

**Sign Variance Report  
133 Bloor Street East (650 Church Street)**

|                          |  |
|--------------------------|--|
| <b>Date:</b>             | September 6, 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 27 – Toronto Centre-Rosedale                            |
| <b>Reference Number:</b> | 07-250808  |

**SUMMARY**

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

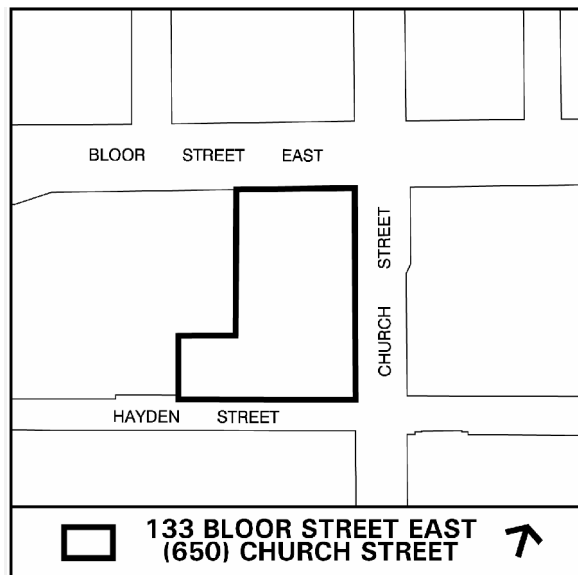
This report reviews and makes recommendations on a request by Alex Boyd of Titan Worldwide on behalf of Salvation Army for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, two illuminated ground signs and three illuminated fascia signs at 133 Bloor Street East (650 Church 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, two illuminated ground signs and three illuminated fascia signs at 133



Bloor Street East (650 Church Street).

### Financial Impact

The recommendations in this report have no financial impact.

### ISSUE BACKGROUND

The property known as the Toronto Grace Hospital is located on the southwest corner of Bloor Street East and Church Street in a CR zone. The property contains a six-storey hospital building. The applicant is seeking permission to erect, for third party advertising purposes, two-illuminated double face ground signs along the north and east frontages of the property and two-illuminated fascia signs on the north elevation and one-illuminated fascia sign on the south elevation of the building. Each ground sign is 7.62m wide and 3.05m high with an area of 23.24m<sup>2</sup>. Each fascia sign is 6.10m wide and 15.24m high with an area of 141.76m<sup>2</sup>.

The signs do 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 (8)               | To erect, for third party advertising purposes, two-illuminated double face ground signs along the north and east frontage of the property. | A third party ground sign is not permitted in a CR or MCR zone.  |
| 2. Chapter 297-10D (5)(f)            | The top of the proposed third party fascia sign would be 21.95m high above grade.   | The 21.95m height above grade for the proposed fascia signs would exceed by 6.95m, the maximum 15.0m sign height above grade permitted.                |
| 3. Chapter 297-10D (5)(f)            | The fascia signs on the north elevation of the building would face Bloor Street East.   | A third party fascia sign that faces a street is not permitted.  |
| 2. Chapter 297-10D (5)(g)            | Each fascia sign would have an area of 141.76m <sup>2</sup> .   | The proposed 141.76m <sup>2</sup> sign area for each of the fascia signs would exceed by 116.76m <sup>2</sup> , the maximum 25.0m sign area permitted. |

| Sign By-law Section and Requirements | Applicant's Proposal   | Required Variance  |
|--------------------------------------|--|--|
| 3. Chapter 297-10F (2)               | The proposed fascia signs would be located less than 300m from each other and from the existing third party signs located in the vicinity. | A third party sign with an area of 70.0m <sup>2</sup> or more is required to have a separation distance of 300m from the existing third party signs located in the vicinity. |

### COMMENTS

At its meeting of April 2, 1996, the former City of Toronto Council passed By-law No. 1996-0172 to amend Chapter 297 of the Municipal Code to prohibit third party ground signs and pedestal signs in CR and MCR districts. The regulations were aimed at reducing proliferation of third party signs in the mixed-use zone districts.

