

Sign Variance - 595 Bay Street

Date:	June 3, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 27 - Toronto Centre-Rosedale
Reference Number:	08-150926

SUMMARY

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

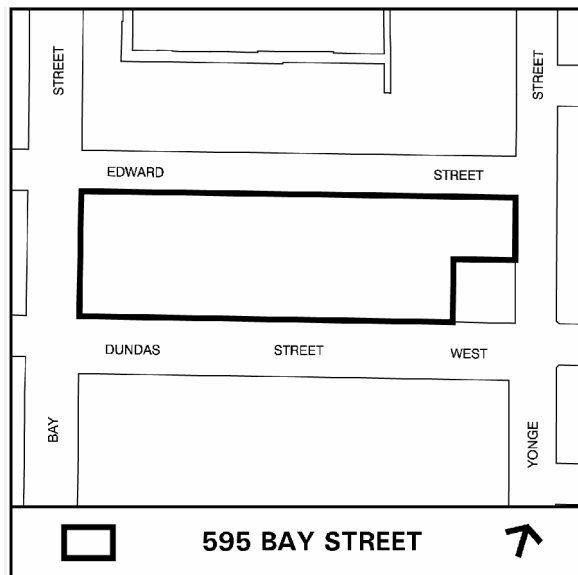
This report reviews and makes recommendations on a request by Paul Seaman of Clear Channel Outdoor Company Canada on behalf of Hines REIT Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the east elevation of the building at 595 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 east elevation of the building at 595 Bay Street.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property known as Atrium on Bay is located on a city block bounded by Edward Street to the north, Dundas Street West to the south, Yonge Street to the east and Bay Street to the west. The property contains a multi-storey office building with retail uses at grade and concourse levels and it is located in a CR zone. The applicant is requesting permission to erect a non-illuminated fascia sign, for third party advertising purposes, on the east elevation of the building. The sign is 17.98m wide and 30.78m high with an area of 553.42m².

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 297-10 D(5)(f)	The height from grade to the top of sign Would be 48.46m.	The 48.46m height from grade to the top of sign would exceed by 33.46m, the maximum 15.0m height permitted.
2. Chapter 297-10 D(5)(g)	The proposed sign would have an area of 553.42m ² .	The 553.42m ² sign area would exceed by 528.42m ² , the maximum 25.0m ² sign area permitted.
3. Chapter 297-10 E	The sign would obstruct or interfere with the windows on the east elevation of the building.	A sign obstructing or interfering with a window or door of a building is not permitted.
4. Chapter 297-10 F(1)	The proposed third party fascia sign would be located less than 60.0m away from other third party signs located in the vicinity.	The Municipal Code requires that a third party sign must have a separation distance of minimum 60.0m from other third party signs located in the vicinity.

COMMENTS

The proposed third party sign fascia sign on the east elevation of the building is too large, too high and located too close to other third party signs. The proposed sign is more than

22 times larger than the permitted size of 25.0m². It would cover several windows from fifth floor to the fourteenth floor of the building. In order to prevent sign clutter, the Municipal Code requires that third party signs must have a separation distance of 60.0m from other third party signs located in the vicinity. In this case, the sign would be located less than 60.0m away from several third party signs already located in the vicinity.

Staff recommends refusal of this application. The requested 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

Raymond David, Acting Director
Community Planning, Toronto and East York District

(P:\2008\Cluster B\pln\teycc13266907069.doc) - smc

ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations

Attachment 1: Elevations



Elevations

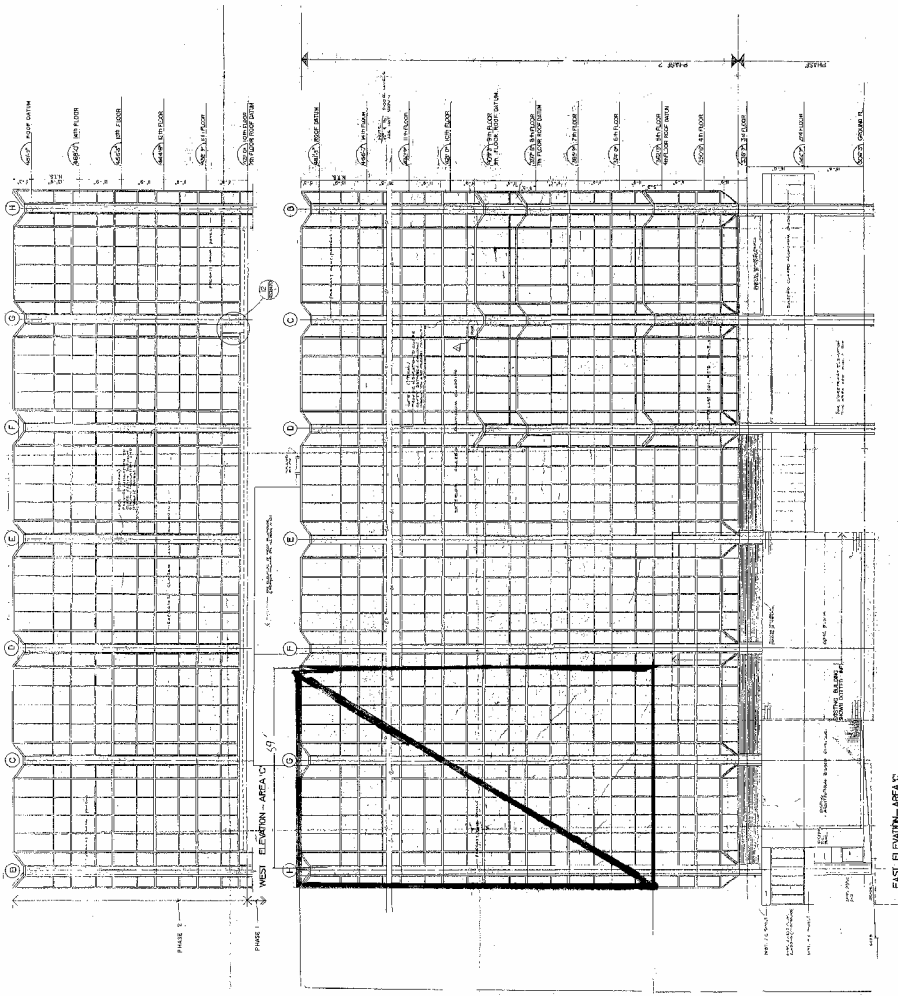
Applicant's Submitted Drawing

Not to Scale
06/29/08

595 Bay Street

File # 08_150926

Attachment 2: Elevations



595 Bay Street

File # 08_150926

Elevations

Applicant's Submitted Drawing

Not to Scale
05/28/08