



STAFF REPORT ACTION REQUIRED

Sign Variance Report 984 Bay Street

Date:	July 31, 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:	07-219667

SUMMARY

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

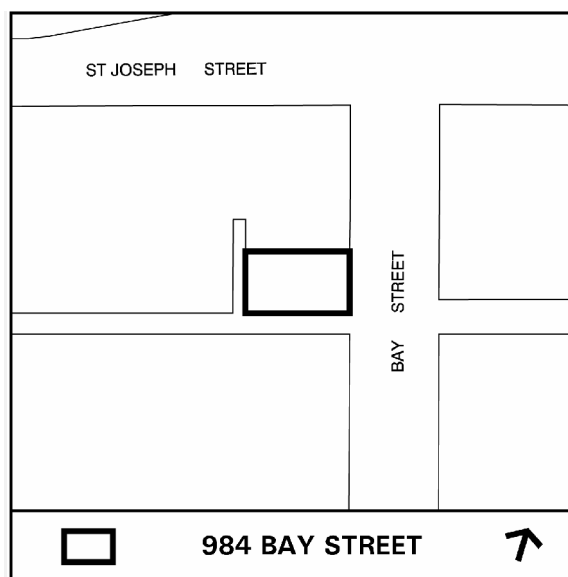
This report reviews and makes recommendations on a request by David Mackie of Titan Outdoor on behalf of Yellow Stone Property Consultant Corp. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the north elevation of the building at 984 Bay Street.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, a non-illuminated fascia sign on the north



elevation of the building at 984 Bay Street.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located north of Wellesley Street on the west side of Bay Street in a “CR” zone. The property contains a seven-storey building with retail uses at grade level. The applicant is seeking permission to erect, for third party advertising purposes, a non-illuminated fascia on the north elevation of the building. The proposed sign would be 27.43m wide and 9.07m high with an area of 248.79m².

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
1. Chapter 297-10D (5)(f)	The sign would face St. Joseph Street.	A third party sign facing a street is not permitted.
2. Chapter 297-10D (5)(f)	The top of the proposed third party fascia sign would be 24.38m high above grade.	The 24.38m height above grade for the sign would exceed by 9.38m, the maximum 15.0m sign height above grade permitted.
3. Chapter 297-10D (5)(g)	The proposed sign would have an area of 248.73m ² .	The 248.73m ² sign area would exceed by 223.73m ² , the maximum 25.0m sign area permitted.
4. Chapter 297-10F (2)	The proposed 248.73m ² sign would be located less than 300m from another third party sign located in the general vicinity.	A third party sign having an area of more than 70.0m ² requires a separation distance of 300m from other third party signs located in the vicinity.

COMMENTS

The proposed third party fascia sign would be too large and too high and faces a street. Also, the Municipal Code requires that a third party sign with an area of more than 70.0m² must have a separation distance of 300m from other existing third party signs

located in the vicinity. There are numerous large third party signs located within a short distance from the proposed sign.

The proposed sign would be significantly higher than permitted and it would be more than six times larger than permitted. It is staff's opinion that the sign of this size and at this height is not appropriate and would diminish the objectives for quality urban design in this area.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax No. 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

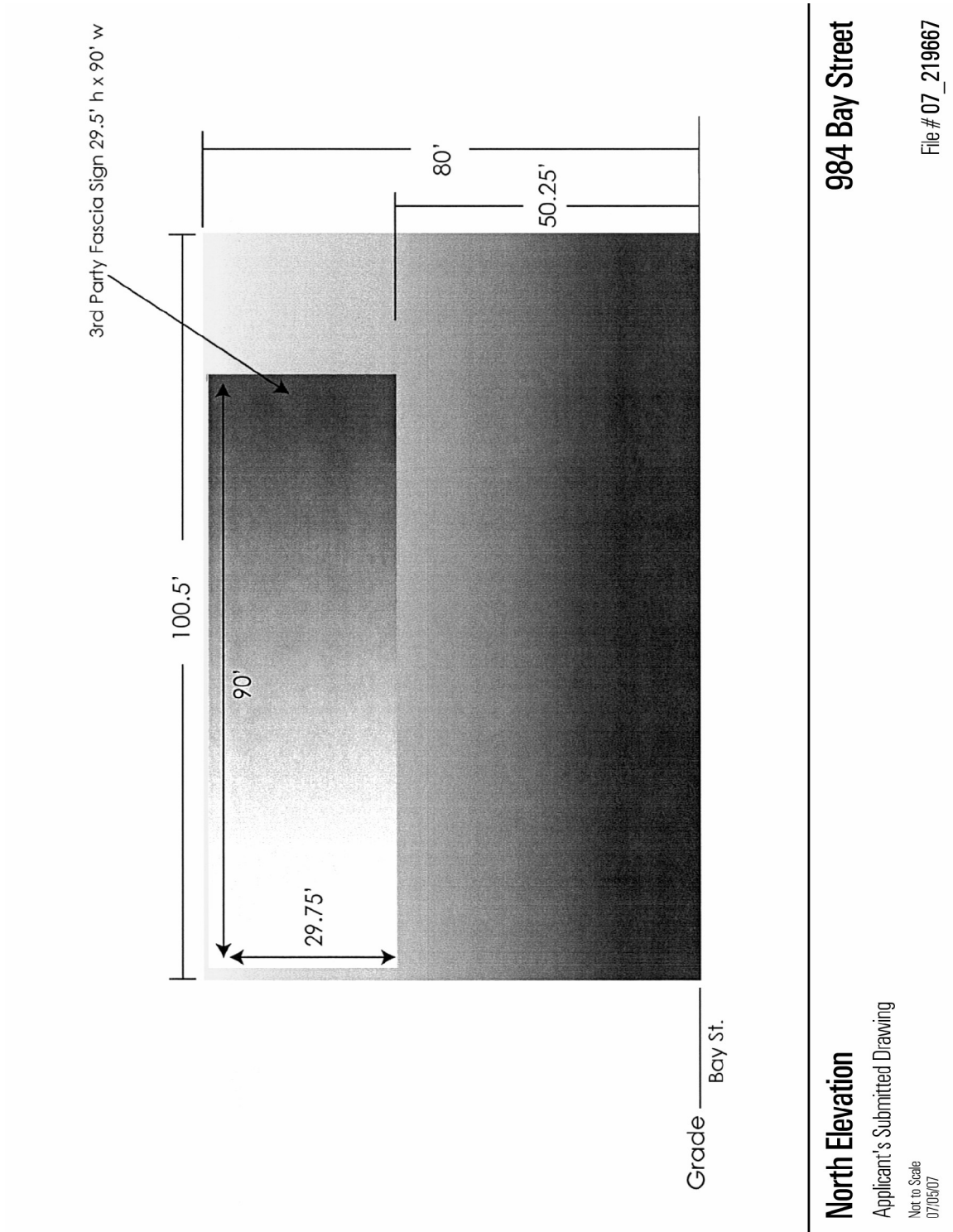
Gary Wright, Director
Community Planning, Toronto and East York District