Third party ground signs are not permitted on this site within the CR zoning. In zones where third party ground signs are permitted, the By-law requires a minimum separation distance of 60 m. The proposed third party ground signs would not even meet that requirement.

Also, the applicant is seeking permission to erect three large size third party fascia signs on the north and south elevations of the building. A third party fascia sign in a CR zone is permitted provided it is not located 15.0m above grade or above third floor level of the building and it does not face a street. In this case, the fascia signs would be located 21.95m high above grade and they would face Bloor Street East.

In order to prevent sign clutter in the area, the signs with an area of 70.0m<sup>2</sup> or more are required to have a minimum separation distance of 300.0m from the existing third party signs located in the vicinity. In this case, the proposed fascia signs do not meet the required separation distance of 300.0m.

It is staff's opinion that the proposed signs 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**

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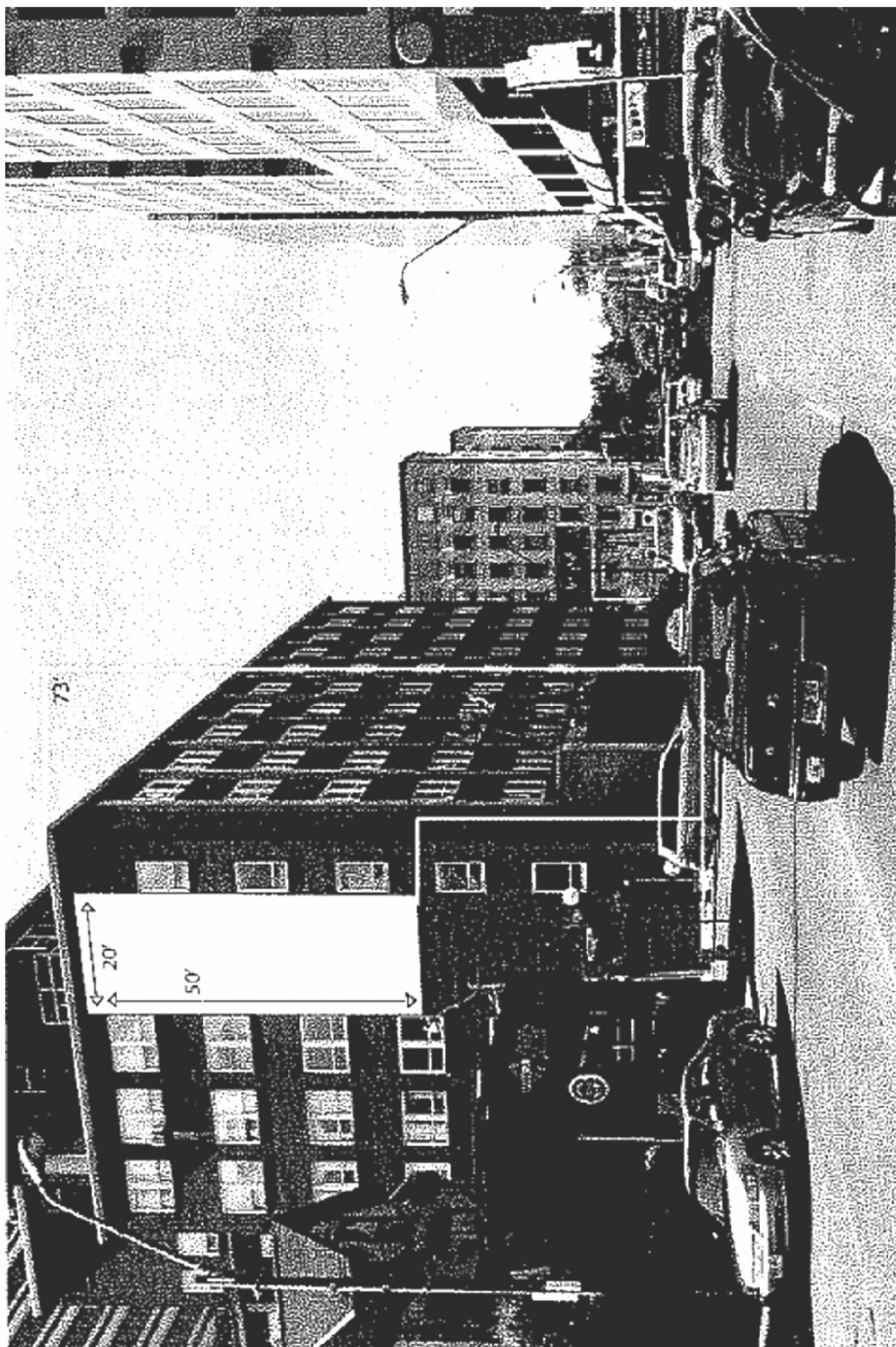
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation  
Attachment 2: Elevation  
Attachment 3: Elevation  
Attachment 4: Elevation  
Attachment 5: Elevation  
Attachment 6: Elevation

