

Sign Variance - 1 Bloor Street West

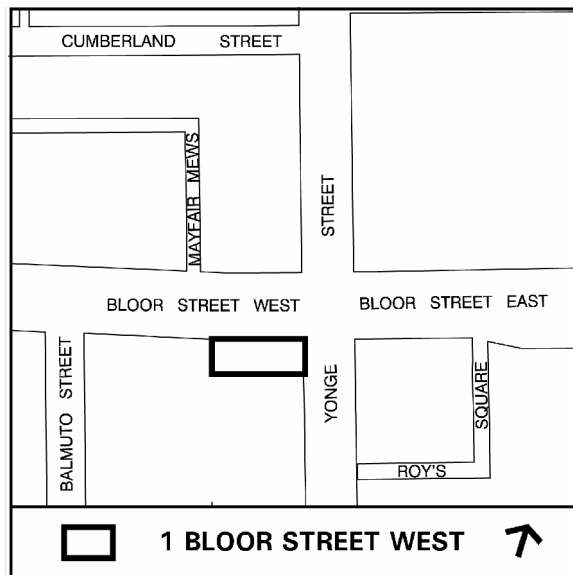
Date:	August 15, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	07-218451

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 Worldwide on behalf of Edwin Whaley for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising purposes, two illuminated tri-vision roof signs on the north elevation, two illuminated tri-vision roof signs on the northeast elevation and one illuminated tri-vision roof sign on the east elevation of the building at 1 Bloor Street West.

Staff recommends approval of this application on condition that the applicant removes the existing illuminated fascia sign located on the east elevation and also the applicant forfeits the approval of two illuminated first party roof signs approved by City Council in 2004, on the north elevation of the building and the approval is cancelled by the Toronto Building, prior to issuance of the sign permits for the requested five illuminated tri-vision signs.



RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the request for variances to maintain, for third party advertising purposes, two illuminated tri-vision roof signs on the north elevation, two illuminated tri-vision roof signs on the northeast elevation and one illuminated tri-vision roof sign on the east elevation of the building, on condition that energy efficient lights be used and the existing illuminated fascia sign located on the east elevation of the building is removed as well the applicant forfeits the permission to install two previously approved illuminated first party roof signs on the north elevation of the building; and the sign permits for these three forfeited signs be cancelled by the Toronto Buildings prior to issuance of the sign permits for the five existing tri-vision signs; and
2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of a variance, 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 property is located on the southwest corner of Yonge and Bloor Streets in a "CR" zone. The property contains a three-storey listed historic commercial building with retail uses at grade level. The applicant is seeking permission to maintain, for third party advertising purposes, two illuminated tri-vision roof signs on the north elevation, two illuminated tri-vision roof signs on the northeast elevation and one illuminated tri-vision roof sign on the east elevation of the building at 1 Bloor Street West.

In its meeting, on May 30, 31 and June 1, 2001, City Council had approved the sign variance application # 901019 for one illuminated roof sign on the east elevation, one illuminated roof sign, for third party advertising purposes, on the northeast elevation of the building and two illuminated roof signs, for identification purposes, on the north elevation and one illuminated fascia sign, for identification purposes, on the east elevation of the building at 1 Bloor Street West. To install these approved signs a Sign Permit # 02-101111 was also issued to the applicant. In its meeting on January 27, 28, 2004, City Council had also granted the approval of two more illuminated roof signs on the north elevation of the building. At present, five illuminated tri-vision roof signs and one illuminated fascia sign on the east elevation are located on this building and all of these signs are used for third party advertising purposes.

In May 2008, the applicant met with city staff and submitted a letter indicating that as part of the approval of this application he will remove the illuminated fascia sign located on the east elevation and would not install the two already approved first party

illuminated roof signs on the north elevation of the building. The existing tri-vision roof sign located on the east elevation is 7.3m wide and 4.3m high with an area of 31.39m², the existing tri-vision roof sign located on the northeast elevation is 4.3m wide and 4.3m high with an area of 18.49m² and the existing smaller tri-vision sign located above the roof sign at the northeast elevation is 3.5m wide and 1.0m high with an area of 3.5m². Each of the two existing tri-vision roof signs located on the north elevation is 7.3m wide and 4.3m high with an area of 31.39m².