(P:\2007\Cluster B\pln\teycc16793244090.doc) - smc

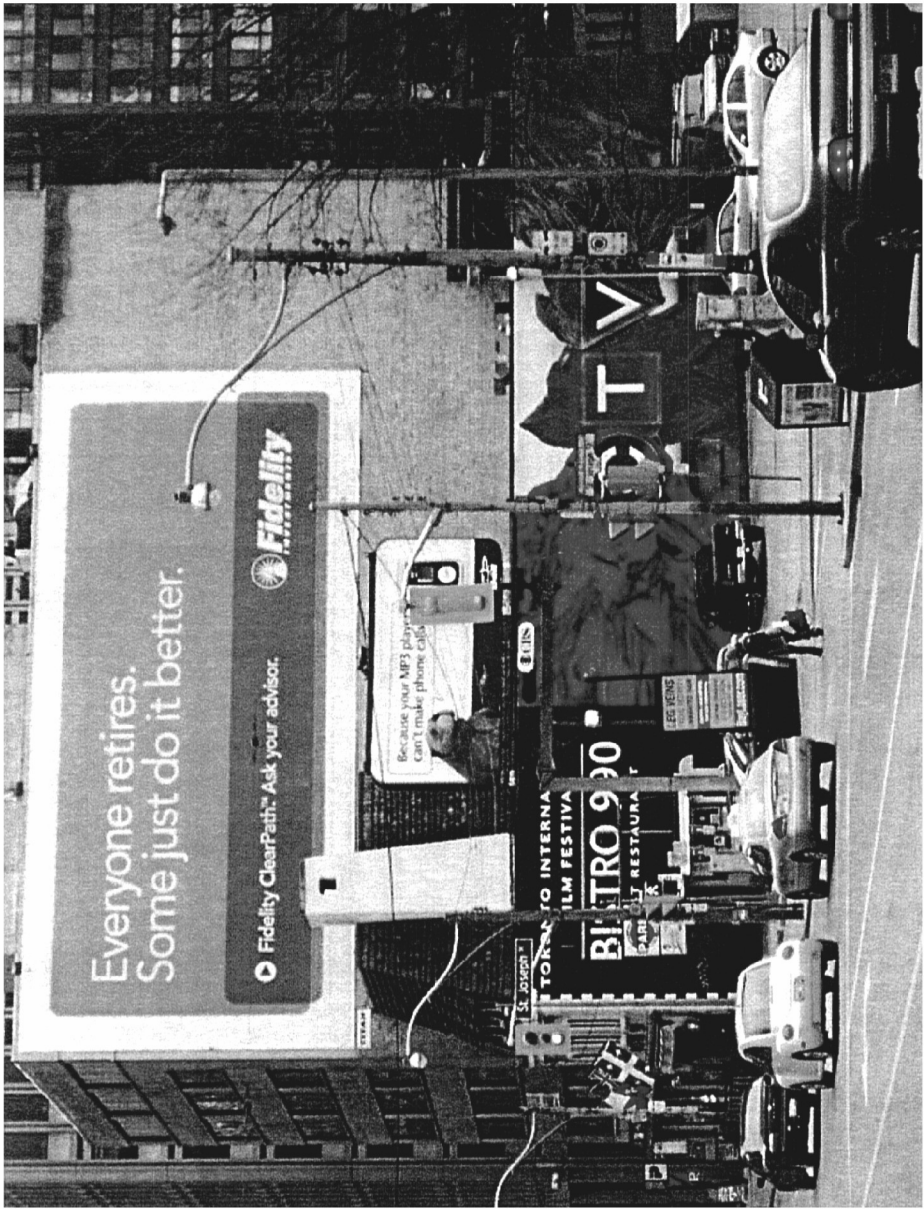
ATTACHMENTS

Attachment 1: North Elevation
Attachment 2: Elevation

Attachment 1: North Elevation



Attachment 2: Elevation



Elevation

984 Bay Street

Applicant's Submitted Drawing

Not to Scale
07/05/07

File # 07_219667