

**Sign Variance Report  
100 Queen’s Park – Royal Ontario Museum**

<b>Date:</b>	May 14, 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 20 – Trinity-Spadina
<b>Reference Number:</b>	07-191111

**SUMMARY**

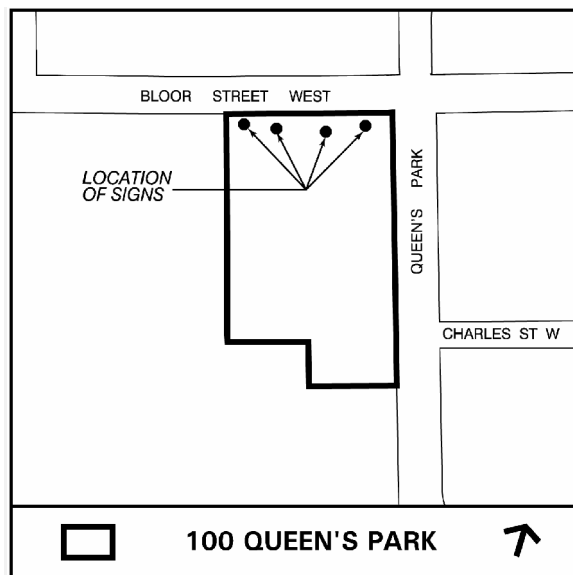
This report reviews and makes recommendations on a request by Wan-Chi Chang, with B & H Architects on behalf of The Royal Ontario Museum (ROM) for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, four illuminated pedestal signs along the Bloor Street West frontage of the property. The sign #2 and sign #3 are designed to contain a small LED screen for special displays, shows or programs at the ROM.

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 Community Council:**

1. Approve the request for variances to permit, for identification purposes, four illuminated pedestal signs along the Bloor Street West frontage of the property. The sign #2 and sign #3 are designed to contain a small LED screen for special displays, shows or programs at the ROM at 100 Queens Park;



2. Require that energy efficient technology be used for the new video signs;
3. Require that the new signs be designed so that they can be dimmed after dusk to the satisfaction of the Chief Planner;
4. Require that the signs be turned off between the hours of 11:00 p.m. to 7:00 a.m. nightly; and
5. 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 Q (institutional) zoned property known as The Royal Ontario Museum (ROM) is located on the southwest corner of Bloor Street West and Queen's Park. The property is designated historic and recently it has gone through a major renovation and transformation with the addition of Michael Lee-Chin Crystal wing on the northeast corner of the property. The applicant is seeking permission to erect four illuminated pedestal signs along the Bloor Street frontage of the property. The signs are listed as Sign #1, Sign #2, Sign #3 and Sign #4 (see Attachments). The Sign #2 and Sign #3 are designed to contain small LED screens.

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

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. Chapter 297-9D (9) (c)	The Bloor Street West frontage would have a total of four pedestal signs.	Only one ground sign or a pedestal sign per frontage of the property is permitted.
2. Chapter 297-9D (9) (b)	The pedestal sign #2 and #3, each would have a height of 2.57m.	The proposed 2.57m sign height would exceed by 0.57m, the maximum 2.0m sign height permitted.

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
3. Chapter 297-9D (9) (a)	The pedestal sign #2 and #3, each would have an area of 2.97m <sup>2</sup> .	The proposed 2.97m <sup>2</sup> area of each sign would exceed by 0.47m <sup>2</sup> , the maximum 2.5m <sup>2</sup> sign area permitted.
4. Chapter 297-9B (2)	The pedestal sign # 1 would be 4.88m high.	The 4.88m sign height would exceed by 0.38m, the maximum 4.50m height permitted for a pedestal sign.
5. Chapter 297-9D (9) (a)	The pedestal sign #1 would have an area of 7.17m <sup>2</sup> .	The proposed 7.17m <sup>2</sup> sign area would exceed by 4.67m <sup>2</sup> , the maximum 2.5m <sup>2</sup> sign area permitted.
5. Chapter 297-9D (9) (b)	The pedestal sign # 1 would be 4.88 m high.	The 4.88m sign height would exceed by 2.88m, the maximum 2.0m height permitted.
4. Chapter 297-9B (2)	The pedestal sign # 2 and # 3, each would contain a small LED screen.	A sign containing a LED screen is not permitted.
5. Chapter 297-2	The pedestal sign # 2 and # 3, each would contain a pivoting video component.	A pedestal sign containing a pivoting video component is not permitted.

