

Sign Variance - 333 Bay St

Date:	January 6, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE004

SUMMARY

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

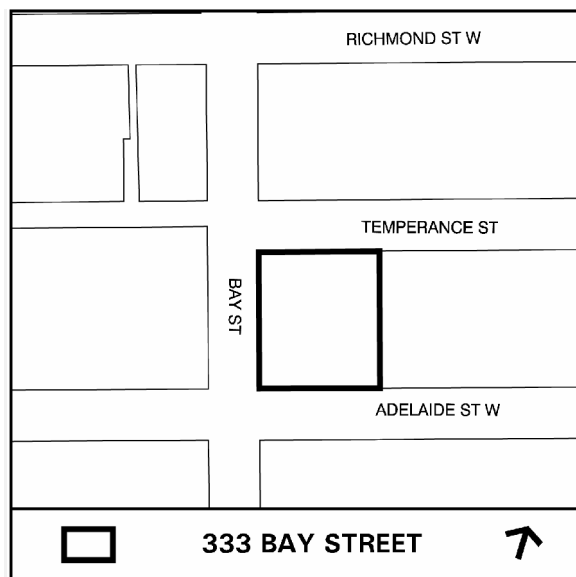
To review and make recommendations on a request by Paul Kenny with ID Inc. on behalf of Brookfield Properties / KPMG for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, four illuminated fascia signs, in the form of a corporate name and logo to identify “KPMG” at the top floor level, on the north, east, south and west elevations of the mechanical penthouse of the building at 333 Bay Street.

Staff recommends approval of the application. The requested 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, four illuminated fascia signs, in the form of a corporate name and logo to



identify “KPMG” at the top floor level, on the north, east, south and west elevations of the mechanical penthouse of the building at 333 Bay Street, on condition that 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 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 Bay-Adelaide Centre is located at the northeast corner of Bay Street and Adelaide Street West in a “CR” zone. A fifty three-storey office tower is currently under construction on the subject property. The applicant is requesting permission to install, for identification purposes, four illuminated fascia signs, in the form of a corporate name and logo to identify “KPMG” at the top floor level, on the north, east, south and west elevations of the mechanical penthouse of the building at 333 Bay Street. Each sign is 14.83m wide and 5.24m high with an area of 77.71m².

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 (4)(d)	Each corporate name and logo fascia sign would have a height of 5.24m.	The 5.24m sign height for a corporate name and logo sign would exceed by 2.24m, the maximum 3.0 m sign height permitted.
2. Chapter 297-10 D (4)(e)	Each corporate name and logo sign at the top floor level, on the north, east, south and west elevation of the building would have an area of 77.71m ² .	The 77.71m ² sign area of each sign would exceed by 52.71m ² , the maximum 25.0m ² sign area permitted.

COMMENTS

The variances relate to the height and the area of the proposed corporate name and a logo fascia signs proposed at the top floor level on the north, east, south and west elevations of the mechanical penthouse of the building. The height and area of the signs are regulated in order to reduce the visual impact of signs on the building to which they are attached, surrounding uses and on the streetscape. Although, the proposed signs do not meet the by-law requirement, the increase in maximum permitted height and size is proportional to

the height of the proposed building. Also, staff has completed a review of similar signs in the general vicinity and has concluded that the proposed signs are consistent with other corporate name and logo signs located on the top floor of buildings of similar height in this part of the city. It is staff's opinion that the proposed signs are designed, sized and positioned to complement the building façades, surrounding uses and streetscape.

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

CONTACT

Norm Girdhar, Assistant Planner
Tel. No. 416-392-7209
Fax No. 416-392-7536
E-mail: ngirdhar@toronto.ca