**Attachment 1: Elevation**



**Elevation**

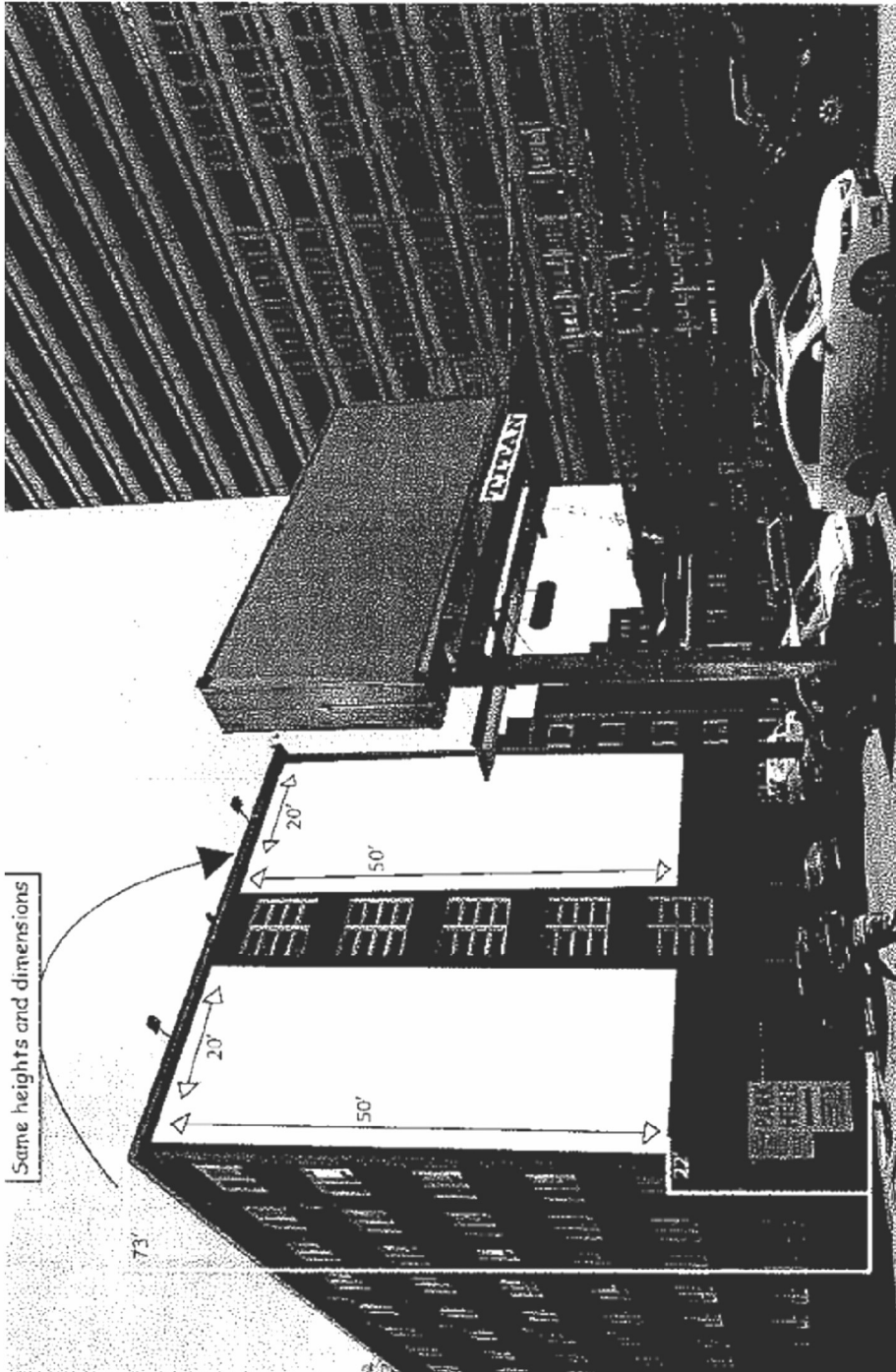
**133 Bloor Street East (650) Church Street**

