

Sign Variance - 444 Yonge St (777 Bay St)

Date:	April 22, 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\2009TE033

SUMMARY

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

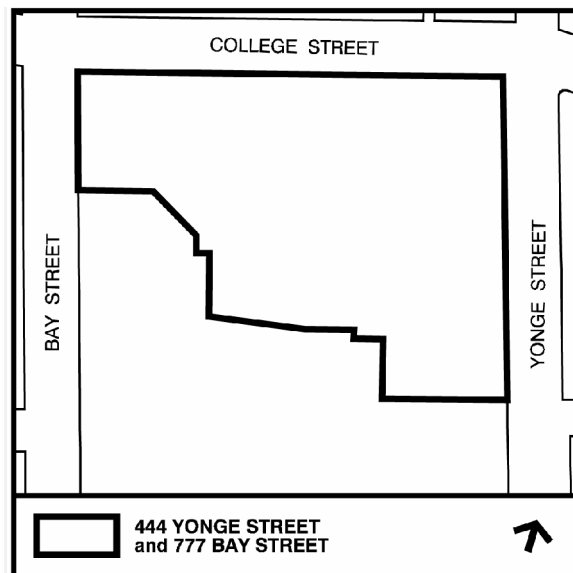
This report reviews and makes recommendations on a request by Christopher Ziannis of A-Tec Signs on behalf of Canderel for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit two illuminated first party pedestal signs along the Bay Street and College Street frontages of the property at 444 Yonge Street (777 Bay Street).

Staff recommends approval of the application conditional upon removing the two existing illuminated pedestal signs located within a short distance from the locations of proposed signs, along the Bay Street and College Street frontages. With this condition in place, 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



variance to permit, for identification purposes, two illuminated pedestal signs along the Bay Street and College Street frontages of the property at 444 Yonge Street (777 Bay Street) on condition that prior to applying for the sign permits, the owner removes the two existing illuminated pedestal signs located within a short distance from the locations of proposed signs, along the Bay Street and College Street frontages and energy efficient lights be used in the proposed 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 at the southwest corner of Yonge and College Streets in a “CR” zone. The property contains a multi-storey office building with retail uses at the grade level. Two existing first party illuminated pedestal signs are located along the Bay Street and College Street frontages of the property. The applicant is now requesting permission to install two additional first party illuminated pedestal signs along the Bay Street and College Street frontages of the property. The proposed signs would be located within a short distance from the existing pedestal signs on the Bay Street and College Street frontages. Each existing pedestal sign is 1.23m wide and 4.57m high with an area of 5.62m². The base of each proposed sign is 4.52m wide and 0.79m high. The height of pedestal sign from grade to the top of sign is 3.15m and each sign would have an approximate area of 9.95m².

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(12)(a)	The proposed pedestal signs would set back 0.0m from the property line.	The proposed 0.0m sign set back from the property line would be 2.0m less than the required minimum set back of 2.0m from the property line.
2. Chapter 297-10D(12)(c)	To install two first party additional illuminated pedestal signs along the Bay Street and College Street frontages.	Only one pedestal sign per frontage of the property are permitted with a maximum of two sign per lot.

COMMENTS

With respect to the first variance, the Municipal Code requires a pedestal sign or a ground sign to be set back 2.0m from the property line, in order to ensure that the streetscape and view corridors are preserved and sight lines for motorists, cyclists and pedestrians are maintained. In this case, the proposed pedestal signs would set back 0.0m from the property line. In this instance, although, the proposed signs do not meet the 2.0m set back requirement, the signs at the proposed locations would not obstruct the view corridor or obscure sight lines because archway columns of the building are located at the property line. It is staff's opinion that the pedestal signs at the proposed locations are acceptable.

The second variance is required because only one ground sign per frontage of a property is permitted. The intent of the By-law is to prevent sign clutter along any frontage of a property. In this instance, the proposed pedestal sign along the Bay Street frontage would be located only 6.55m from the existing pedestal sign and the proposed pedestal sign along the College Street frontage would be located only 14.6m from the existing pedestal sign. It is staff's opinion that the signs would cause a sense of sign clutter along the Bay and College Street frontages of the property and therefore not acceptable.

