

Sign Variance - 333 Bay St

Date:	May 26, 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\2009TE041 09 138329 ZSV 00 ZR

SUMMARY

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

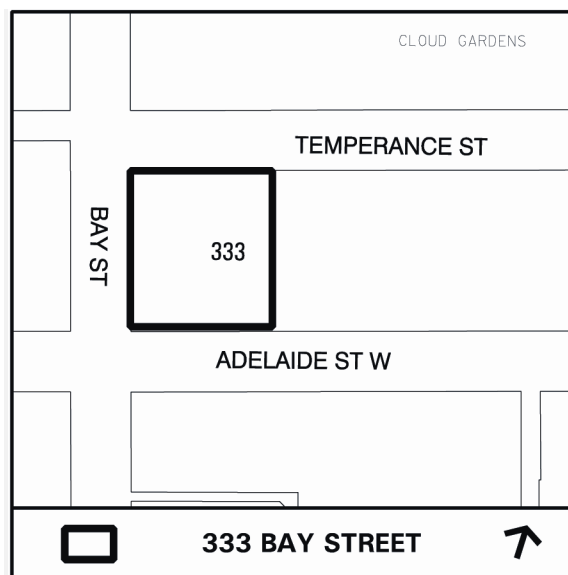
This report reviews and makes recommendations on a request by Jason Purdie of A-tec Signs on behalf of Brookfield Properties, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated pedestal sign along the Bay Street frontage of the property at 333 Bay Street.

Staff recommends approval of the application. The variance is 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, an illuminated pedestal sign along the Bay Street frontage of the property at 333 Bay Street and require 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, an illuminated pedestal sign along the Bay Street frontage of the property at 333 Bay Street. The sign is 1.30m wide and 2.65m high with an area of 3.45m². The base of the pedestal sign is 1.47m wide and 0.46m high with an area of 0.68m². The height of sign from grade to top of the sign is 3.66m (see attached graphics).

The sign does 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
Chapter 297-10D (8)(b)	The proposed pedestal sign would be set back 0.0m from the property line.	The required 2.0m set back is not provided.

COMMENTS

The Municipal Code requires a pedestal sign to set back 2.0m from the property line, in order to ensure that streetscape and view corridors are preserved and that sight lines for motorists, cyclists and pedestrians are maintained. In this case, a portion of the building to the north of this sign comes out to the property line and the building colonnade to the east of the proposed sign set backs about two metres from the property line. If the sign is installed to meet the required 2.0m set back from the property line, the sign would not be properly visible to the south bound motorists on the Bay Street. It is staff's opinion that the proposed pedestal sign at this location would not obstruct the view corridor, or obscure sight lines and it would not adversely impact the property and streetscape.

Staff recommends approval of the application. The variance is 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 Details

Staff report for action – Sign Variance - 333 Bay St

