



STAFF REPORT ACTION REQUIRED

Sign Variance - 33 Dundas St E

Date:	June 2, 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\2009TE043 09 140910 ZSV 00 ZR

SUMMARY

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

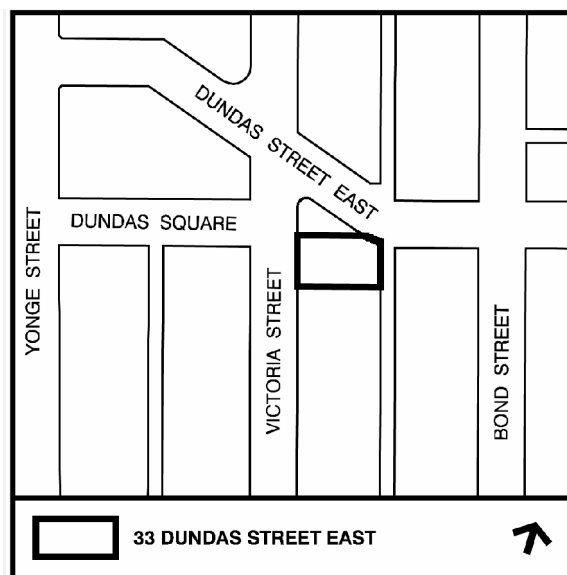
This report reviews and makes recommendations on a request by Ron Carinci on behalf of Rogers Communications Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, changes to the dimensions of the previously approved signage programme and to permit a further refinement which would see an introduction of three new signs to accommodate signage associated with the change in ownership of the property at 33 Dundas Street East..

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 request for variances to permit, changes to the dimensions of the previously approved signage programme and an introduction of three new signs at 33 Dundas Street



East, on condition that:

- a) the signage for this site be restricted to that shown on the drawings dated May 22, 2009 and attached to this report;
 - b) 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 is located at the southeast corner of Dundas Square. The property is bounded by Dundas Street to the north, Victoria Street Lane to the east and Victoria Street to the west in a CR zone. An Olympic Spirit Toronto entertainment venue known as “Torch on the Square” was completed in 2004. In 2000, City Council had passed the By-law 885-2000 which set out provisions for the original signage programme for this property. In 2004 Council approved the variances to the by-law permitting a revised signage programme. Those variances permitted changes to the dimensions of the signs permitted under the by-law and introduced two new signs.

At its meeting of April 29 and 30, 2009 City Council adopted a report and recommendations relating to the “Signage Vision” for the Downtown Yonge BIA which is intended to guide all large-format signage applications for the properties located within the study area. The study area includes properties with principle frontages directly on Yonge Street and Dundas Square from Gerrard Street to the north and Queen Street to the south and it also includes the small segment of Dundas Street between Yonge and Bay Streets. The study reaffirms Dundas Square as a focal point for tourists attracted by the various activities located in the immediate area and the square itself. Yonge-Dundas Square is one of the four “character areas” identified in the vision where the signage intensity, animation and scale is intended to be at its’ highest levels.

Rogers Communications Inc. has recently purchased this property and is proposing to install new signs on the building to reflect change in ownership of the property. The proposal presently before Community Council would see the replacement of a number of existing signs and the introduction of additional signs. This proposal does not fit within the permissions granted in 2004 via the previous variance application and also does not strictly fit within the original by-law 885-2000. It is therefore necessary to address a new set of variances from the base by-law in order to accommodate the new signage programme.

The proposed signage programme does not comply with by-law 885-200 in the following ways:

Sign Identification Letter	By-law 885-200			Required Variance		
	Width (m)	Height (m)	Area (m ²)	Width (m)	Height (m)	Area (m ²)
A2	8.0	4.0	32.0	5.3	6.0	31.8
B2	26.45	1.7	45.0	54.9	0.9	49.4
B4 – West	8.0	8.0	64.0	9.5	3.5	33.3
C1	8.0	8.2	65.6	8.4	15.9	133.6
C2	8.0	4.0	32.0	0.0	0.0	0.0
G	-	-	-	7.5	1.3	9.8
J	-	-	-	5.1	12.8	65.3
K	-	-	-	23.8	1.0	23.8
Total # of sign areas	11			13		

COMMENTS

Sign area A2 would have a larger height than permitted (6m vs 4m), while the width and the overall area would be less than permitted by the site specific by-law. This sign area (A2) is to be utilized to accommodate the OMNI logo and identification letters.