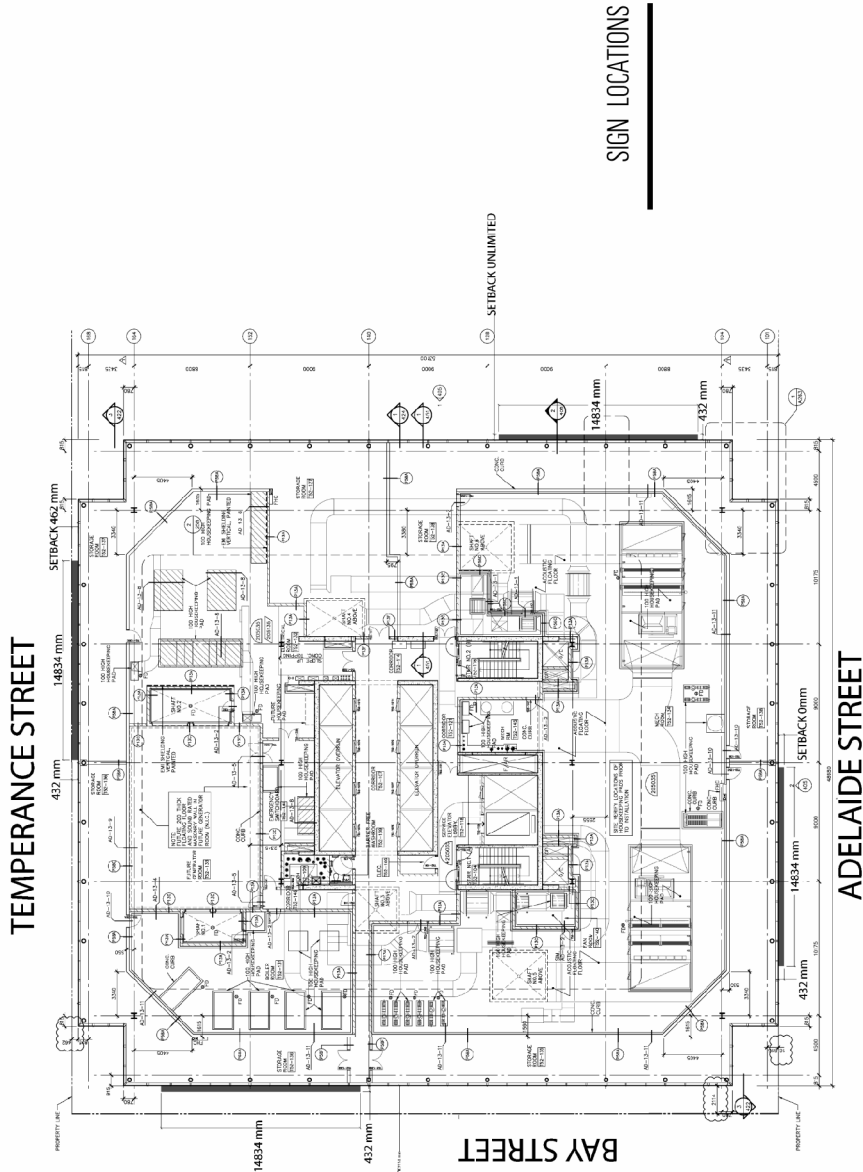
SIGNATURE

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

ATTACHMENTS

Attachment 1: Sign Locations
Attachment 2: Section
Attachment 3: Elevation
Attachment 4: Elevation
Attachment 5: Elevation
Attachment 6: Elevation

