

Sign Variance - 2 Bloor St E

Date:	January 6, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE001

SUMMARY

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

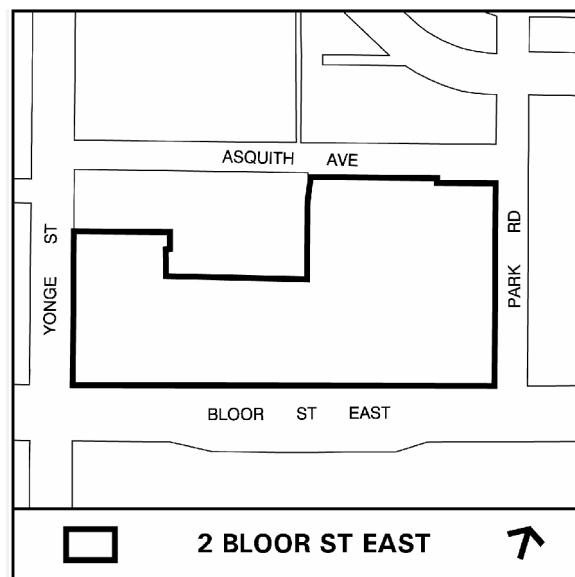
To review and make recommendations on a request by Svetlana Levant of Permit World on behalf of Brookfield Properties Corporation for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated canopy sign in the form of individual letters to represent “Jack Astor’s Bar and Grill”, one backlit fascia sign “Jack Astor’s Bar and Grill” on a decorative wall to the north side of the main entrance, one fascia sign “Jack Astor’s Bar and Grill” etched onto the patio railing glass and one fascia sign in the form of a menu board to be located on the side decorative wall by the main staircase (see attached graphics) at 2 Bloor Street East.

Staff recommends approval of the application. 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 request for a variances to permit, for identification purposes, an illuminated canopy sign in the form of individual letters to represent “Jack Astor’s Bar and Grill”, one backlit fascia sign “Jack Astor’s Bar and Grill” on a decorative wall to the north side of the main entrance, one fascia sign “Jack Astor’s Bar and Grill” etched onto the patio railing glass and one fascia sign in the form of a menu board to be located on the side decorative wall by the main staircase at 2 Bloor Street East.

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 known as Hudson Bay Centre is located at the north-east corner of Yonge and Bloor Streets in a CR zone. The Hudson Bay Centre covers an entire city block along Bloor Street East from Yonge Street on the west to the Park Street on the east. The property address includes the municipal addresses from 2 Bloor Street East to 100 Bloor Street East. The property contains mixed-use multi-storey buildings consisting of a Marriott Hotel, a residential condominium apartment building, office building and retail uses at the sub-grade and at the grade levels of the buildings. The Jack Astor’s restaurant is one of the several tenants in the building. The applicant is seeking permission to install, for identification purposes, an illuminated canopy sign in the form of individual letters on the front entrance canopy, one backlit fascia sign on a decorative wall to the north side of the main entrance, one fascia sign etched onto the patio railing glass. These three signs will all identify the name of the restaurant “Jack Astor’s Bar and Grill”. The fourth sign is a fascia sign in the form of a menu board to be located on the side decorative wall by the main entrance staircase.

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 (3)(b)	The proposed canopy sign “Jack Astor’s Bar and Grill” would have an area of 4.25m ² .	The 4.25m ² sign area would exceed by 1.90m ² , the maximum 2.35 m ² sign area permitted. The 2.35m ² permitted sign area permitted area for a canopy sign is based on the maximum 0.6 times

		the area of the perimeter of the canopy.
2. Chapter 297-2-Definition of a Fascia Sign.	The proposed fascia signs would not be wholly mounted against the wall or parapet of the building.	A fascia sign is required to be mounted wholly against a wall or parapet wall of a building.

COMMENTS

The first variance is required because the 4.25m² aggregate area of for the proposed canopy signs “Jack Astor’s Bar and Grill” on the front entrance canopy would exceed by 1.90m², the maximum permitted area of 2.35m². The permitted area for a canopy sign is based on 0.60 times the perimeter of the canopy. In this case, although the sign area exceeds the permitted size, the sign is consistent with other existing patio signs in the vicinity. The proposed canopy sign is designed, sized and positioned to complement the building façade.

