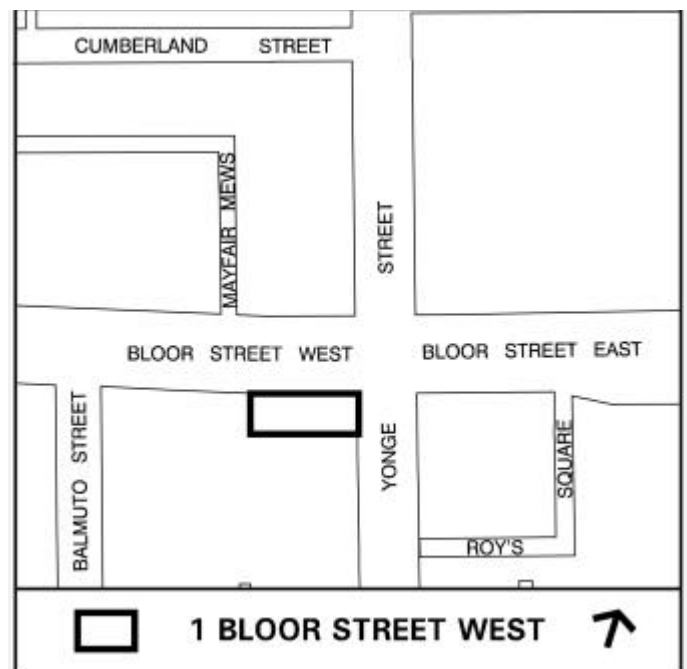
Financial Implications and Impact Statement:

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

Recommendations:

It is recommended that:

- (1) the request for variances be approved to permit a proposed Box 1 and proposed Box 2 at 1 Bloor Street West, but that proposed Box 3 be refused for the same address; and
- (2) the applicant be advised, upon approval of the variances, of the requirement to obtain the necessary sign permit from the Commissioner of Urban Development Services.



Background:

The property is located on the southwest corner of Yonge Street and Bloor Street West. The property is zoned commercial. In April of 2001 staff recommended refusal of an application to place roof signs on 1 Bloor Street West. Council approved the application in May of 2001 and three illuminated roof signs were subsequently erected. The current application proposes the erection of three additional roof signs (proposed Box 1, proposed Box 2, and proposed Box 3):

- Proposed Box 1 is 9.4m long and would match the height (4.3m) of the existing signage. The sign would fill in the remainder of the Bloor Street West roof treatment for 1 Bloor Street West.
- Proposed Box 2 is 4.7m wide and would match the 4.3m height of the existing and proposed signage. The sign would wrap around the northwest corner of the building rooftop.
- Proposed Box 3 is 7.7m wide and would match the 4.3 height of the existing and proposed signage. The sign would face west.

Comments:

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

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
(1) 297 10 D (16)	To erect three new third party advertising roof signs.	The proposed roof sign is not permitted.
(2) 297 10 D (a)	Proposed Box 1 is 40.1 square metres, and Proposed Box 3 is 32.3 square metres.	Two of the proposed third party fascia signs are not permitted as they have an area of sign, which exceeds 25 square metres.
(3) 297 10 F	To erect three new third party advertising roof signs.	The proposed signs do not meet separation requirements from other third party advertising signs.

Given City Council approval of roof signage at this location, the proposal for Box 1 and Box 2 would complete the sign treatment by extending the roof signs to the corner of the building. The proposed Box 3 would however introduce an illuminated roof sign that will have negative impact on numerous existing and future commercial and residential buildings in the area.

Conclusions:

It is recommended that the request for the variances be approved for proposed Box 1 and proposed Box 2, but refused for proposed Box 3.

Contact:

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Ted Tyndorf  
Director, Community Planning, South District

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Applicant's Information:

Dominic Rotundo  
A-TEC Signs  
453 Chancellor Drive  
Vaughan, Ontario  
L4L 5E1