Sign area B2 will contain a changeable copy sign which has a width greater than permitted (54.9m vs. 26.45m) and a height less than permitted by the by-law. The overall area of this sign is slightly greater than permitted by the by-law (49.4m² vs 45m²).

Sign area B4 on the west elevation of the building will contain a fascia sign consisting letters identifying “Citytv”. As noted in the chart above, the overall width is greater than permitted (9.5m vs. 8m), while the height and overall area is substantially less than permitted by the by-law.

Sign area C1 is not proposed to be changed from the previous minor variance approval granted in 2004, however the variance with respect to this sign must be reaffirm under the current application. The by-law permits two separate signs in this location (C1 and C2) with a total area of 97.6 m². Under the previous approval and still proposed under this application, the two sign areas are being combined into one area and the overall sign area is 133.6m².

Signs G, J and K are to be located in sign areas not envisioned under the original by-law and require variances to be addressed. Sign G was approved under the 2004 variance application and the size is being changed from the previous approval with a reduction in the area from 14.2 m² to 9.8 m². One of the additional signs (H) previously approved in the 2004 variance application is being eliminated and signs J and K are now proposed along the west and north elevations of the building.

Sign J will have a width of 5.1m and a height of 12.8m and is to be located on the west face of the building. This sign will face directly into Dundas Square where presently exist numerous

large format signs. Sign K will be located at the first floor level along the west elevation of the building which wraps around and extends onto the north elevation of the building. This sign will have an overall width of 23.8m and a height of 1m.

All other 6 sign areas listed in the by-law will be being developed in accordance with the provisions of by-law 885-2000.

Under the original site specific by-law 885-2000, a total of 11 areas where signs could be located with a total gross surface display area of 1,381.6 m² was permitted. Under the 2004 variance application the by-law was varied to permit a total of 12 sign areas with an overall gross surface display area of 1,559.1 m². Under the current application there are a total of 13 sign areas with an overall gross surface display area of 1,489.9 m² proposed. Although the overall number of sign areas being proposed is increasing by one beyond the most recently approved signage programme, the overall gross surface display area is being reduced by approximately 70m².

The proposed changes to the signage programme do not result in a large departure from the previously approved signage programme for this site. The policies intended to support the regeneration of the Yonge Street Downtown area in place when the site specific by-law for the property's signage was approved, have been reinforced and further articulated through Council's adoption of the "Signage Vision" for the Downtown Yonge BIA. The proposal before Community Council is consistent with these policies and staff recommend approval of this application.

In order to ensure the individual signs for this property are developed in accordance with the signage programme before Community Council, it is recommended that a condition of approval be imposed that the signage for this site be restricted to that shown on the drawings dated May 22, 2009.