With regards to the second variance, a fascia sign is required to be mounted wholly against a wall or parapet wall of a building. In this case, although the proposed signs would not be mounted wholly against the wall of the building, a backlit fascia sign “Jack Astor’s Bar and Grill” would be mounted against a decorative wall to the north side of the main entrance, one fascia sign “Jack Astor’s Bar and Grill” would be directly etched onto the patio railing glass and one fascia sign in the form of a menu board would be mounted on the side decorative wall by the main entrance staircase. The requested variance is technical and therefore acceptable. These three signs have been designed and positioned to form an integral part of the patio and building façade.

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

ATTACHMENTS

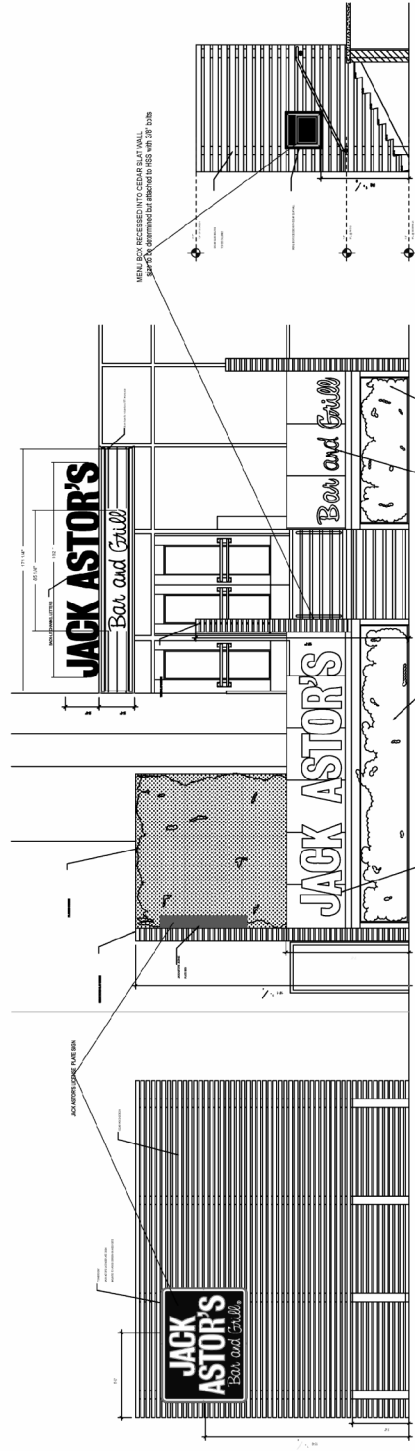
Attachment 1: Elevations

Attachment 2: Sign Details

Attachment 3: Sign Details

Attachment 4: Sign Details

Attachment 1: Elevations



2 Bloor Street East

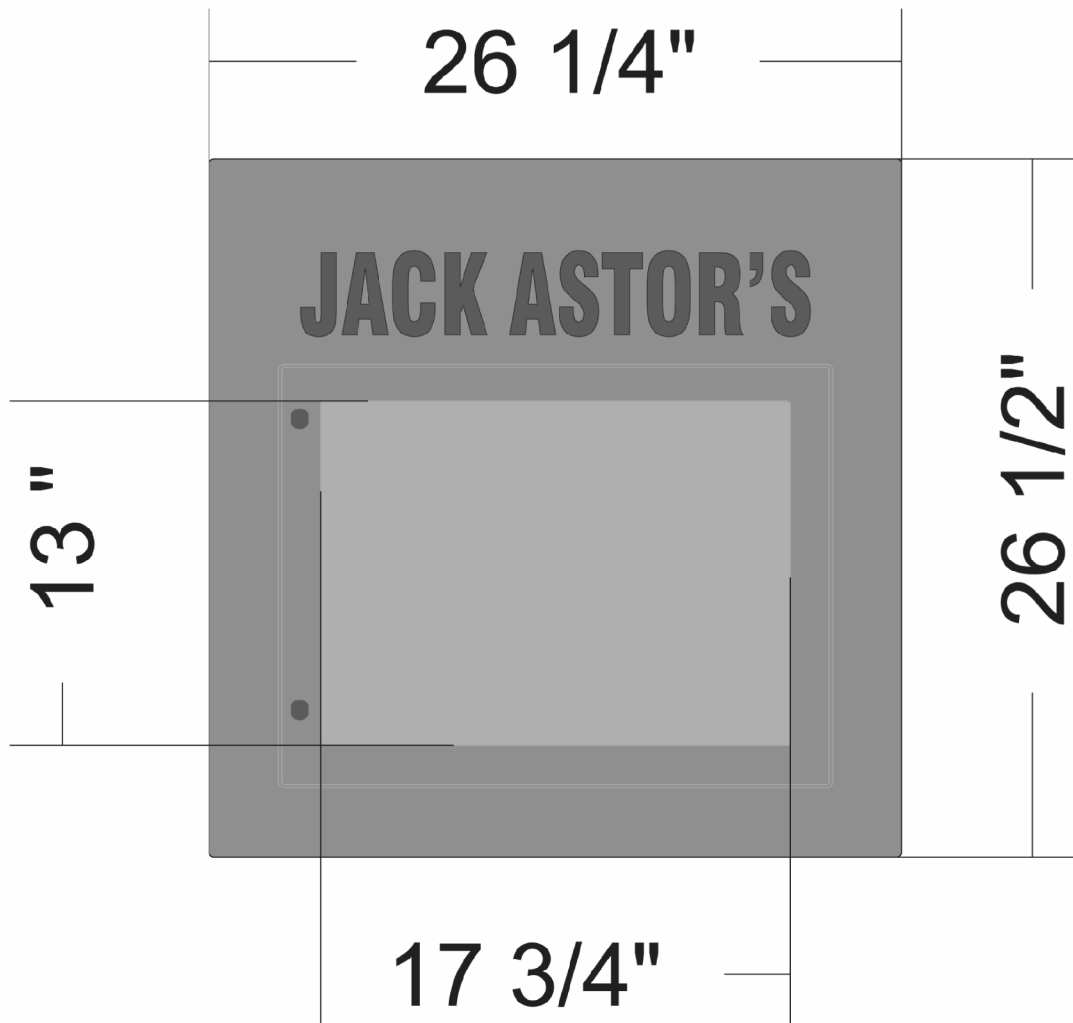
File # 08_206152

Elevations

Applicant's Submitted Drawing

Not to Scale
12/02/08

Attachment 3: Sign Details



Sign Details

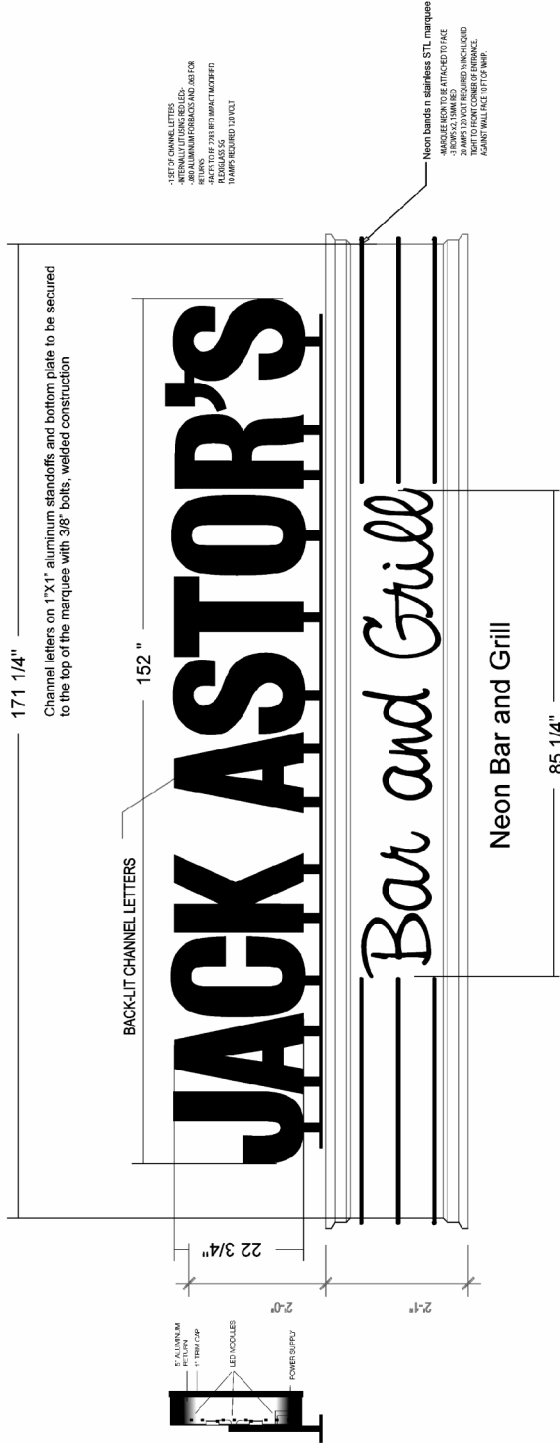
Applicant's Submitted Drawing

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2 Bloor Street East

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Attachment 4: Sign Details



- 1 SETZ CHANNEL LETTERS
- 2 ALUMINUM STANDOFFS
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