## **COMMENTS**

The Municipal code permits only one sign per frontage of the property. The proposal is to erect four pedestal signs along the Bloor Street West frontage. In this case, the signs are well designed and relatively small and the property frontage is long enough to accommodate these signs without adding to a sense of sign clutter. Preservation Services staff do not object to the signs.

With respect to the second and third variances, the permitted signs in a Q zone are required to be small and low. Although, the area and the height of signs # 1, sign #2 and sign #3 exceeds the permitted size and height, in this instance, these signs are designed well to complement the building and the streetscape.

In a Q zone, a sign containing a LED screen is not permitted in order to minimise any adverse impact on the institutional uses or detract from the character of the area. In this case, the proposed LED screens for the sign #2 and sign #3 are very small and they are oriented parallel to the east and west bound traffic. These signs would have the least adverse impact on the motorists or on the surrounding uses.

In accordance with Clause 6 in Report 6 of the Works Committee adopted by Council in July 2003, the application has been circulated to the Traffic Management Centre, Transportation Services Division for their review of the proposal's potential impact on right-of-way activities. The Traffic Management Centre has examined the proposal and has advised that the proposed small size LED screens and oriented parallel to the traffic on the Bloor Street West would not adversely impact traffic safety.

Planning staff consider the proposed first party pedestal signs with small LED screens to be acceptable and to not adversely impact the building, surrounding uses or streetscape.

## **CONTACT**

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## **SIGNATURE**

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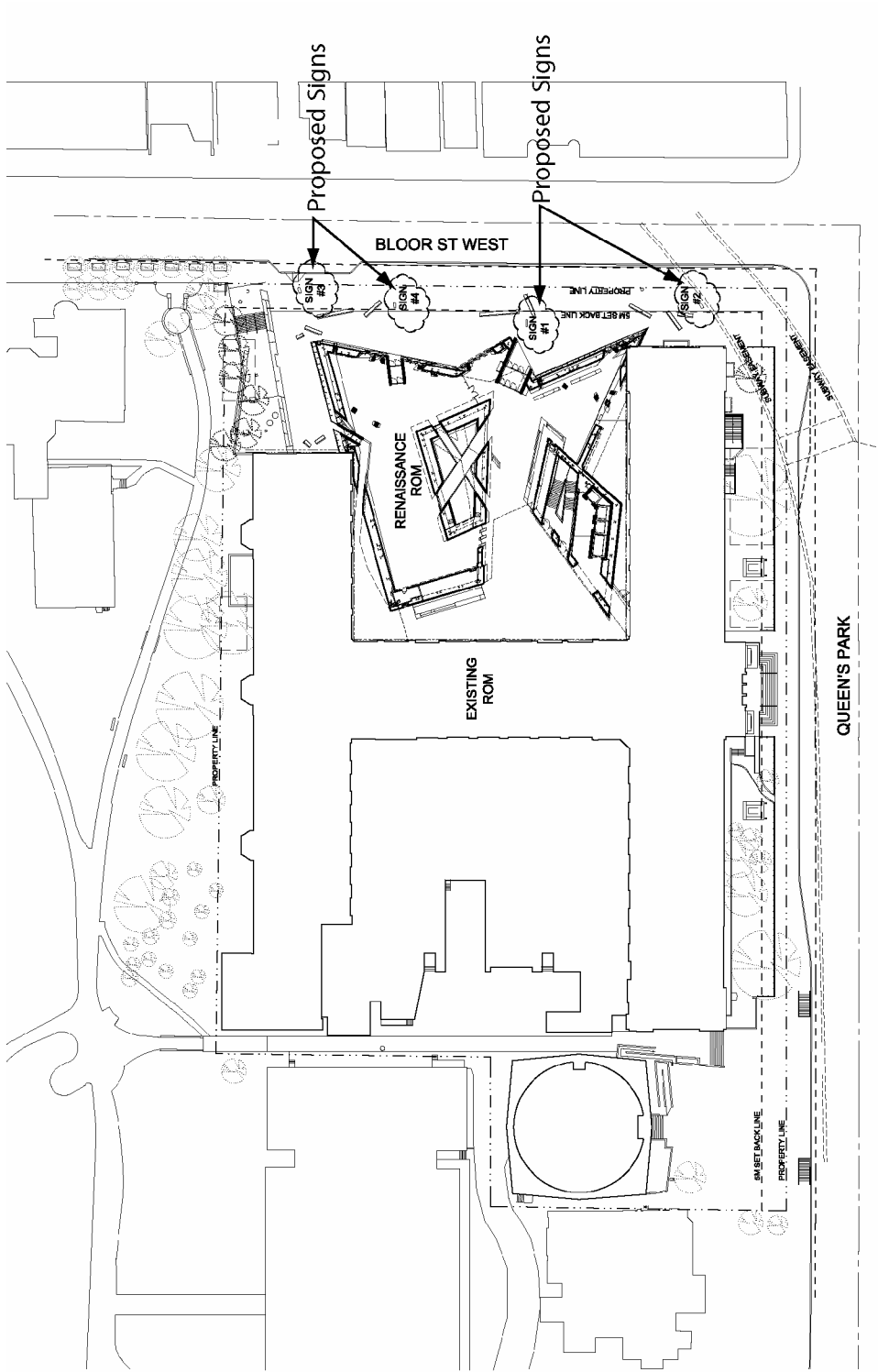
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Site Plan  
Attachment 2: Sign Details  
Attachment 3: Sign Details  
Attachment 4: Sign Details  
Attachment 5: Sign Details

