

## Sign Variance - 200 Bay St

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|--------------------------|--|
| <b>Date:</b>             | September 21, 2009   |
| <b>To:</b>               | Toronto and East York Community Council                                      |
| <b>From:</b>             | Director, Toronto Building, Toronto and East York District                   |
| <b>Wards:</b>            | Ward 28 – Toronto Centre-Rosedale  |
| <b>Reference Number:</b> | P:\2009\Cluster B\BLD\Toronto and East York\2009TE054<br>09 152058 ZSV 00 ZR |

### SUMMARY

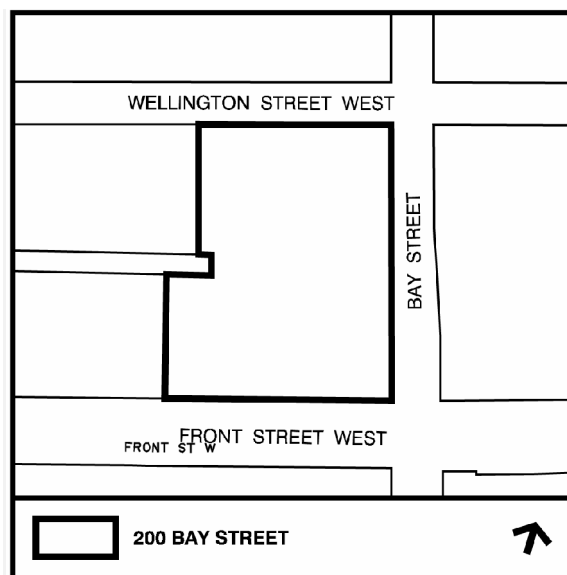
This report reviews and makes recommendations on a request by Jassie Khurana of Khurana Associates, on behalf of Oxford Properties Group Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, an illuminated first party fascia sign containing an electronic message and animated display copy. The proposed sign would be installed on the staircase enclosure located on the northwest corner of the property at 200 Bay Street.

Staff recommends approval of the application conditional upon removing the electronic animated copy features from an existing ground sign located at the entrance ramp to the under ground parking garage at the northwest corner, along Wellington Street frontage of the property. The requested variance is minor and within the general intent and purpose of the Municipal Code.

### RECOMMENDATIONS

**The Toronto Building Division recommends that:**

1. City Council approve the requested variance to permit, for identification purposes, an illuminated first party fascia sign containing an electronic message and animated display copy on a condition that the electronic animated copy features from an



- existing ground sign located at the entrance ramp to the under ground parking garage at the northwest corner, along Wellington Street frontage of the property at 200 Bay Street are removed prior to applying for a sign permit 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 variances, 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 "CR" zoned property is located at the northwest corner of Bay Street and Front Street West in a Heritage Conservation District. The property contains a multi-storey Royal Bank Plaza building. The applicant is seeking permission to install an illuminated first party fascia sign containing an electronic message and animated display copy. The proposed sign would be installed on the staircase enclosure located on the northwest corner of the property at 200 Bay Street. The proposed sign is intended to telecast the latest financial news and highlights of the banking and financial industry in general.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

| <b>Sign By-law Section and Requirements</b> | <b>Applicant's Proposal</b>  | <b>Required Variance</b>  |
|---|--|---|
| Chapter 297D - 5                            | To install an illuminated first party fascia sign containing an electronic message and animated display copy. The sign would be installed on the staircase enclosure located along Wellington Street West frontage, on the northwest corner of the property at 200 Bay Street. | A sign containing an electronic message and animated display copy is not permitted. |

### **COMMENTS**

The variance is required because a sign containing electronic message display copy is not permitted in mixed-use "CR" districts in order to minimize conflict with the residential uses found both in and adjacent to the city's "Main Streets". In the past, staff had recommended approval of similar signs in the financial district and only for theatres, stadiums, and large places of amusement such as at First Canadian Place, Roy Thompson Hall, 121 King Street West, 1 Richmond Street West, 1 Adelaide Street East, Rogers Centre or within the Yonge/Dundas Square. In this instance, the property is located within the financial district. The applicant has worked very closely with Toronto Building, City Planning, Urban Design, Transportation Services and Heritage Preservation Services staff in developing an acceptable design and location of the sign.

Staff of Heritage Preservation Services, Urban Design and Transportation Services have reviewed the plans and have advised that they have no objection to the proposed sign.

