



STAFF REPORT ACTION REQUIRED

Sign Variance Report 1075 Bay Street

Date:	July 5, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	07-113981

SUMMARY

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

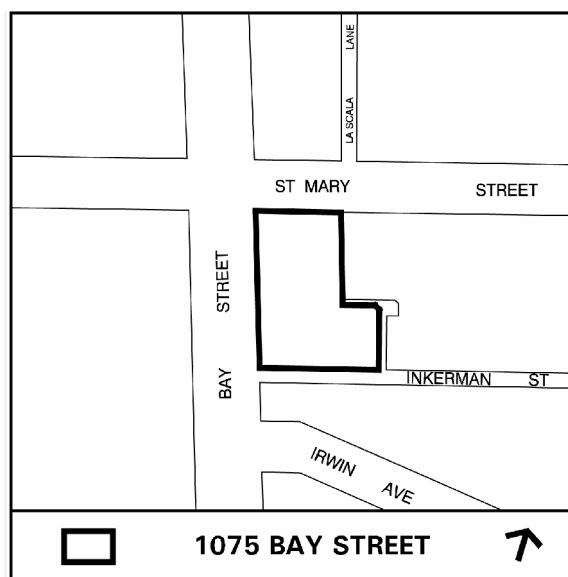
This report reviews and makes recommendations on a request by Robert Doran, with Robert Doran and Associates, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of a non-illuminated fascia sign located above the main entrance at the first floor level, on the west elevation of the building with a new “AXA” fascia sign, at 1075 Bay Street.

Staff recommends approval of the application. The variances are minor and are 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 requested variances to permit, for identification purposes, replacement of a non-illuminated fascia sign



- located above the main entrance, at the first floor level, on the west elevation of the building with a new “AXA” fascia sign at 1075 Bay Street; 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 CR zoned, thirteen-storey office building is located at the northeast corner of Bay and Inkerman Streets. The applicant is seeking permission to replace a non-illuminated “the citadel assurance” fascia sign with an “AXA” fascia sign to identify the new major tenant in the building. The proposed “AXA” sign is 1.14m wide and 1.14m high with an area of 1.30m².

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

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter 297-10D (5) (C)	To replace a non-illuminated “the citadel assurance” fascia sign with a new “AXA” fascia sign above the main entrance, on the west elevation of the building.	The proposed sign is not permitted because it would not be located on a wall that is part of the commercial unit.

COMMENTS

The “AXA” is a new major tenant in the building and requires identification signage. The proposed modest size fascia sign would replace an existing “the citadel assurance” fascia sign located above the main entrance on the Bay Street frontage. The sign is designed to complement the building and the streetscape. It is staff’s opinion that the proposed sign would not deprive other tenants in the building to display their signage on their business unit frontage and it would not adversely impact the building, surrounding uses or the streetscape.

CONTACT

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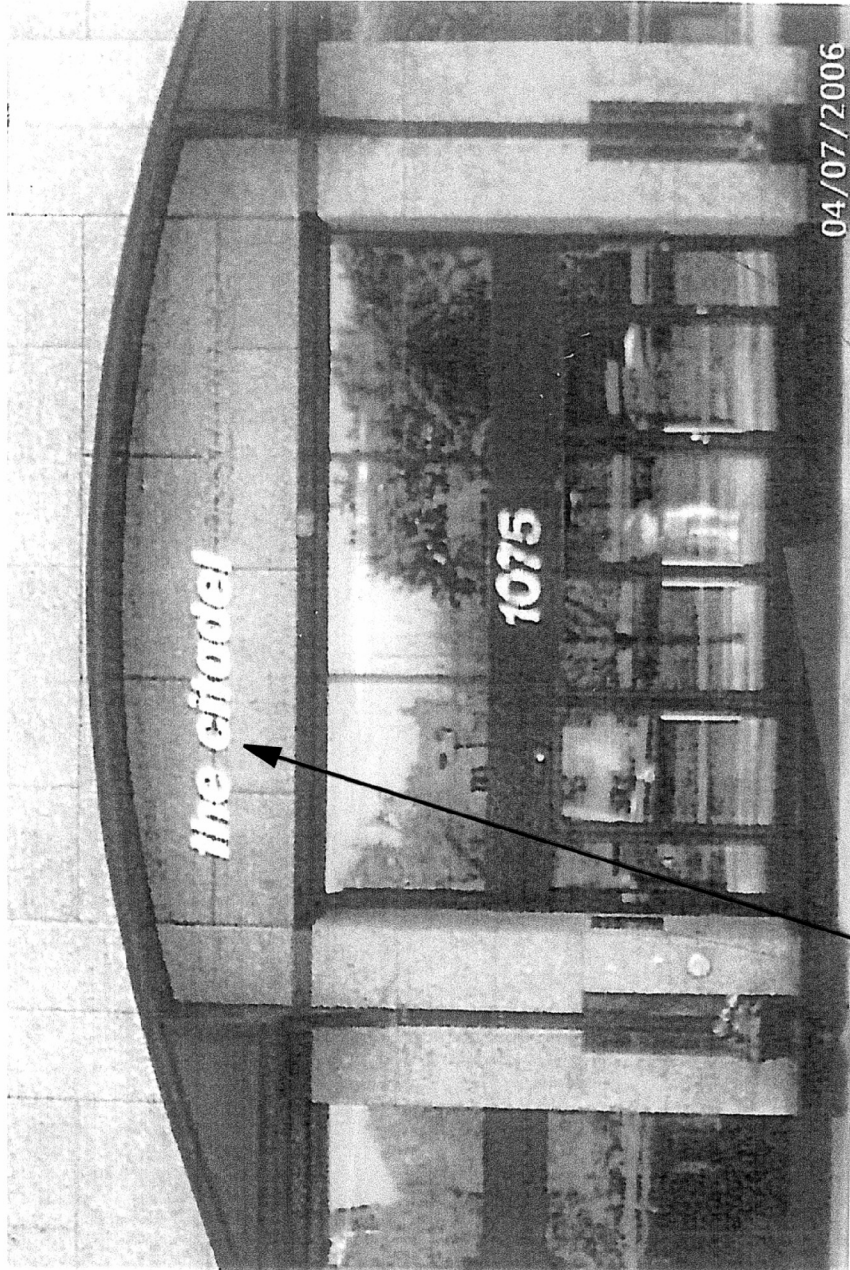
SIGNATURE