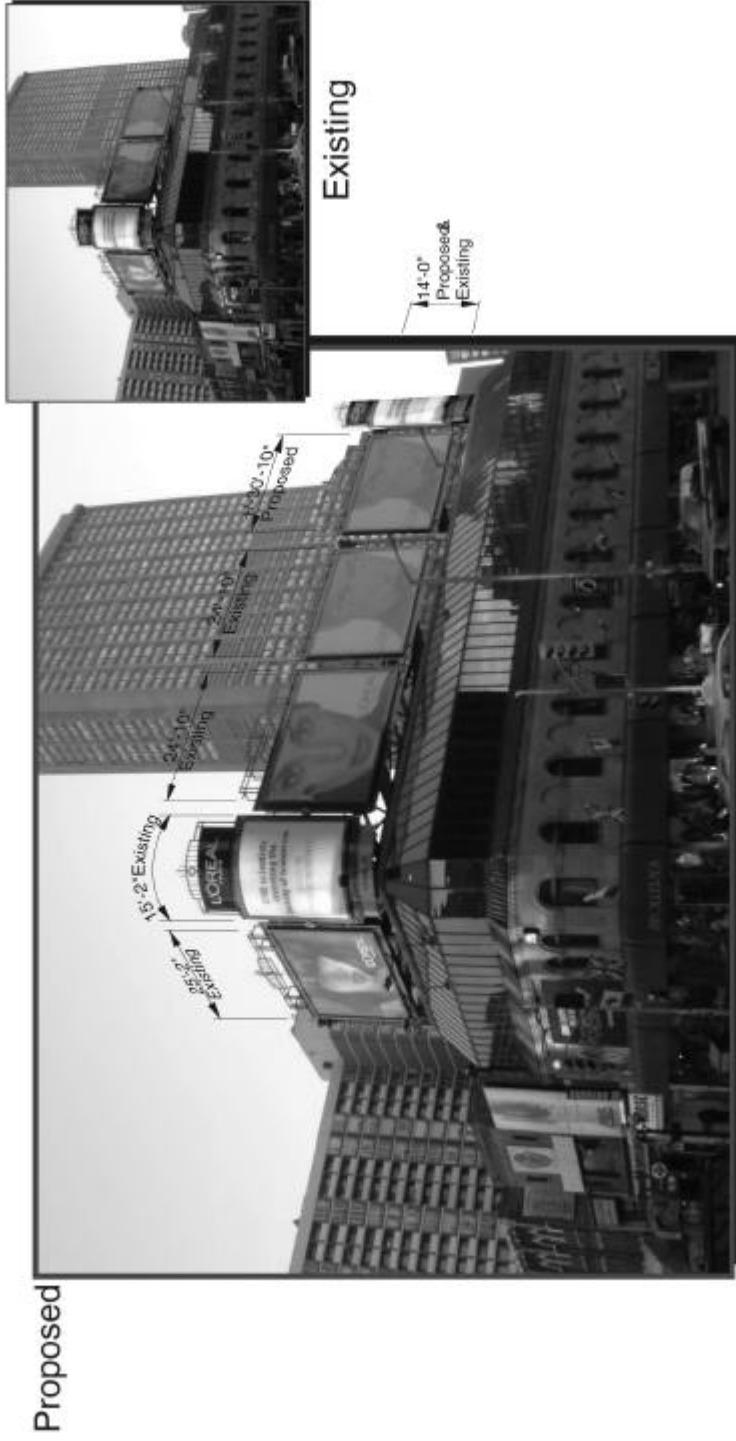
Telephone: 905-856-1963

Fax: 416-677-1496

List of Attachments:

Attachment 1: Site Plan  
Attachment 2: Sign Details  
Attachment 3: Sign Details





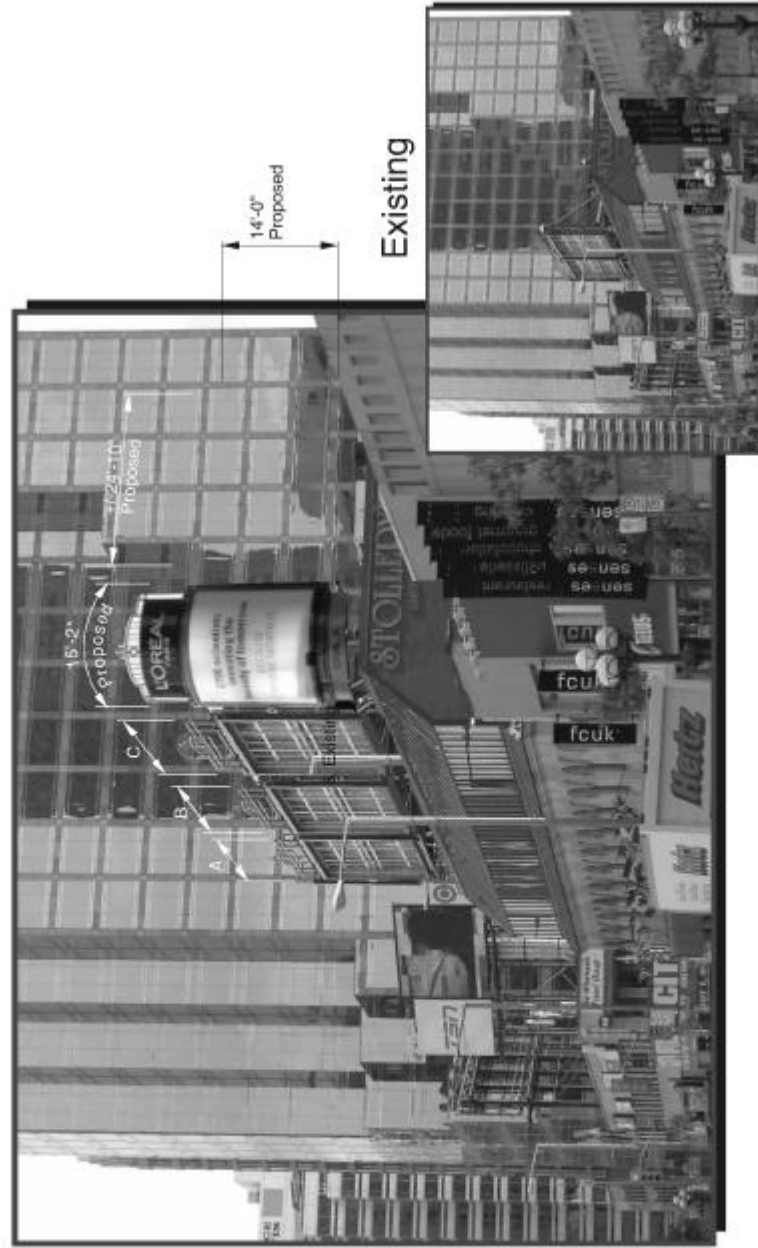
### Sign Details

Applicant's Submitted Drawing

Not to Scale  
10/03/03

### 1 Bloor Street West

File # 03\_168649



**Proposed**

- A: Existing  
Size: 24'-10"(L) x 14'-0"(H)
- B: Existing  
Size: 24'-10"(L) x 14'-0"(H)
- C: Proposed  
Size: 4'-30"-10"(L) x 14'-0"(H)

**Sign Details**

Applicant's Submitted Drawing

Not to Scale  
10/03/03

**1 Bloor Street West**

File # 03\_168649