For this reason, staff recommends approval of this application on a condition that prior to applying for the sign permits, the owner removes the two first party existing illuminated pedestal signs located along the Bay Street and College Street frontages of the property. With this condition, the requested variance is 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: Elevation
Attachment 2: Elevation
Attachment 3: Elevation
Attachment 4: Site/Location Plan

Attachment 1: Elevation



Elevation

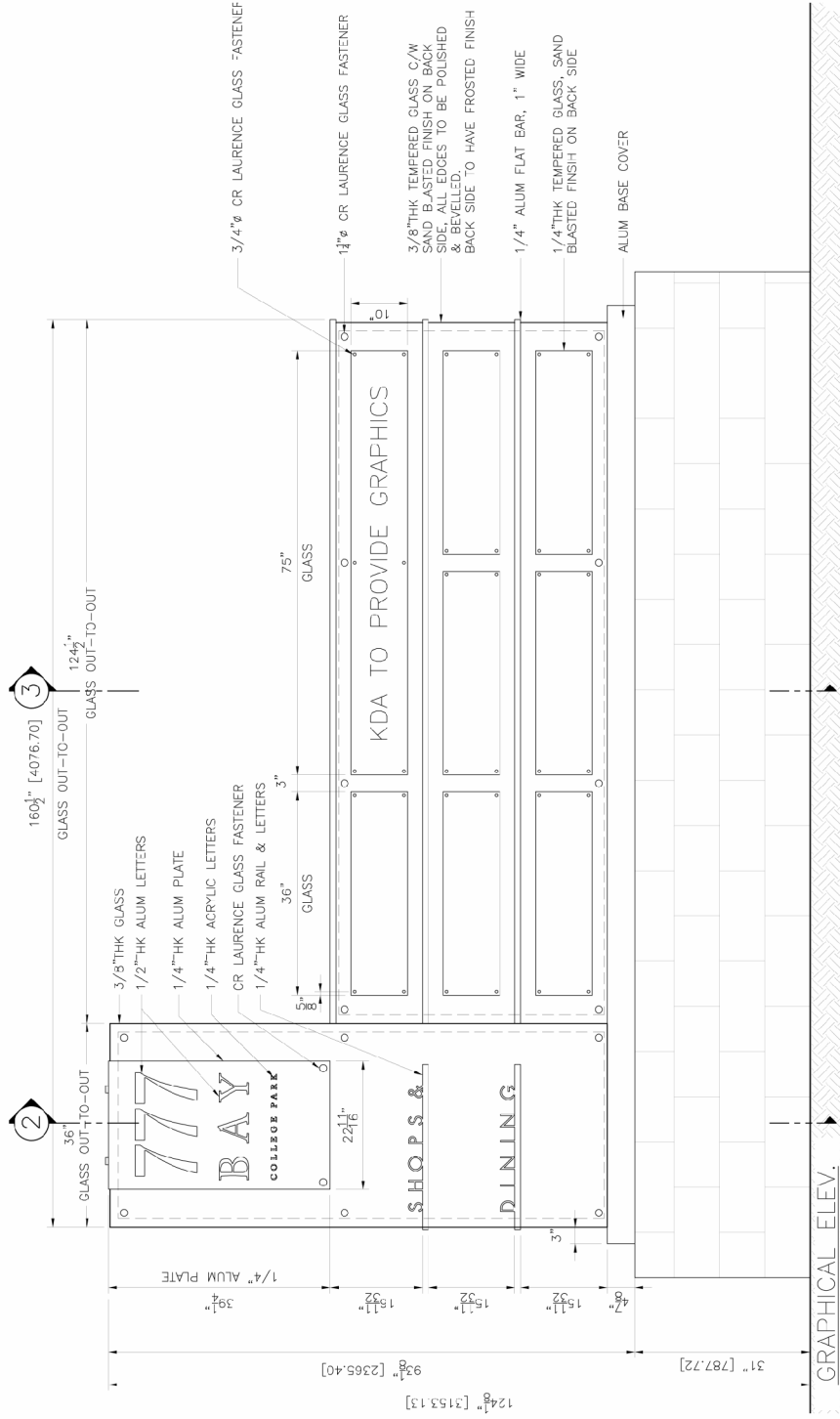
Applicant's Submitted Drawing

Not to Scale
04/16/09

444 Yonge Street

File # 08_114878

Attachment 2: Elevation

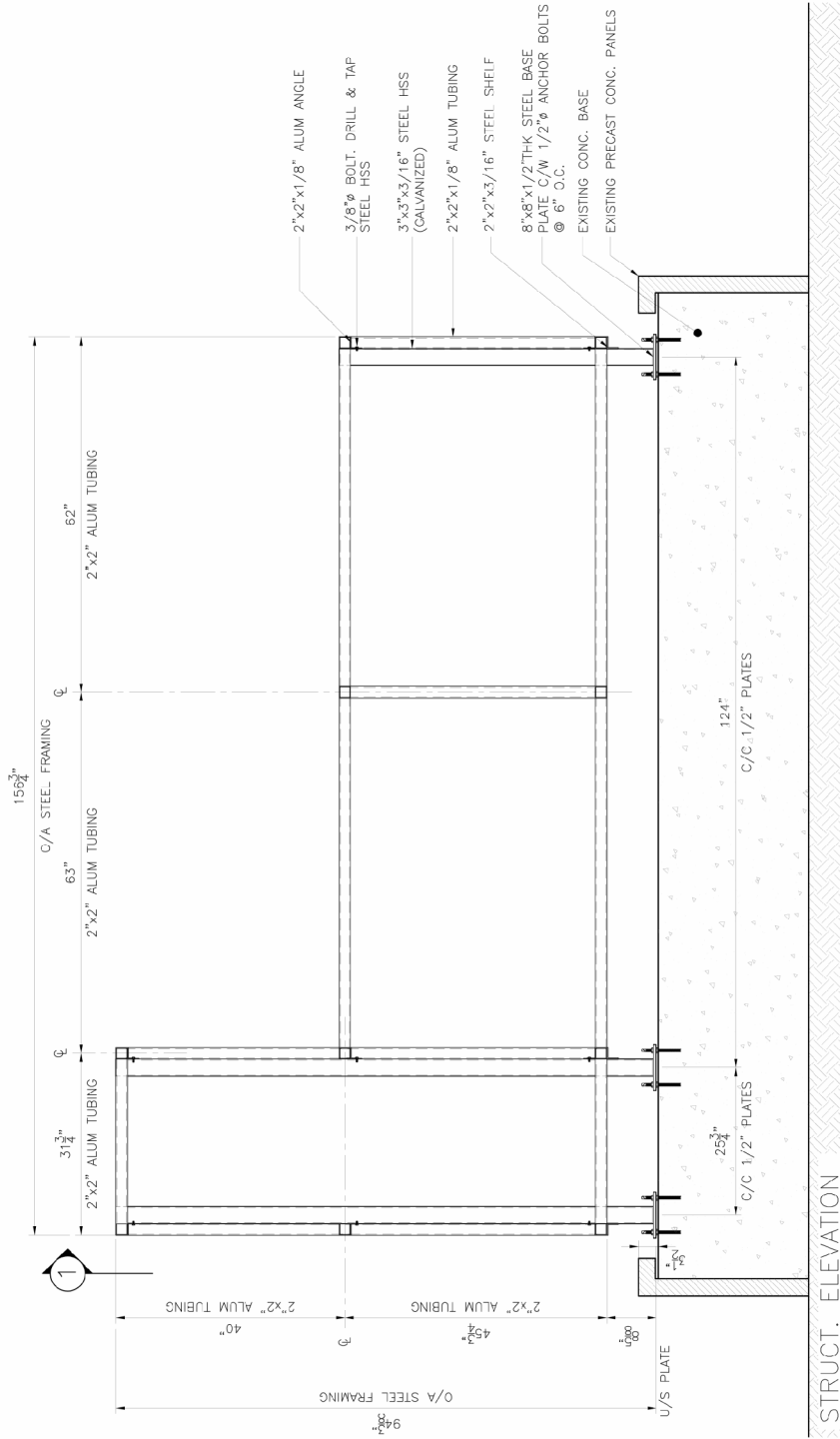


Elevation
 Applicant's Submitted Drawing
 Not to Scale
 04/15/09