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 297-10F	To maintain five existing illuminated tri-vision roof signs, for third party advertising purposes, located on the east, northeast and east elevation of the building.	The signs do not meet the required separation distance of 60.0m between each other, for third party signs.
2. Chapter 297-10D (5)(16)	To maintain five existing illuminated tri-vision roof signs, for third party advertising purposes, located on the east, northeast and east elevation of the building.	The roof signs are not permitted.

COMMENTS

Staffs have reviewed the request to maintain, for third party advertising purposes, five existing illuminated tri-vision roof signs on the building at 1 Bloor Street West and determined that normally they would not have recommend the approval for any third party signage on a listed historic building. In this case, the applicant already has the approval for two third party illuminated roof signs and four illuminated roof signs and one illuminated fascia sign for identification purposes. Also, staffs have determined that the request for tri-vision panel signs instead of single panel vision signs does not cause or add any new variance to the previously approved roof signs at this location.

Staff have evaluated the proposal and determined that the removal of an existing illuminated fascia sign on the east elevation of the building and avoiding the installation of two additional illuminated roof signs on the north elevation of the building would be an improvement and would assist in creating sign clutter on a listed historic building. It is staff's opinion that the application to maintain the five existing illuminated tri-vision roof signs, for third party advertising, be approved on a condition that prior to issuance of the sign permits, the existing illuminated fascia sign on the east elevation of the building is removed and the permission to install two previously approved illuminated roof signs on the north elevation of the building is cancelled by the Toronto Buildings. Staff considers that with this condition in place the five existing signs are acceptable.

Staff of Heritage Preservation Services have also reviewed the plans and have advised that they have no objection subject to the conditions described above.

Staff recommends approval of this application subject to the conditions described above. The variances in this situation are acceptable and they are within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

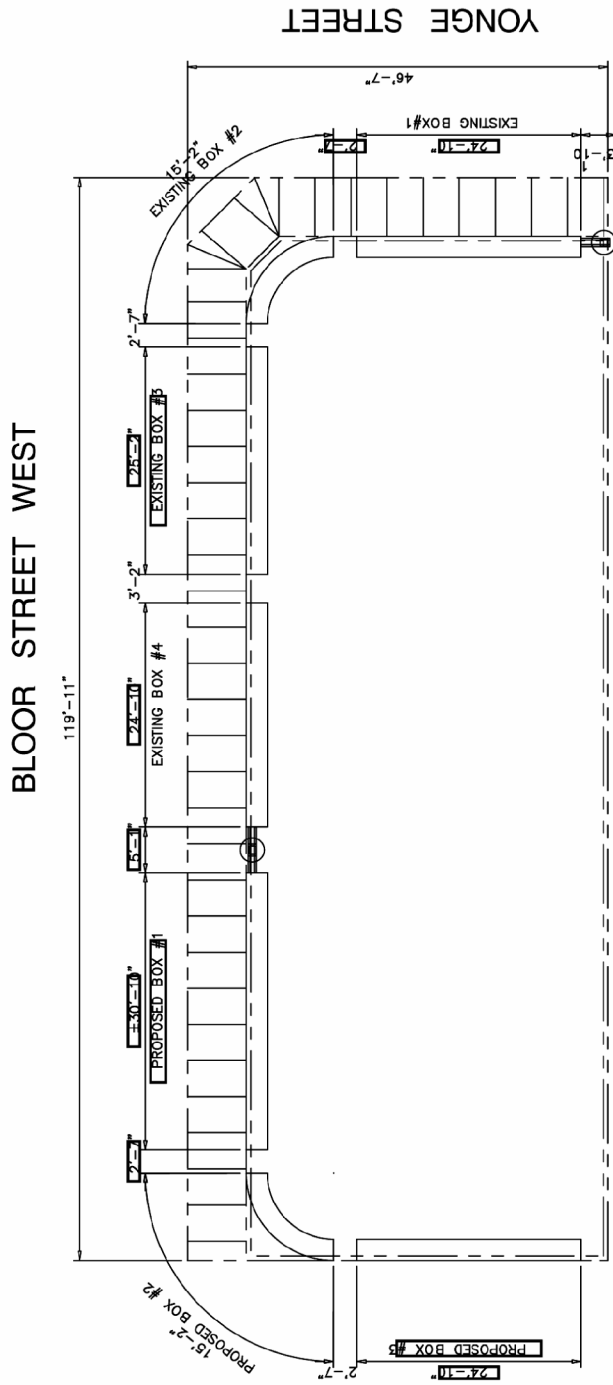
Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District (Wards 27, 28, 29, 30, 31, 32)