Attachment 1: Site Plan



100 Queen's Park

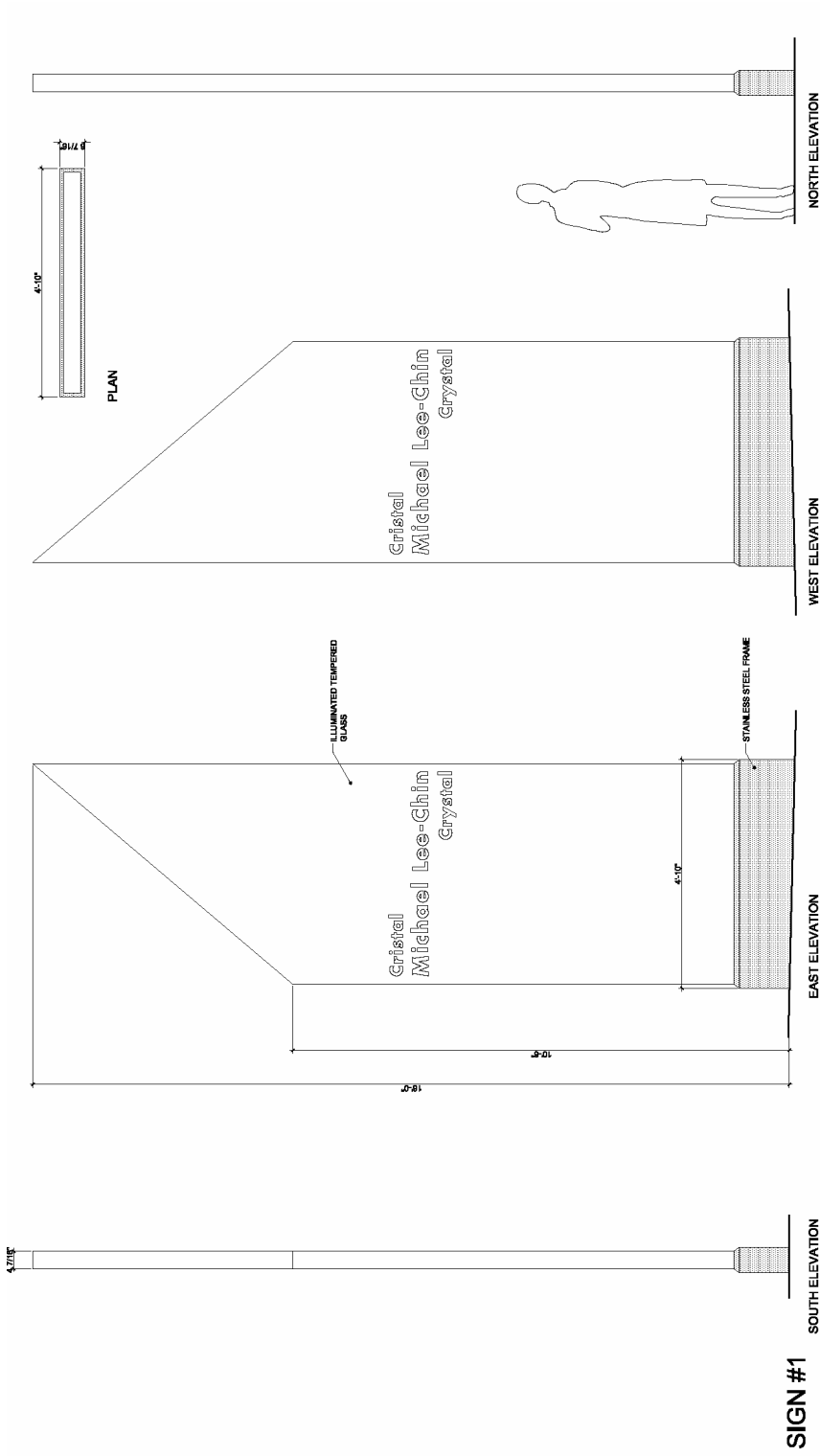
Site Plan

Applicant's Submitted Drawing

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05/11/2007

File # 07\_191111

## Attachment 2: Sign Details



Sign 1 Details

### Sign Details

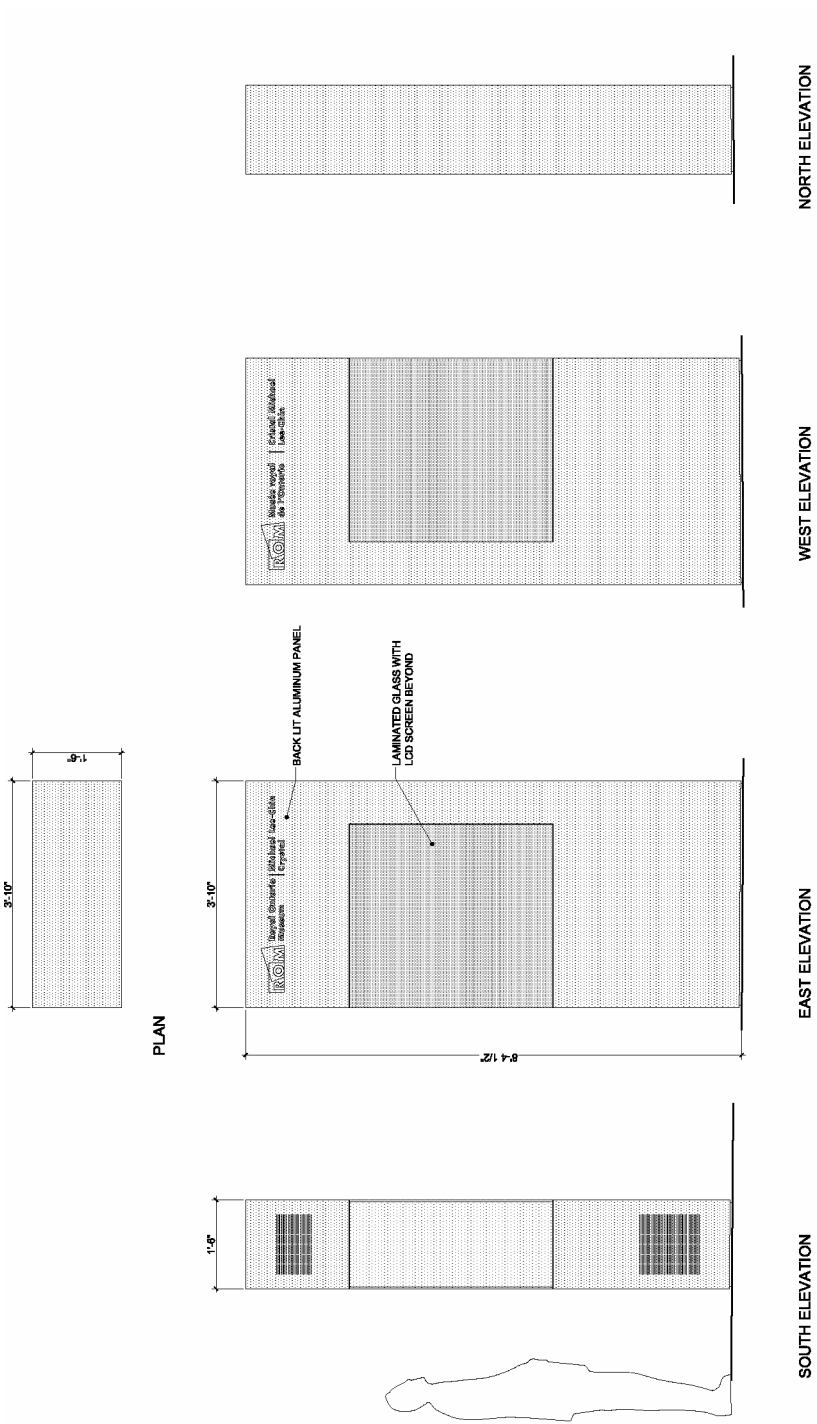
