

Sign Variance - 850 Bloor St W

Date:	September 22, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 19 – Trinity-Spadina
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE052 09 155718 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.

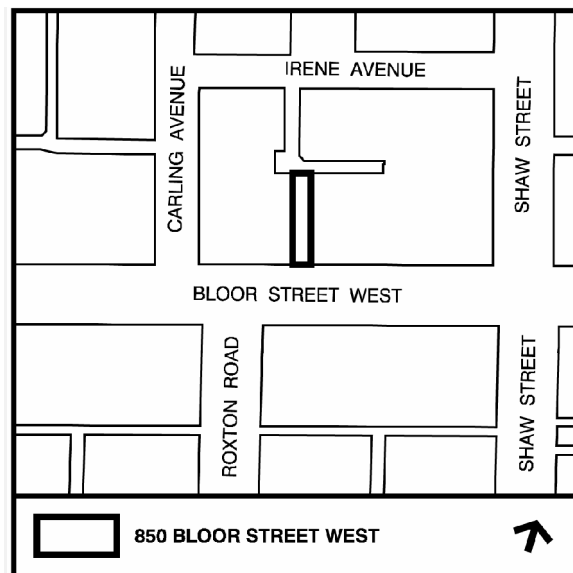
This report reviews and makes recommendations on a request by Steve Wolowich of Astral Media Outdoor, on behalf of Gyro King Investments for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising purposes, an illuminated two face, tri-vision roof sign on top of a two storey building at 850 Bloor Street West.

Staff recommends refusal of this application. The variance is major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

Toronto and East York Community Council refuse the request for a variance to maintain, for third party advertising purposes, an illuminated two face, tri-vision roof sign located on top of a two storey building at 850 Bloor Street West.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located west of Shaw Street on the north side of Bloor Street West in a MCR zone. The property contains a two-storey building with retail uses at grade level. The applicant is requesting permission to maintain, for third party advertising purposes, an illuminated two face illuminated tri-vision roof sign on top of a two storey building at 850 Bloor Street West. Each face of the proposed tri-vision roof sign is 6.1m wide and 3.05m high with an area of 18.61m². The new tri-vision has replaced an existing 18.61m² poster panel roof sign which was located at this location. The existing sign was installed under a sign permit issued in 1994. The installation of the new sign was done without the benefit of a permit and Municipal Licensing and Standards has an active violation file presently open.

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
1. Chapter 297-10D (16)	To replace, for third party advertising purposes, an existing illuminated two face roof sign with a newly designed two faced illuminated tri-vision roof sign on top of a two storey building at 850 Bloor Street West in MCR zone.	A new third party roof sign or replacement or improvement to an existing roof sign located in a CR or MCR zone is not permitted.

COMMENTS

At its meeting of April 24, 1995, City Council passed By-law 1995-0229 to amend Chapter 297 of the Municipal Code to prohibit roof signs in all CR and MCR zone districts in the former City of Toronto. The prohibition resulted from a study of signage along the City's "Main Streets" which detailed the unattractive appearance of roof signs within the mixed-use zone districts and from adjacent residential districts as well as the negative effect on skyline views.

This application clearly contradicts the City's prohibition of roof signs and its clear objective to not allow any replacement, relocation or even improvements to the existing roof signs that would extend their life span. It is staff's opinion that permitting a two face, illuminated tri-vision roof sign for third party advertising purposes by way of a minor variance application would undercut the clear intent of City policy and would undermine the integrity and the spirit of the Municipal Code.

