

**Sign Variance Report  
303 Bay Street**

|                          |  |
|--------------------------|--|
| <b>Date:</b>             | March 1, 2007  |
| <b>To:</b>               | Toronto and East York Community Council                      |
| <b>From:</b>             | Director, Community Planning, Toronto and East York District |
| <b>Wards:</b>            | Ward 28 – Toronto Centre-Rosedale                            |
| <b>Reference Number:</b> | 06-176528  |

**SUMMARY**

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

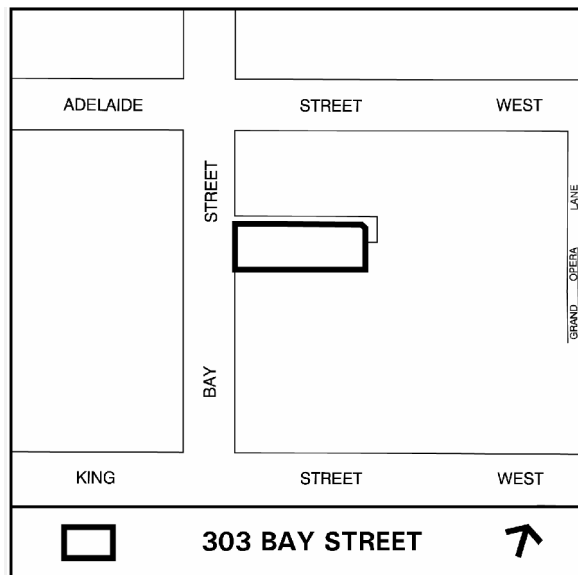
This report reviews and makes recommendations on a request by David Mackie, with Titan Outdoor, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, an illuminated fascia sign for a period not to exceed one year at 303 Bay Street.

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

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. Toronto and East York Community Council approve the request for variances to permit, an illuminated fascia sign, for a period not to exceed one year at 303 Bay Street and require that energy efficient lights be used; and



2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

**Financial Impact**

The recommendations in this report have no financial impact.

**ISSUE BACKGROUND**

The property is located north of King Street West, on the east side of Bay Street in a CR mixed-use zone district. The existing five-storey building on the site contains The National Club. An application for a temporary, third-party, non-illuminated mural sign was approved in June 2000. In 2003, a temporary illuminated fascia sign was approved at the same location for an additional 3 years.

The proposed illuminated fascia sign, with dimensions of 6.1 m by 10.6 m, replaces the previously approved illuminated fascia sign. The proposed sign will be erected for a period of approximately one year, as construction of the development on the adjacent site is slated to commence prior to one year, and the construction will result in the sign being blocked. Although the building has Ontario heritage status, the sign will be erected on the north elevation, which contains none of the heritage features of the building.

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

| <b>Sign By-law Section and Requirements</b> | <b>Applicant’s Proposal</b>  | <b>Required Variance</b>   |
|---|--|--|
| (1) Chapter 297-10, D(5)(e)                 | The sign will be erected above the second storey   | The proposed sign must not be erected above the second storey of the building or 10 metres above grade, which ever is less.  |
| (2) Chapter 297-10, D(5)(f)                 | The sign will face a street, be erected on an Ontario Heritage Building and portions of the sign will be located above the fourth floor or 15 metres above grade | The proposed sign must not face a street nor be erected on an Ontario Heritage Building nor be erected above the fourth floor or 15 metres above grade, which ever is less |
| (3) Chapter 297-10, D(5)(g)                 | The sign will have an area of approx. 65 m <sup>2</sup>  | 40 m <sup>2</sup> over the maximum permitted 25 m <sup>2</sup>   |
| (4) Chapter 297-10,E(6)                     | The sign will obstruct windows on north side of building   | The sign must not obstruct or interfere with a window of a building  |

**COMMENTS**

It is recommended that the temporary sign be approved for a period not to exceed one year from the date of Community Council approval.

It is further recommended that the request for variances be approved, as staff consider the requested variances to be minor and within the general intent of the sign provisions of the Municipal Code.