Applicant's Submitted Drawing

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### 100 Queen's Park

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Attachment 3: Sign Details



**SIGN #2**

Sign 2 Details

**Sign Details**

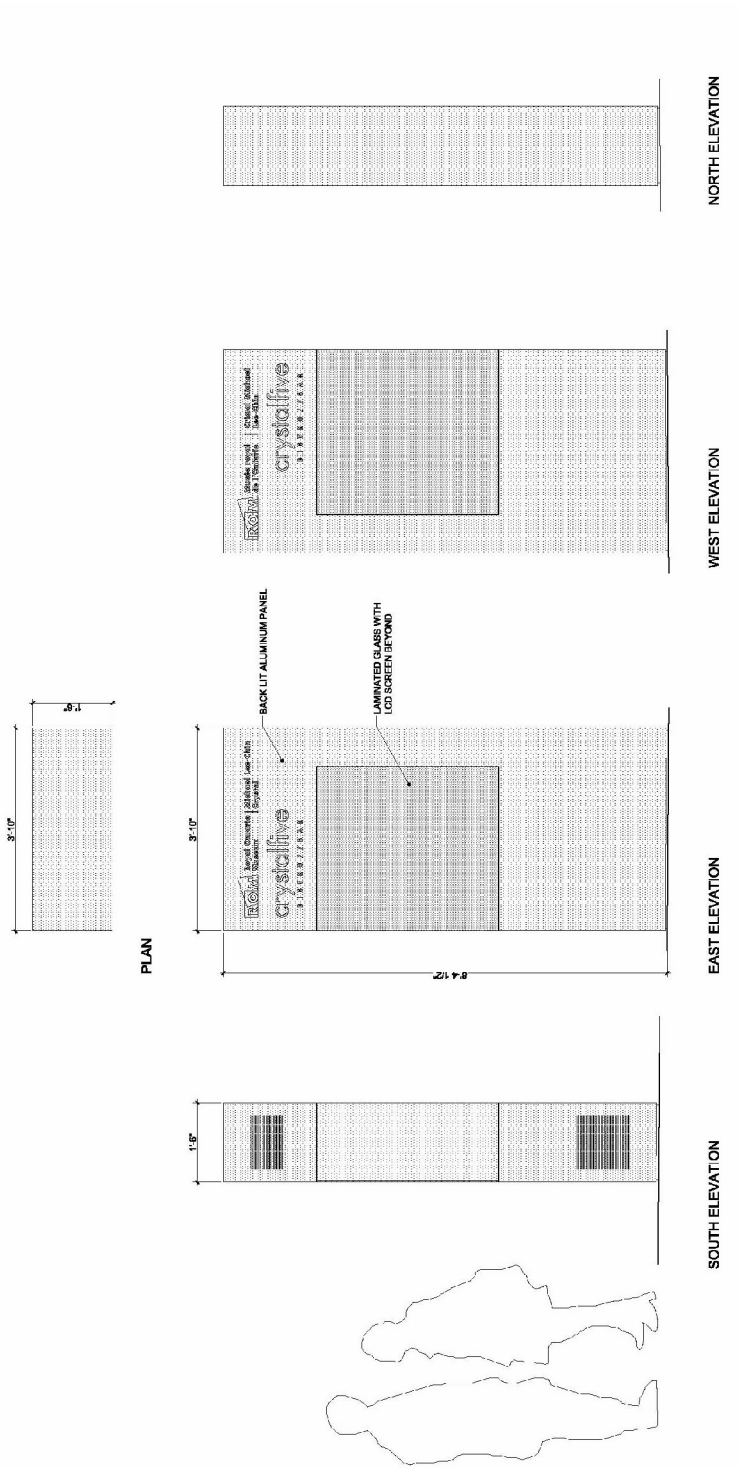