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ATTACHMENTS

Attachment 1: Site Plan
Attachment 2: Yonge Street & Bloor Street West Elevation
Attachment 3: Yonge Street Elevation

Attachment 1: Site Plan



1 Bloor Street West

Site Plan
Applicant's Submitted Drawing

Not to Scale
07/03/07

File # 07_218451

Attachment 2: Yonge Street & Bloor Street West Elevation



Yonge St & Bloor St West Elevation

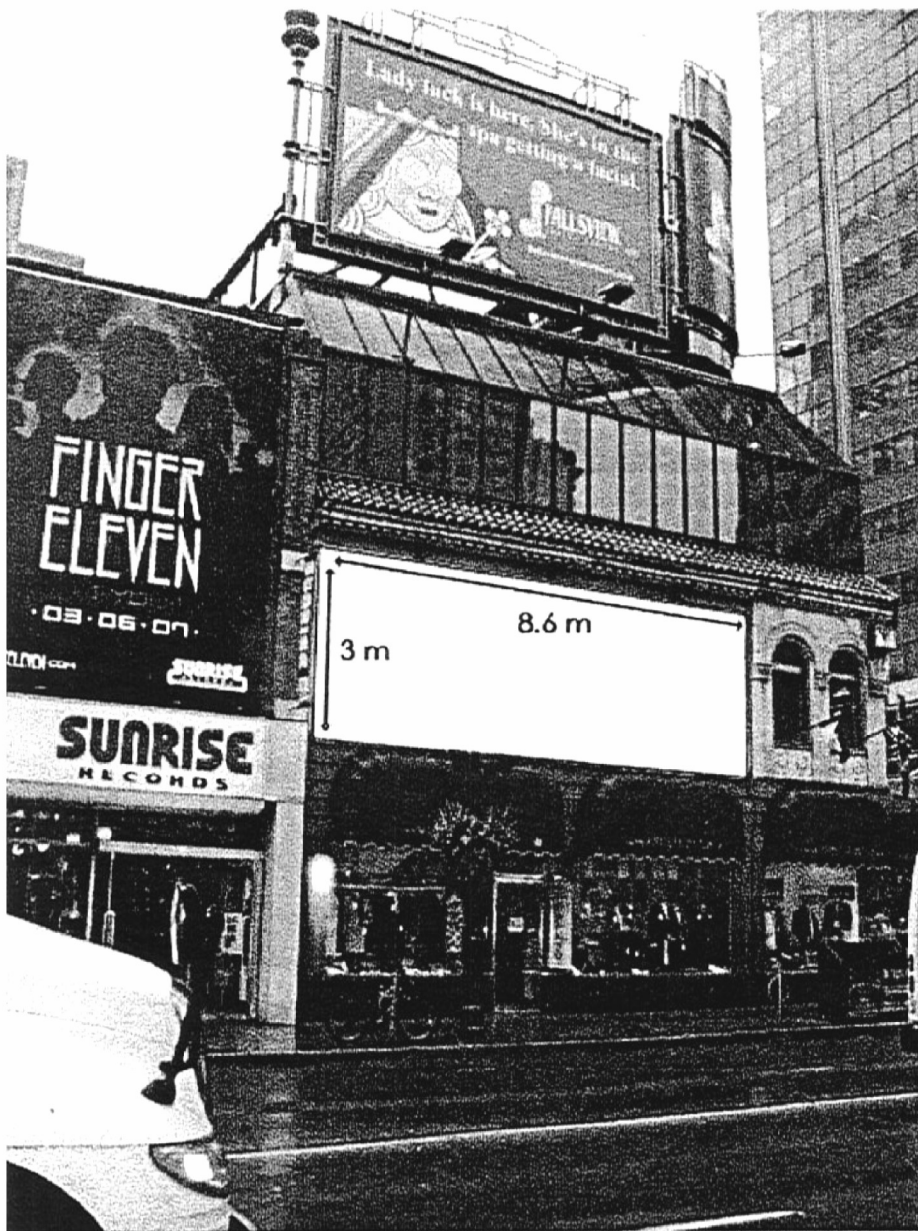
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Attachment 3: Yonge Street Elevation



Yonge St Elevation

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