Attachment 1: Sign Locations



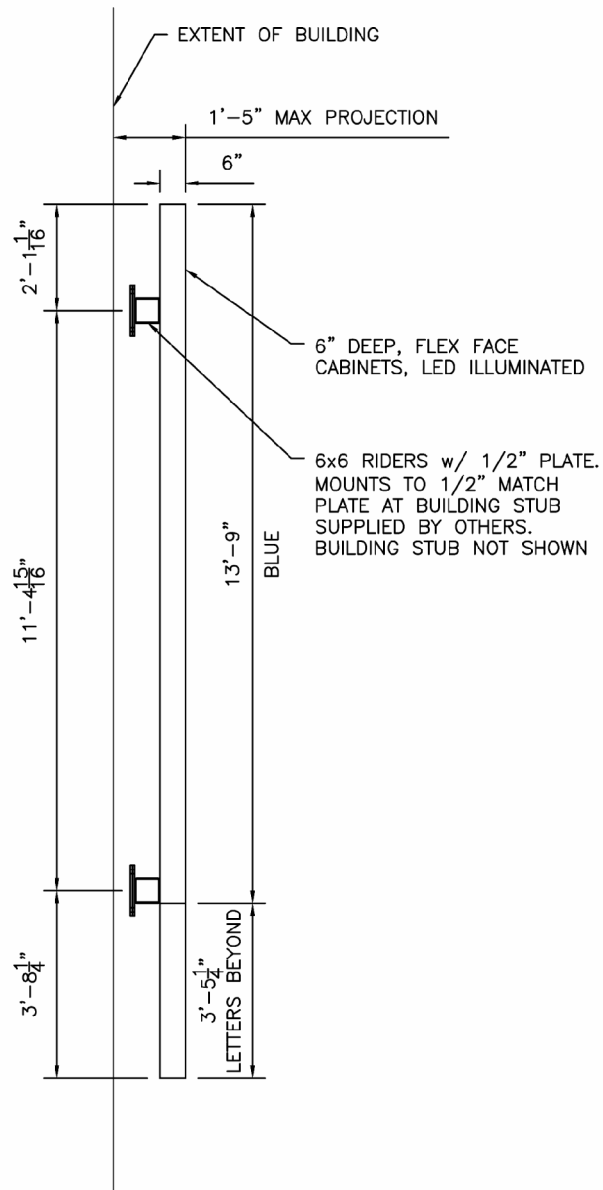
333 Bay Street

File # 08_230908

Sign Locations
 Applicant's Submitted Drawing
 Not to Scale
 01/06/09



Attachment 2: Section



Section

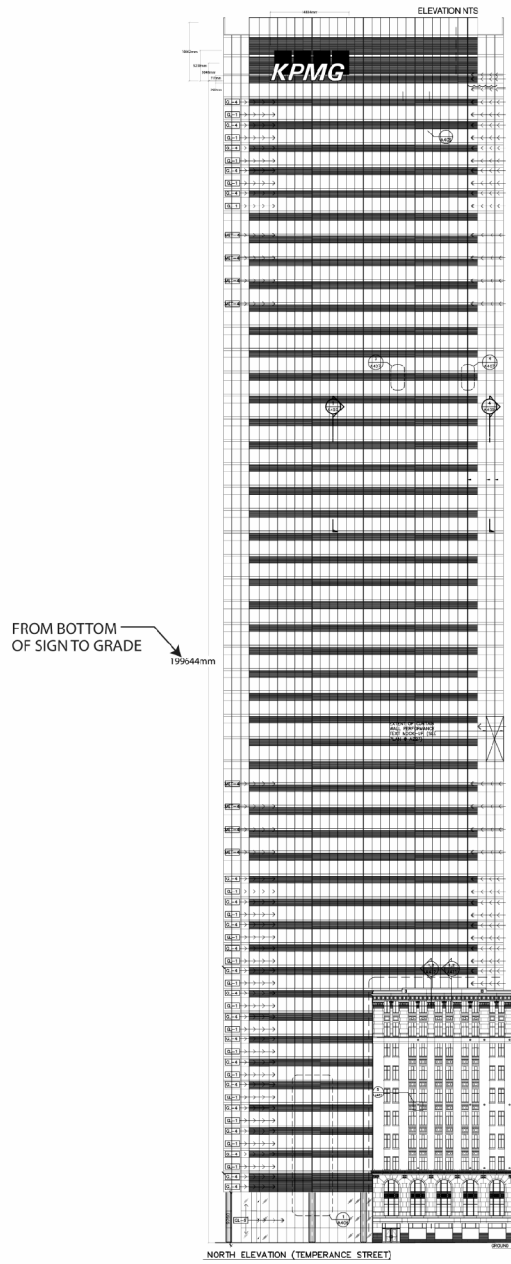
Applicant's Submitted Drawing

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Attachment 3: Elevation



Elevation

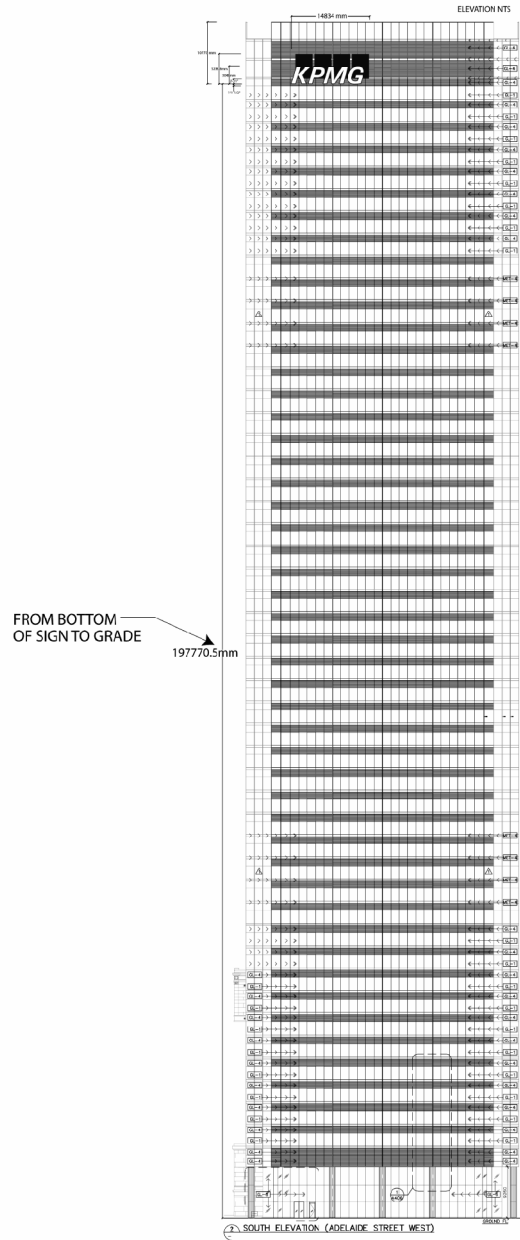
Applicant's Submitted Drawing