Applicant's Submitted Drawing

Not to Scale  
09/06/07

File # 07\_250808

Attachment 2: Elevation



Elevation

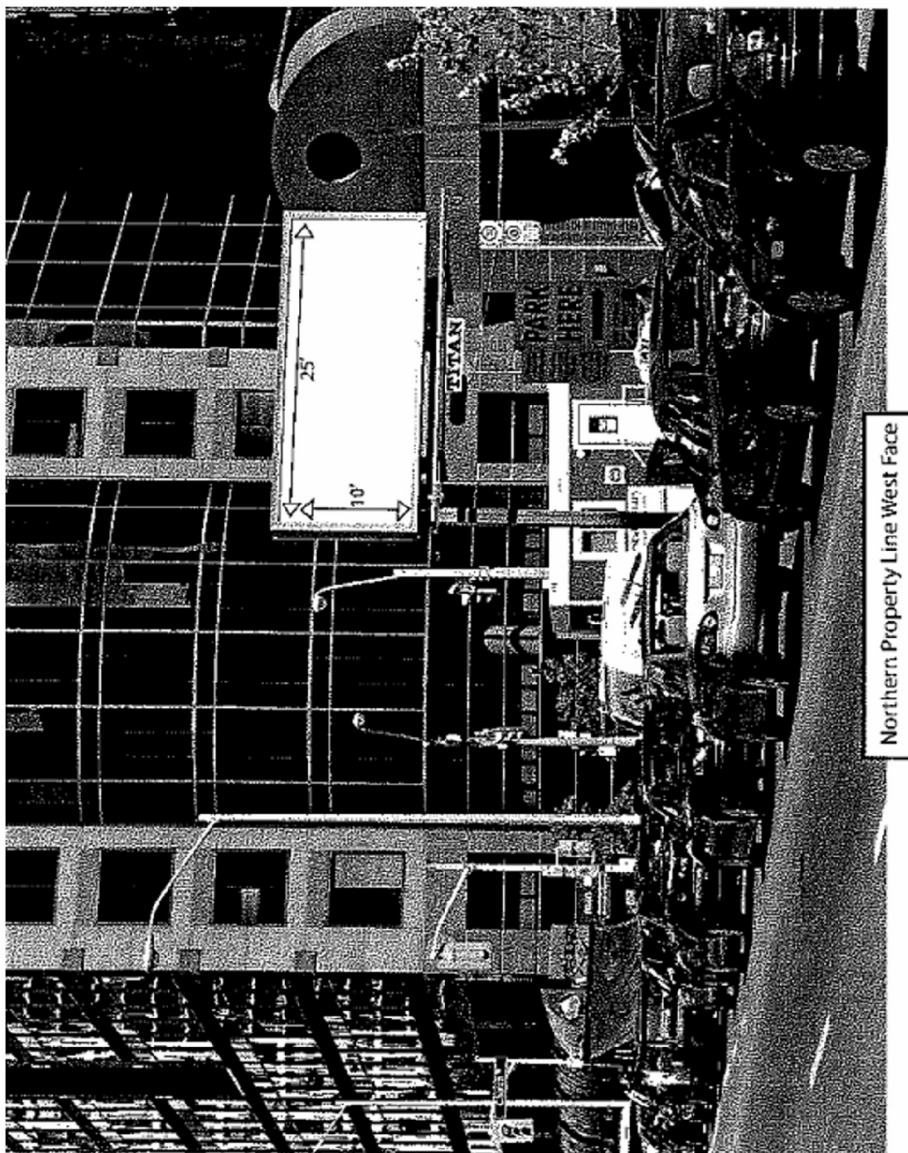
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**Attachment 3: Elevation**