## **CONTACT**

Leontine Major, Senior Planner  
Telephone: 416-397-4079  
Fax No. 416-392-1330  
E-mail: lmajor@toronto.ca

## **SIGNATURE**

---

Gary Wright, Director  
Community Planning, Toronto and East York District

(P:\2007\Cluster B\pln\teycc8153997049.doc) - smc

## **ATTACHMENTS**

Attachment 1: Elevation  
Attachment 2: Proposed Elevation

Attachment 1: Elevation



Elevation

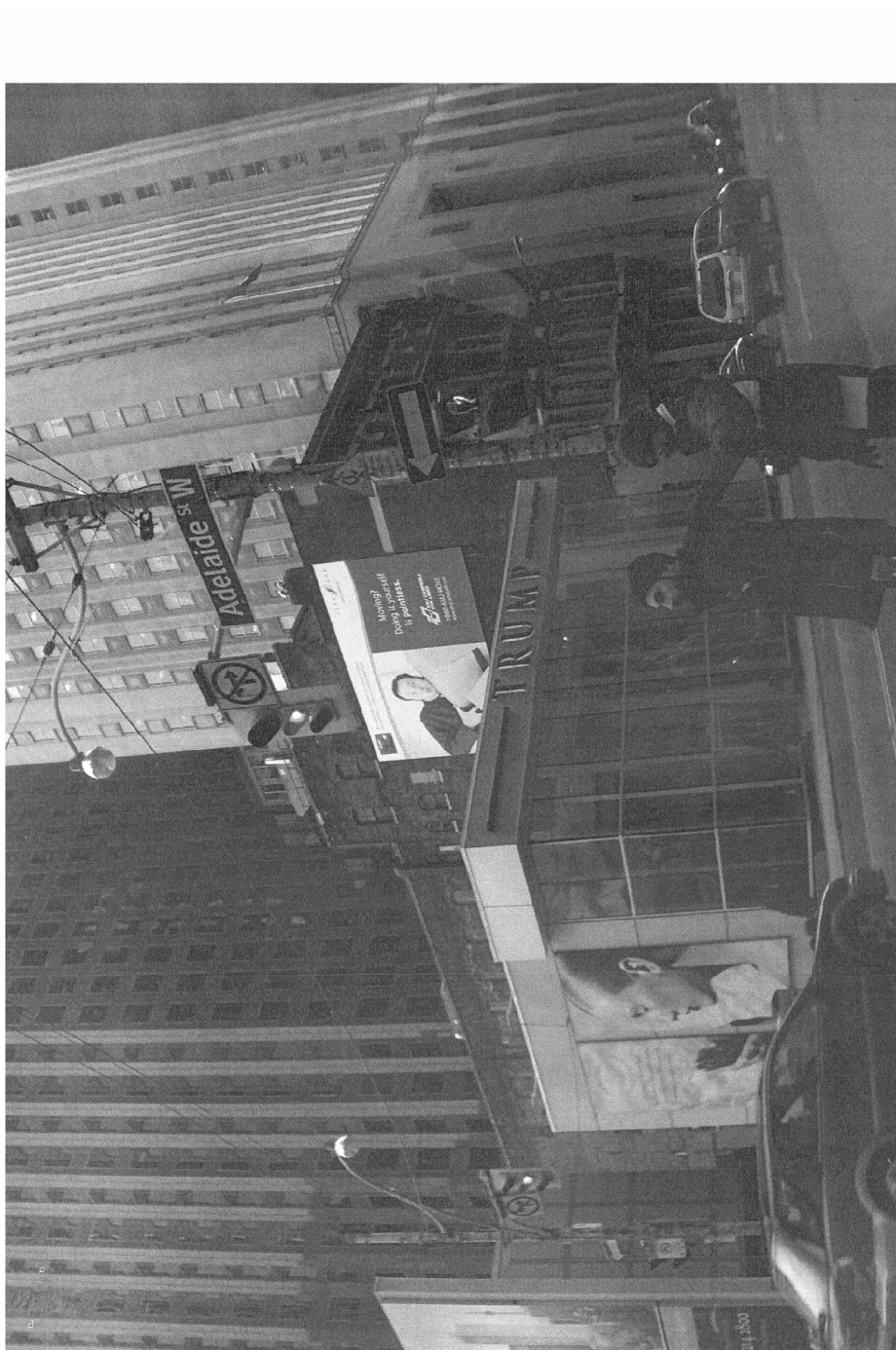
Applicant's Submitted Drawing

Not to Scale  
01/12/07

303 Bay Street

File # 06\_176528

## Attachment 2: Proposed Elevation



### Proposed Elevation

Applicant's Submitted Drawing

Not to Scale  
11/27/06

303 Bay Street

File # 06\_176528