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333 Bay Stret

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Attachment 4: Elevation



Elevation

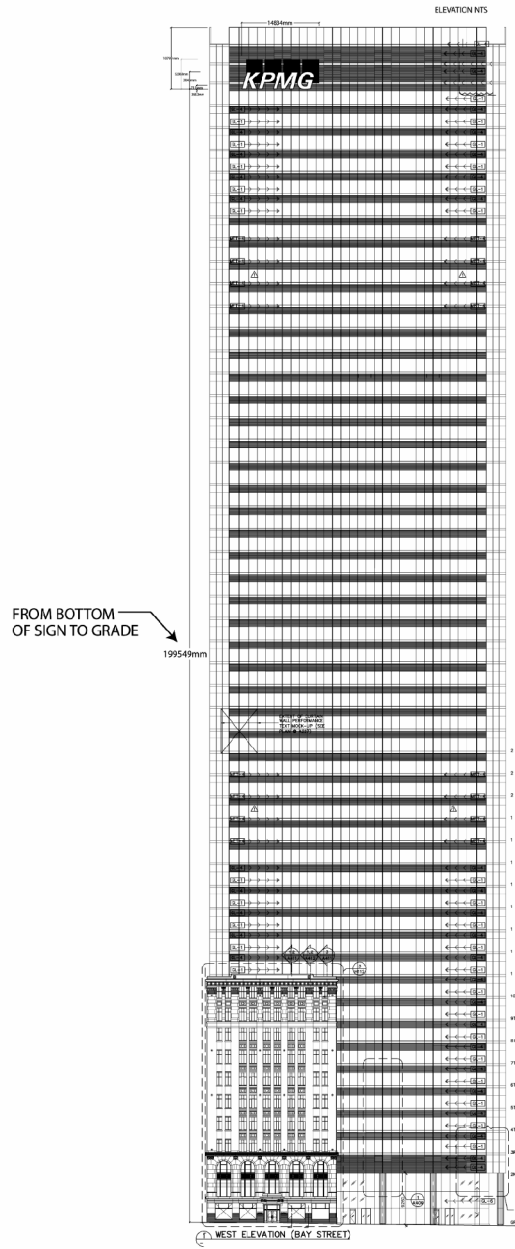
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Attachment 5: Elevation



Elevation

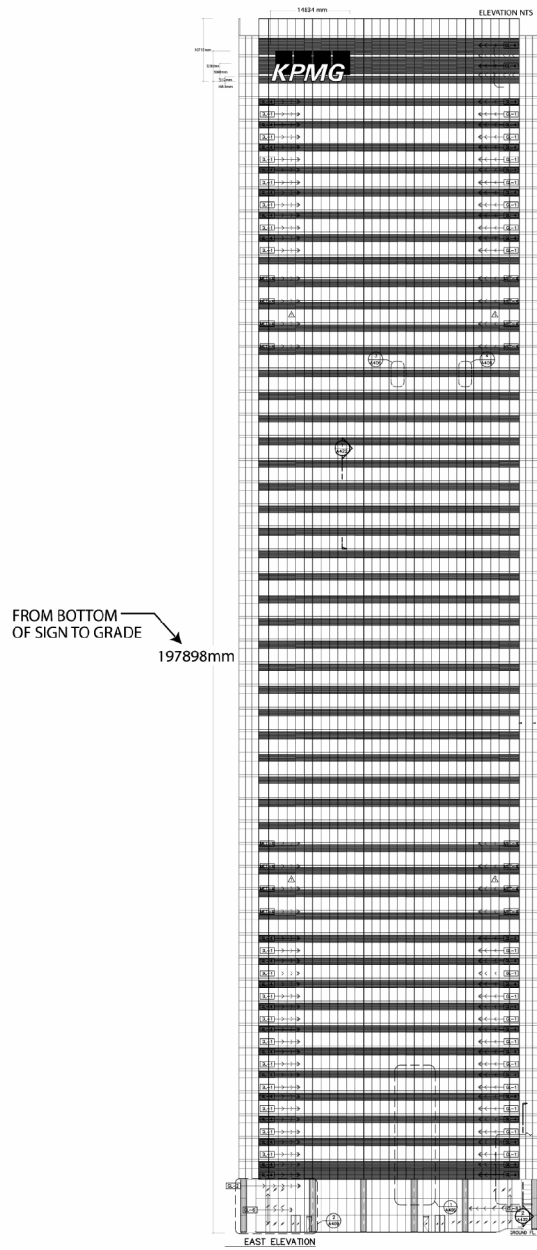
Applicant's Submitted Drawing

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Attachment 6: Elevation



Elevation

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