CONTACT

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SIGNATURE

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

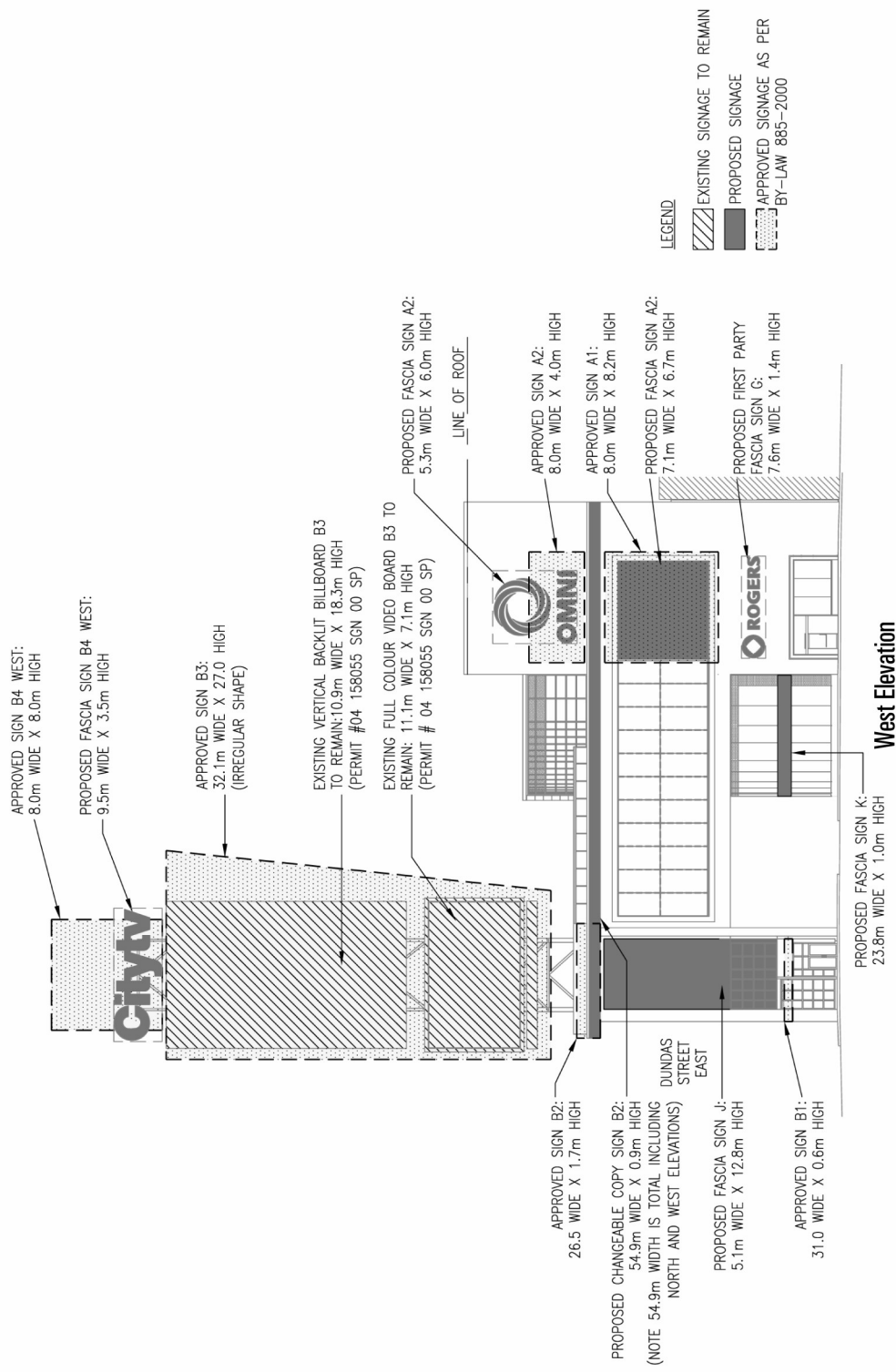
ATTACHMENTS

Attachment 1: West Elevation

Attachment 2: North Elevation

Attachment 3: Summary

Attachment 1: West Elevation



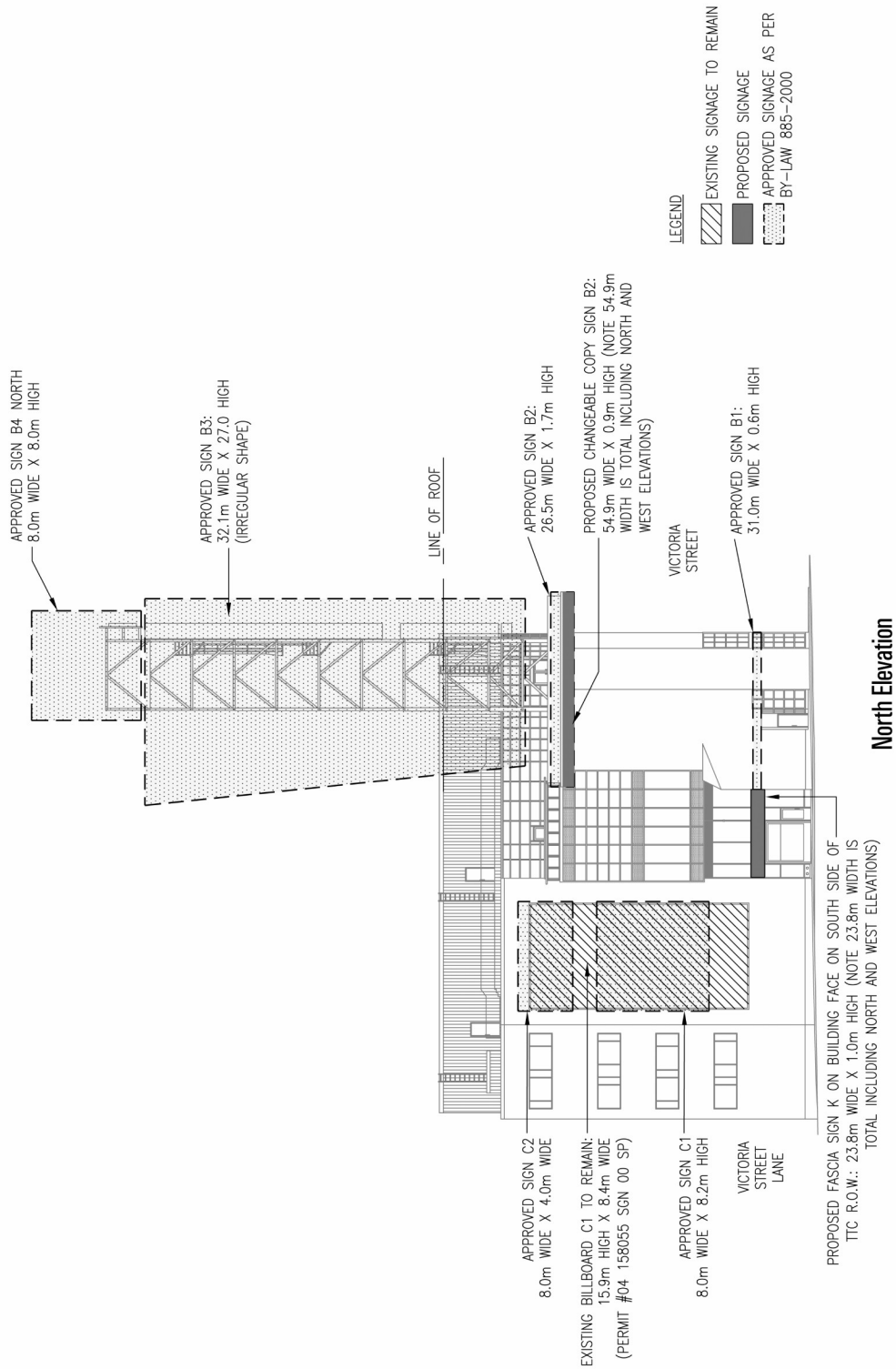
33 Dundas Street East

Elevations
Applicant's Submitted Drawing

File # 09 140910

Not to Scale
06/04/2009

Attachment 2: North Elevation



Elevations

Applicant's Submitted Drawing

Not to Scale
06/04/2009

33 Dundas Street East

File # 09 140910

Attachment 3: Summary

	BY-LAW No.885-2000		JUNE 2004 VARIANCE		MAY 2009 VARIANCE		NOTES
	WIDTH(m)	HEIGHT(m)	WIDTH(m)	HEIGHT(m)	WIDTH(m)	HEIGHT(m)	
(A1)	8.0	8.2	7.5	15.9	8.0	8.2	EXISTING SIGN PREVIOUSLY APPROVED IN 2004. VARIANCE HAS BEEN REMOVED. PROPOSED SIGN IS LOCATED WITHIN THE AREA IDENTIFIED AS A1 IN THE BY-LAW. APPROVED MAXIMUM SIGN AREA IS NOT ALTERED BY THIS APPLICATION.