Staff recommends refusal of this application. The variance is major and not within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations
Attachment 3: Details

Attachment 1:



Before

Elevations

850 Bloor Street West

Applicant's Submitted Drawing

Not to Scale
09/21/2009

File # 09_155718

Attachment 2:



After

Elevations

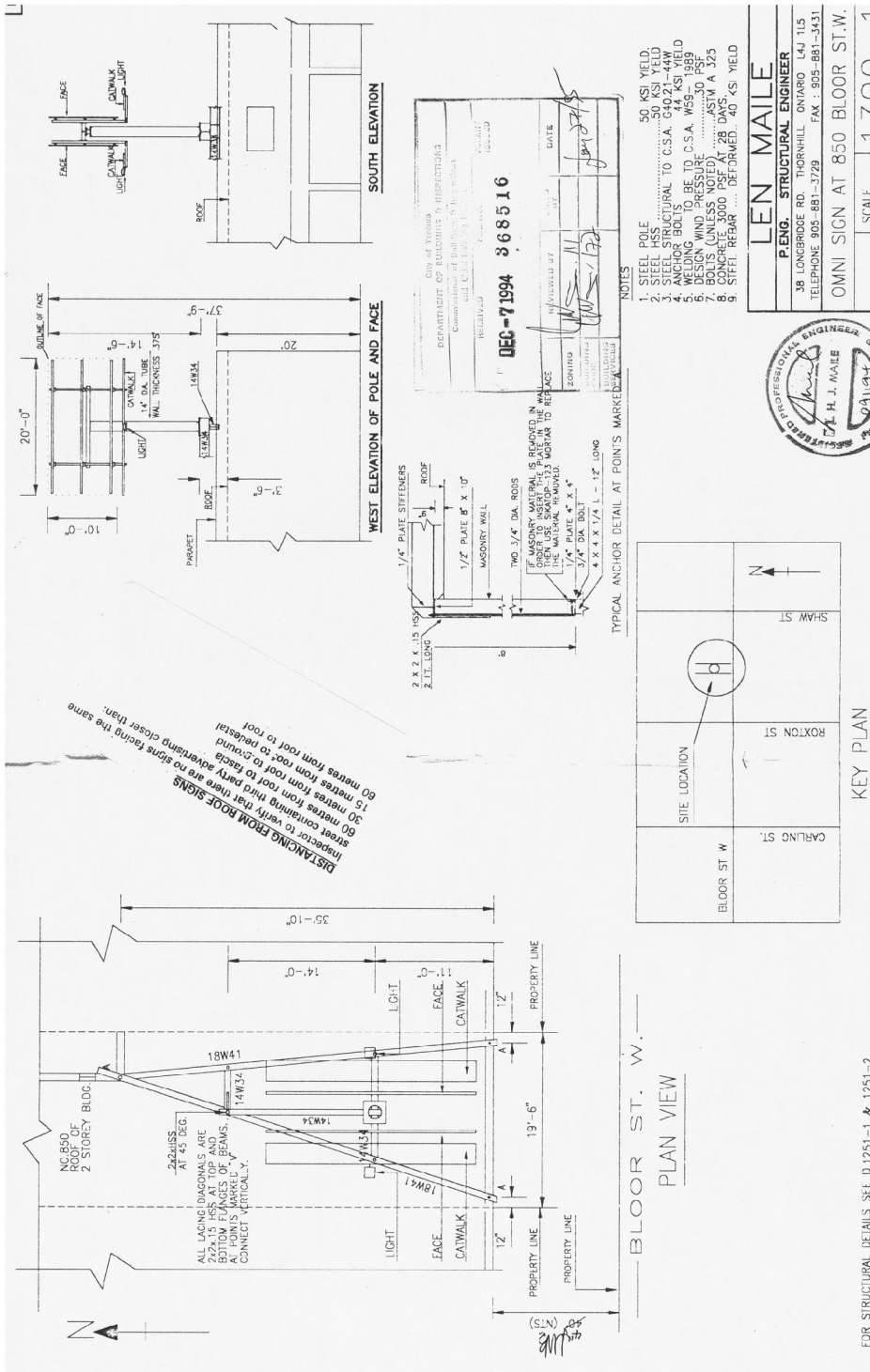
Applicant's Submitted Drawing

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Attachment 3:



850 Bloor Street West

Details
 Applicant's Submitted Drawing

Not to Scale
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