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

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ATTACHMENTS

Attachment 1:
Attachment 2:
Attachment 3:



04/07/2006

EXISTING SIGN 'C' 0.30m x 3.66m

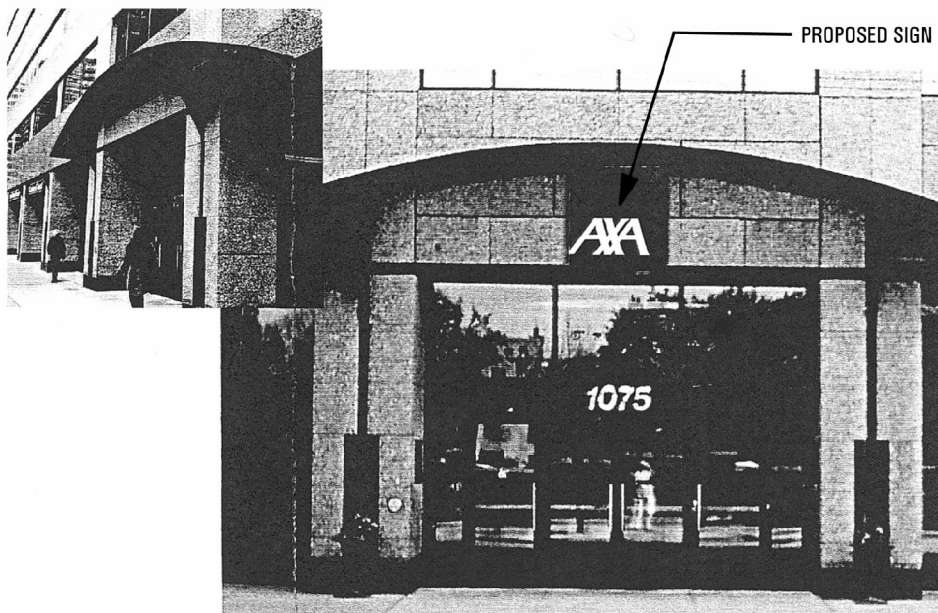
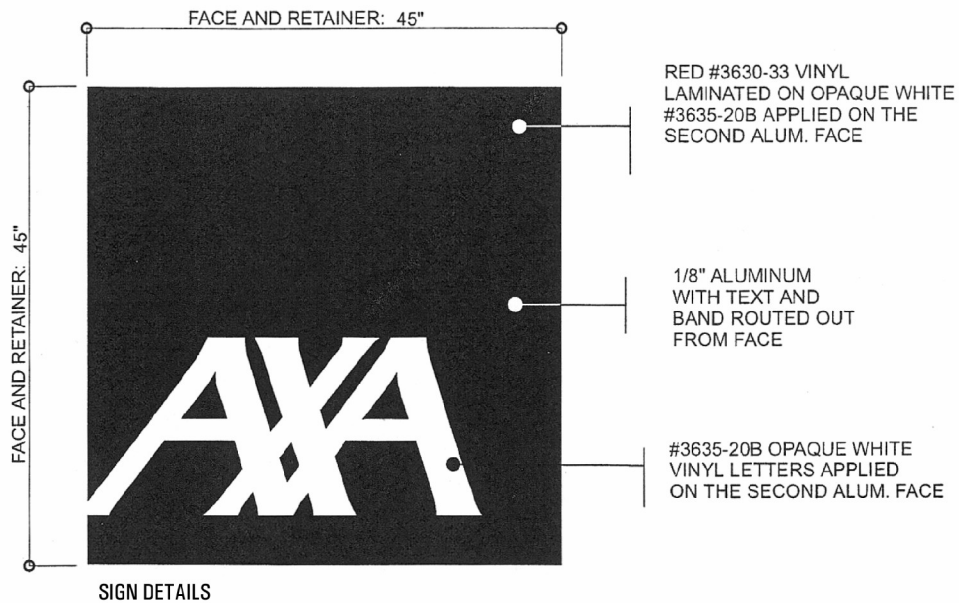
Existing Sign

Applicant's Submitted Drawing

Not to Scale
089/09/07

1075 Bay Street

File # 07_113981



Proposed Sign

Applicant's Submitted Drawing

Not to Scale
08/06/07

1075 Bay Street

File # 07_113981