**Elevation**

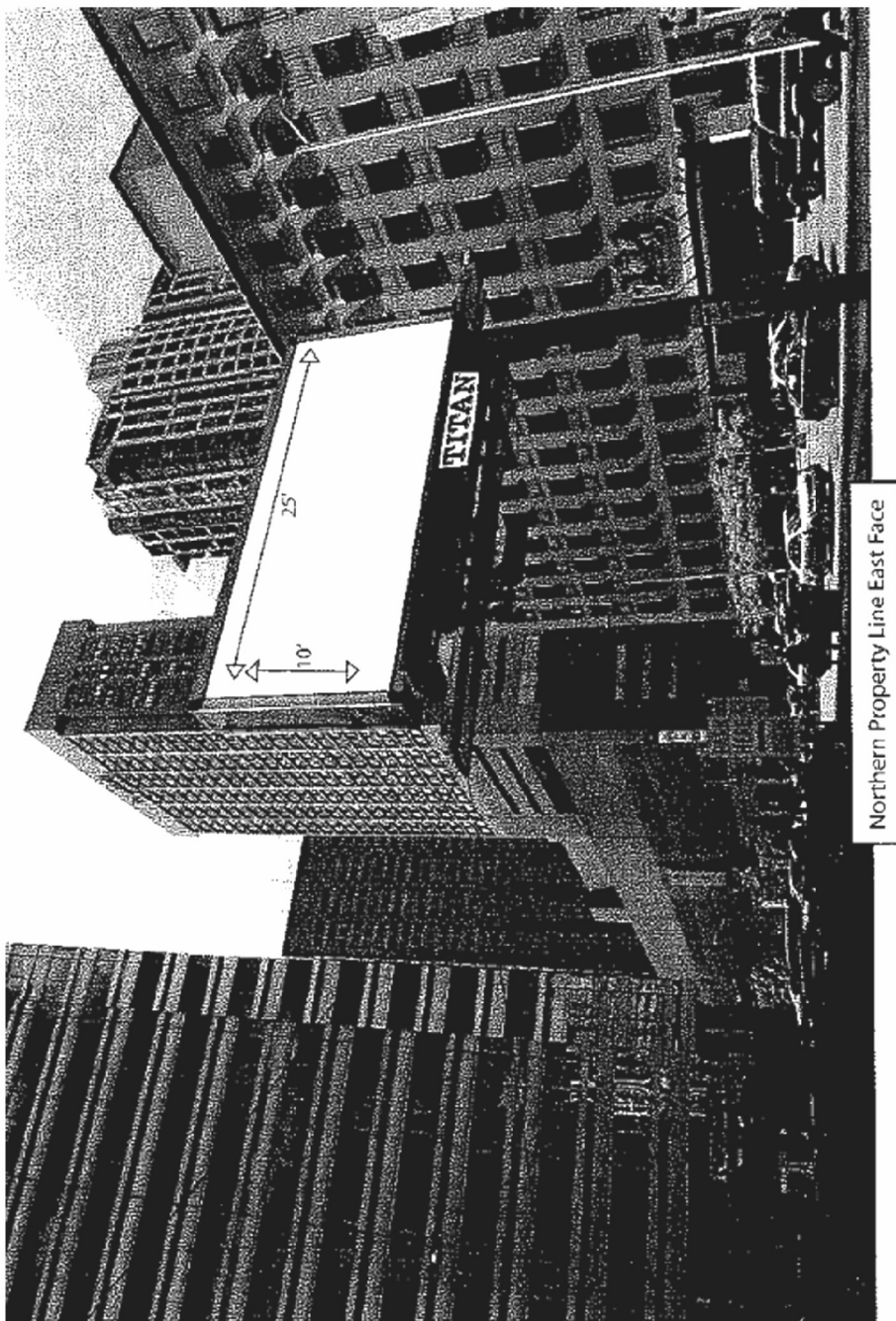
Applicant's Submitted Drawing

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**Attachment 4: Elevation**



