



STAFF REPORT ACTION REQUIRED

Sign Variance Report 55 Elm Street (650 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:	07-219655

SUMMARY

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

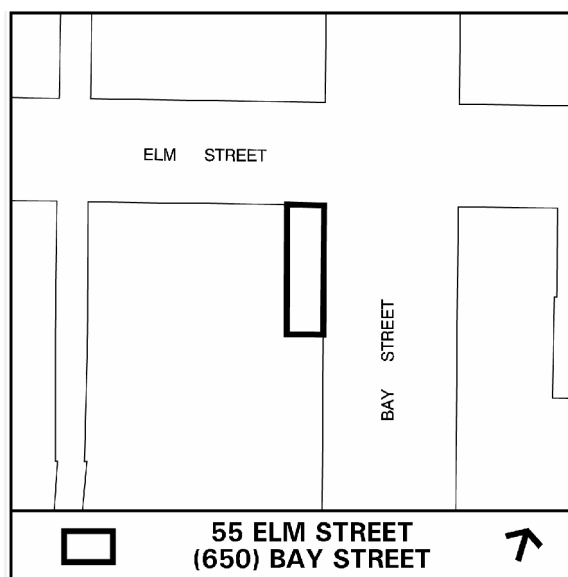
This report reviews and makes recommendations on a request by David Mackie of Titan Outdoor on behalf of Kash Joshi for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 55 Elm Street (650 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 a variance to maintain, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 55 Elm



Street (650 Bay Street).

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the southwest corner of Bay and Elm Streets in a CR zone. A three-storey building containing the Bay Street Hotel is located on the property. Adjacent uses include a surface parking lot to the south and a row of 2.5 storey mixed-use buildings to the west. The applicant is requesting permission to maintain, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building. The building is 7.62m wide and 12.80m high. The sign is 7.01m wide and 7.01m high with an area of 49.14m².

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(g)	The sign is 7.01m wide and 7.01m high with an area of 49.14m ² .	The 49.14m ² sign area would exceed by 24.14m ² , the maximum 25.0m ² sign area permitted.
2. Chapter 297-10F (1)	The sign is located less than 60.0m away from an existing third party pedestal sign located on the southeast corner of Bay and Edward Streets.	The sign does not meet the required 60.0m separation distance from other existing third party sign located in the vicinity.

COMMENTS

The south elevation of the building contains an illuminated fascia sign that identifies the Bay Street Hotel and one large size non-illuminated fascia sign for third party advertising purposes. This multi-sign wall is highly visible from a prominent main street in the downtown area. The sign is much larger than the permitted and it would be located within a short distance from other existing third party ground signs and pedestal signs located on the surface parking lot to the south. There is also an existing third party ground sign located at the northwest corner of Elm and Bay Streets. The proposal is inappropriate and it diminishes 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

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SIGNATURE

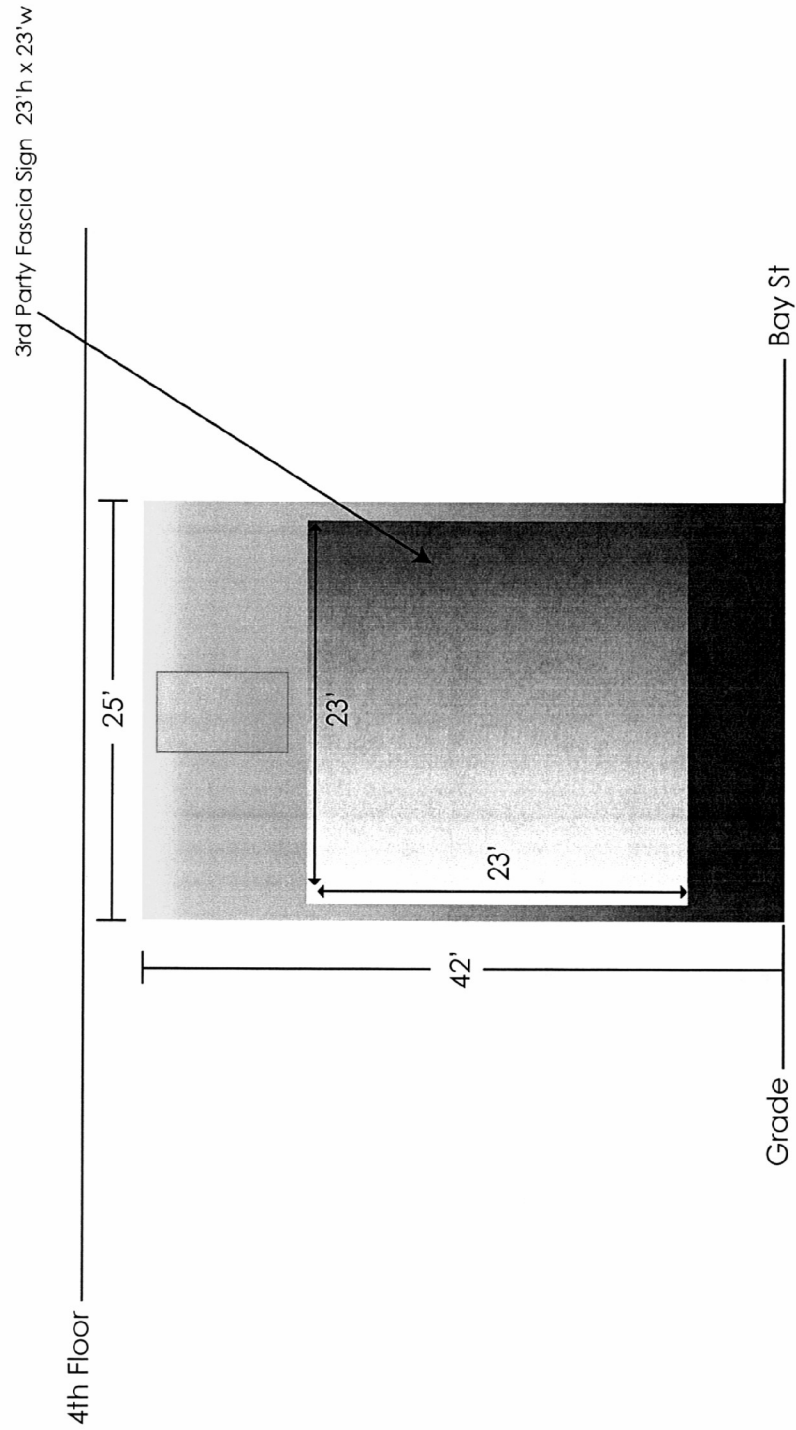
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: South Elevation
Attachment 2: Elevation