(A2)	8.0	4.0	10.4	4.7	5.3	6.0	EXISTING SIGN PREVIOUSLY APPROVED IN 2004. VARIANCE HAS BEEN REMOVED. PROPOSED SIGN IS APPROXIMATELY EQUAL IN AREA THAN THE AREA IDENTIFIED AS A2 IN THE BY-LAW.
(B1)	31.0	0.6	NO CHANGE		NO CHANGE		APPROVED SIGN AREA IN BY-LAW IS NOT ALTERED BY THIS APPLICATION.
(B2)	26.5	1.7	26.5	1.8	54.9	0.9	EXISTING SIGN HAS BEEN REMOVED. PROPOSED CHANGEABLE COPY SIGN IS THE EXTENSION OF SIGN B2, WHICH HAS BEEN REDUCED IN HEIGHT TO 0.9m AND INCREASED IN WIDTH TO 54.9m. THE RESULT IS A MINOR NET GSDA INCREASE AS NOTED.
(B3)	32.1	27.0	NO CHANGE		NO CHANGE		TWO EXISTING SIGNS ARE TO REMAIN. APPROVED SIGN AREA IS NOT ALTERED BY THIS APPLICATION.
(B4) NORTH	8.0	8.0	NO CHANGE		NO CHANGE		APPROVED SIGN AREA IN THE BY-LAW IS NOT ALTERED BY THIS APPLICATION.
(B4) EAST	8.0	8.0	NO CHANGE		NO CHANGE		APPROVED SIGN AREA IN THE BY-LAW IS NOT ALTERED BY THIS APPLICATION.
(B4) WEST	8.0	8.0	NO CHANGE		9.5	3.5	PROPOSED FASCIA SIGN HAS BEEN INCREASED IN WIDTH TO 9.5m, AND DECREASED IN HEIGHT TO 3.5m. THE RESULT IS A NET GSDA REDUCTION AS NOTED.