**Elevation**

Applicant's Submitted Drawing

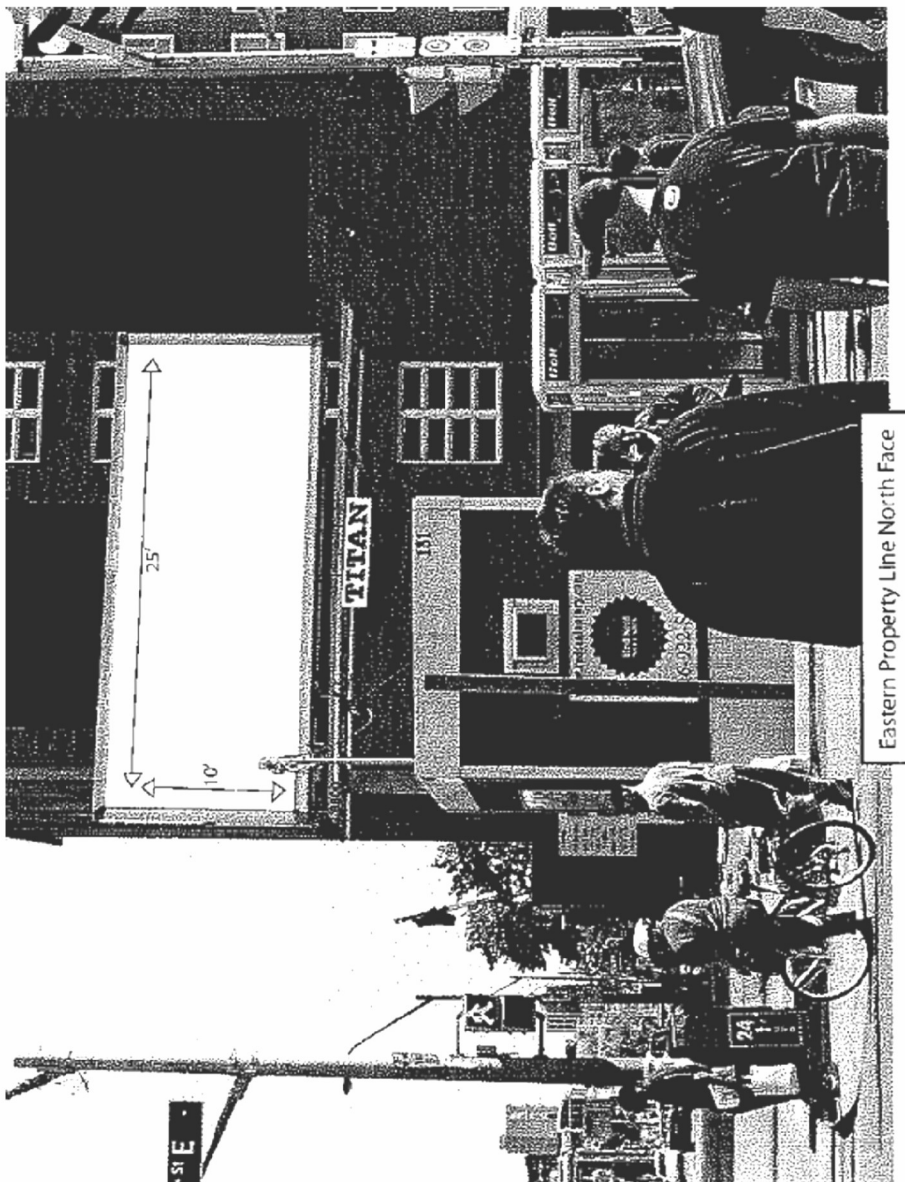
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**133 Bloor Street East (650) Church Street**