Attachment 1: South Elevation



South Elevation

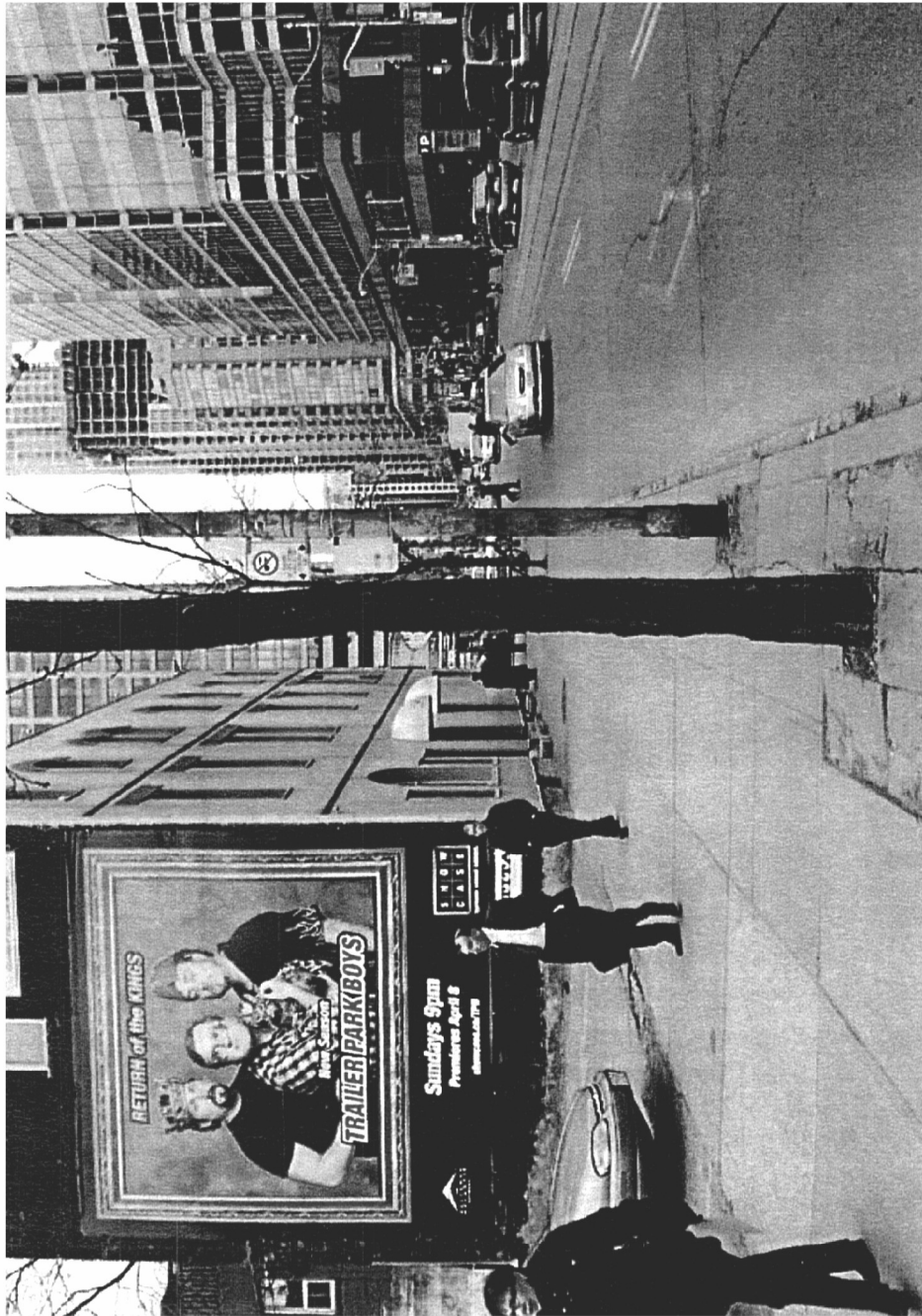
55 Elm Street (650 Bay Street)

Applicant's Submitted Drawing

Not to Scale
07/04/07

File # 07_219655

Attachment 2: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale
07/04/07

55 Elm Street (650 Bay Street)

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