Staff recommends approval of the application on a condition that the electronic animated copy features from an existing ground sign located at the entrance ramp to the under ground parking garage at the northwest corner, along Wellington Street frontage of the property are removed prior to applying for a sign permit. The requested variance is minor and within the general intent and purpose of the Municipal Code.

## **CONTACT**

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## **SIGNATURE**

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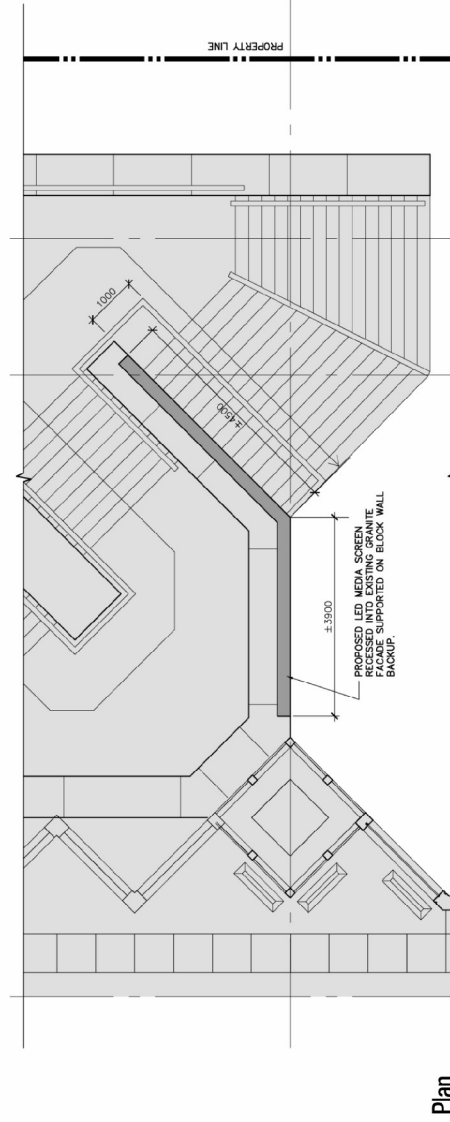
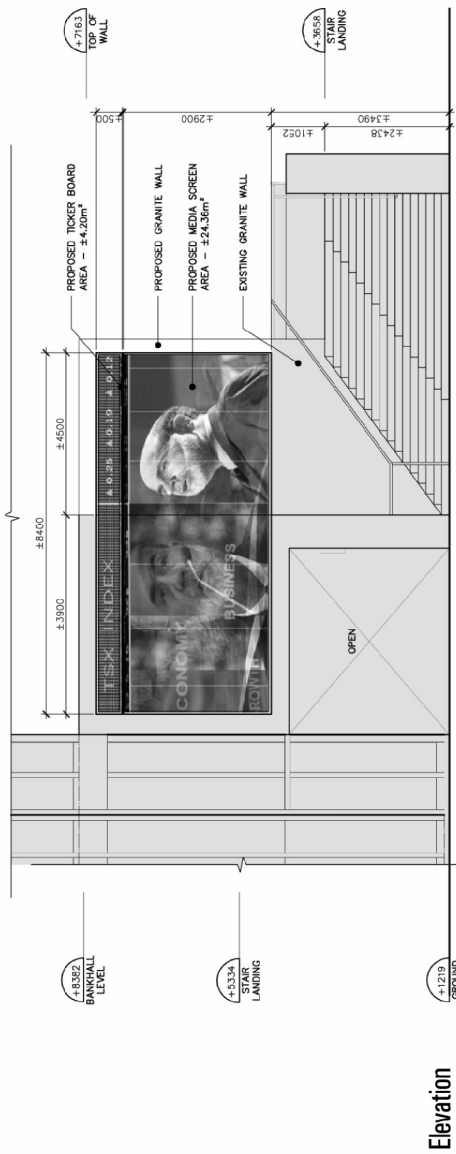
Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building  
Toronto and East York District

## **ATTACHMENTS**

Attachment 1: Elevations

Attachment 2: Elevations

# Attachment 1:



**Elevations** **200 Bay Street**

Applicant's Submitted Drawing

Not to Scale  
08/07/2009

File # 09\_152058

Attachment 2:



**Elevations**

Applicant's Submitted Drawing

Not to Scale  
08/07/2009

**200 Bay Street**

File # 09 152058