444 Yonge Street

File # 08_114878

Attachment 3: Elevation



444 Yonge Street

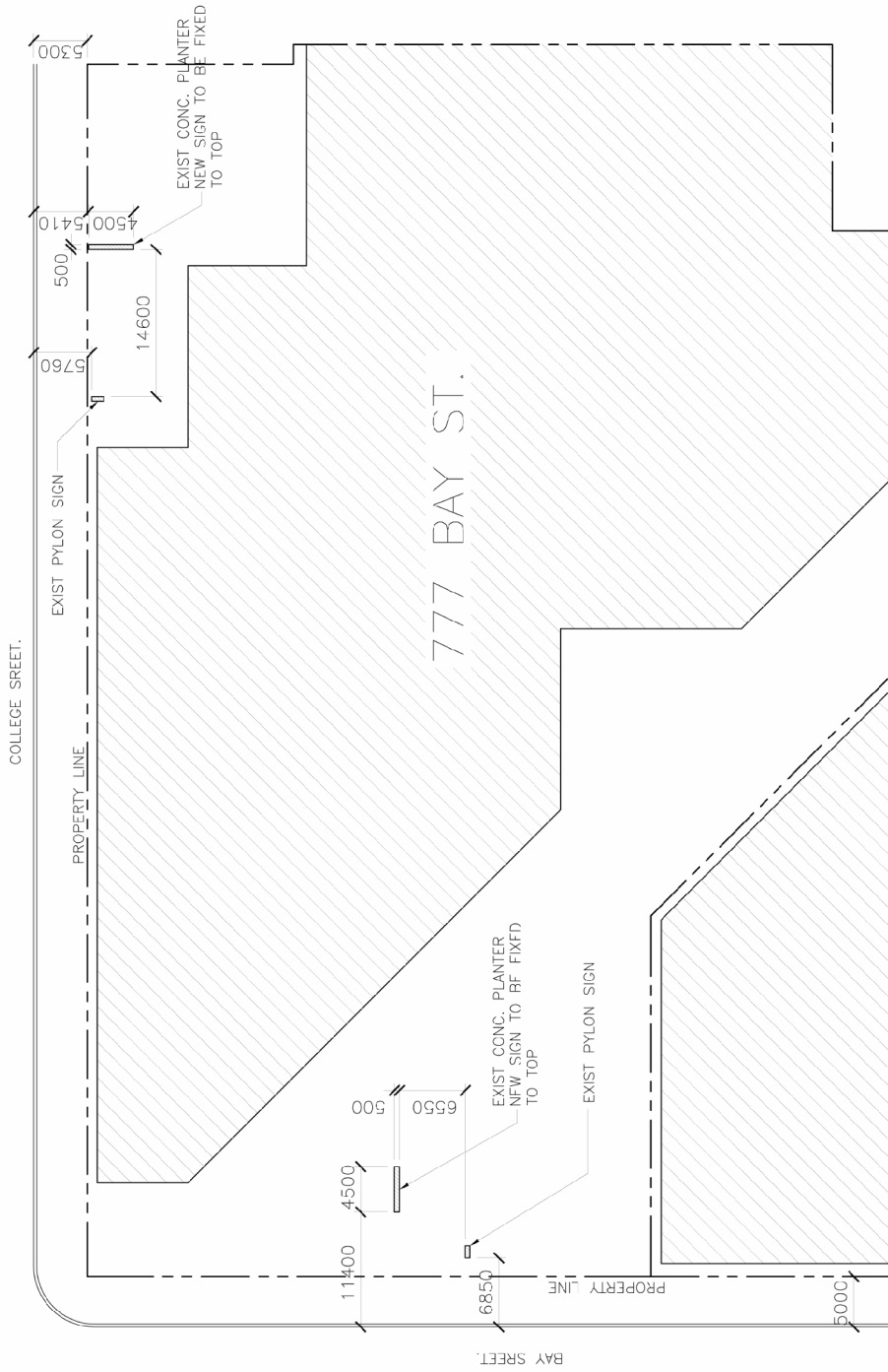
File # 08_114878

Elevation

Applicant's Submitted Drawing

Not to Scale
04/16/09

Attachment 4: Site/Location Plan



444 Yonge Street

Site / Location Plan

Applicant's Submitted Drawing

Not to Scale
04/16/09

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