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Attachment 5: Elevation



**Elevation**

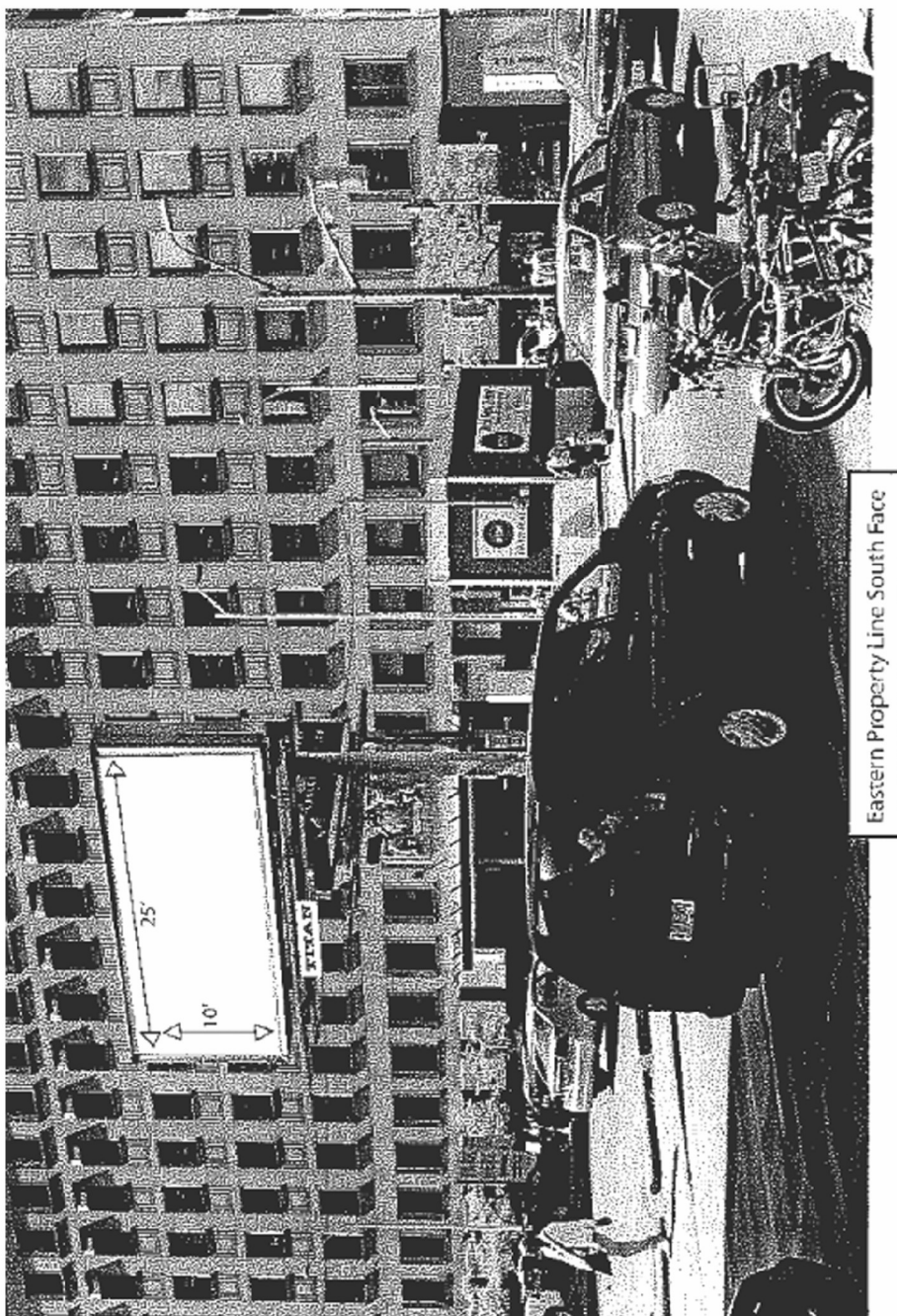
Applicant's Submitted Drawing

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Attachment 6: Elevation



**Elevation**

Applicant's Submitted Drawing

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