

Sign Variance - 350 Bloor Street East

Date:	September 2, 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:	2008TE014

SUMMARY

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

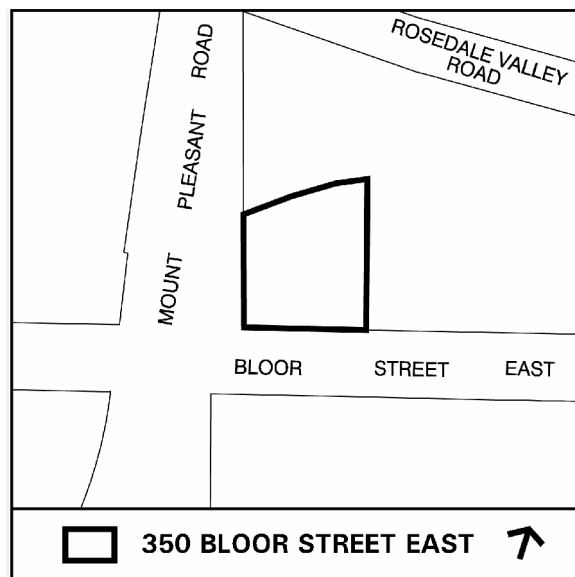
This report reviews and makes recommendations on a request by Stephen Ledrew on behalf of Rogers Wireless, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of two existing illuminated fascia signs with two proposed illuminated fascia signs in the form of corporate name and logo to represent “Rogers” at the top floor level, on the north and west elevations of the building at 350 Bloor Street East.

Staff recommends approval of the application on condition that the sign on the north elevation of the building be turned off from 10:00 p.m. to 7:00 a.m. by an automated timing device. The variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the requested variances to permit, for



identification purposes, replacement of two existing illuminated fascia signs with two proposed illuminated fascia signs in the form of corporate name and logo to represent “Rogers” at the top floor level, on the north and west elevations of the building at 350 Bloor Street East on condition that the sign on the north elevation of the building be turned off from 10:00 p.m. to 7:00 a.m. by an automated timing device and energy efficient lights be used; and

2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, 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 east of Jarvis Street, on the north side of Bloor Street East in a “CR” zone. The property contains a six-storey office building, which is occupied by Rogers. The applicant is seeking permission to replace, for identification purposes, two existing illuminated fascia signs with two proposed illuminated fascia signs in the form of a corporate name and a logo to represent “Rogers” at the top floor level, on the north and west elevations of the building at 350 Bloor Street East. Each sign has an area of 15.93m².

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 (4)(a)	The proposed illuminated fascia signs in the form of corporate name and logo, located at the top floor level, on the north and south elevation of the building would be located on a building which is less than 34.0m high above grade.	An illuminated fascia sign in the form of a corporate name and logo is permitted on a building which is 34.0 m or more in height above grade.
2. Chapter 297-10E (7)(C)	The illuminated fascia sign on the north elevation of the building would be located less than 20.0m from a “G” zone.	An illuminated fascia sign located less than 20.0m from “G” zone is not permitted.

COMMENTS

The first variance is required because the Municipal Code requires an illuminated fascia sign in the form of a corporate name and logo to be located at the top floor level of a building having a height of 34.0m or more above grade. The height of the building above

grade is less than 34.0m. The proposed replacement fascia signs would be located at the top floor level of the building. In this instance, the signs are designed, sized, and positioned to blend in well with the building façades.

The second variance is required because the illuminated sign on the north elevation is located less than 20.0 m from “G” zone. The intent of the By-law is to reduce nuisance to park users from the illumination of the signs. In order to mitigate any concern from the illumination of the sign on to the park, surrounding uses or onto the streetscape, staff is recommending that the sign on the north elevation be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. It is staff’s opinion that with this condition in place, the sign on the north elevation of the building would not adversely impact the park users, building to which it is attached, surrounding uses or the streetscape.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

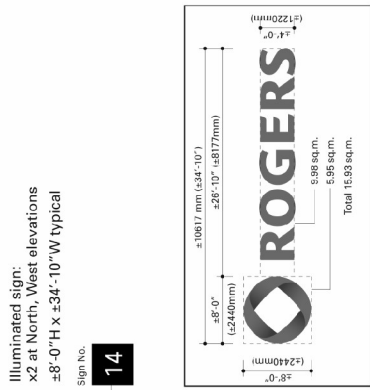
Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

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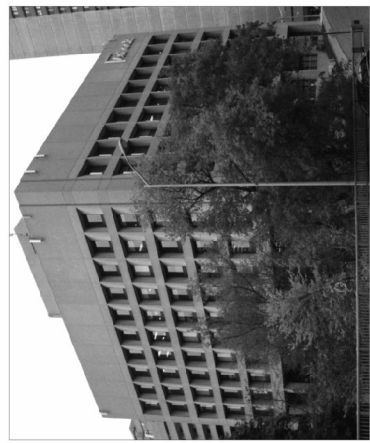
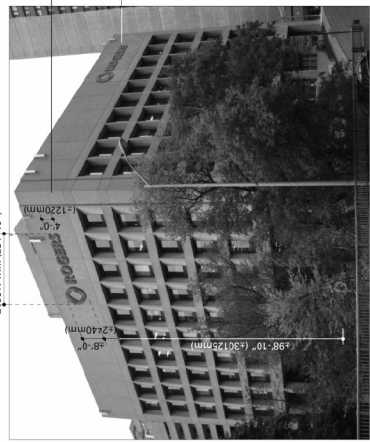
ATTACHMENTS

Attachment 1: Elevations & Sign Details

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West and South Elevation; Looking East Existing/Previous



North and West Elevation; Looking South Existing/Previous

350 Bloor Street East

Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale
09/05/08

File # 08_158063