Applicant's Submitted Drawing

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**100 Queen's Park**

File # 07\_191111

**Attachment 4: Sign Details**



**SIGN #3**

**Sign 3 Details**

**100 Queen's Park**

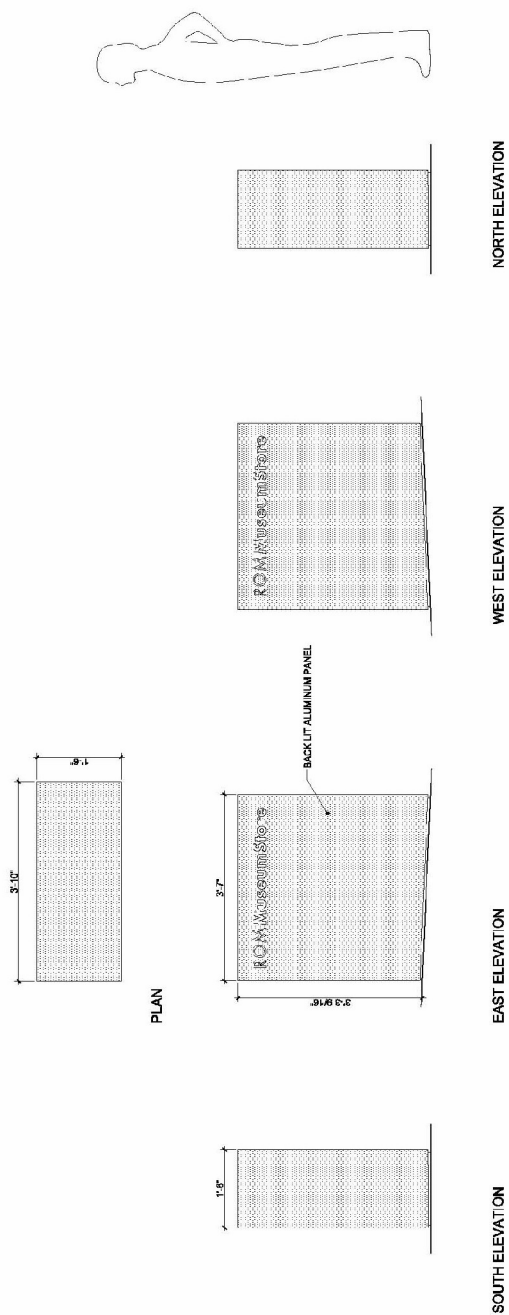
**Sign Details**  
 Applicant's Submitted Drawing

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File # 07\_191111



Attachment 5: Sign Details



SIGN #4

Sign 4 Details

Sign Details

Applicant's Submitted Drawing

Not to Scale  
05/11/2007

100 Queen's Park

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