(B4) SOUTH	8.0	8.0	NO CHANGE		NO CHANGE		APPROVED SIGN AREA IS NOT ALTERED BY THIS APPLICATION.
(C1)	8.0	8.2	8.4	15.9	8.4	15.9	EXISTING SIGN PREVIOUSLY APPROVED IN 2004. VARIANCE IS TO REMAIN. EXISTING SIGN WAS A CONSOLIDATION OF SIGNS C1 AND C2, AND IS 0.4 m WIDER AND 3.7m TALLER THAN WHAT WAS APPROVED IN THE ORIGINAL BY-LAW.
(C2)	8.0	4.0	0.0	0.0	0.0	0.0	SEE NOTE ABOVE.
(G)	-	-	17.7	0.8	7.5	1.3	EXISTING FIRST PARTY SIGN PREVIOUSLY APPROVED IN 2004. VARIANCE HAS BEEN REMOVED. PROPOSED FIRST PARTY SIGN IS SMALLER IN AREA THAN 2004 VARIANCE AREA, AND IN A NEW LOCATION (BELOW SIGN A1).
(H)	-	-	3.2	16.9	0	0	EXISTING FIRST PARTY SIGN PREVIOUSLY APPROVED IN 2004. VARIANCE HAS BEEN REMOVED.
(J)	-	-	-	-	5.1	12.8	PROPOSED FASCIA SIGN.
(K)	-	-	-	-	23.8	1	PROPOSED FIRST PARTY STATION AND PROGRAM LOGOS AND BRANDING.
TOTAL	1381.6		1559.1		1489.9		

Summary

Applicant's Submitted Drawing

Not to Scale
06/04/2009

33 Dundas Street East

File # 09_140910