



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
2410 Bloor St. W.**

Date:	February 18, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Parkdale-High Park, Ward 13
Reference Number:	2010EY048

SUMMARY

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

Request for approval of variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to replace an existing roof sign at 2410 Bloor St. W. with a single faced LED billboard having a sign area of approximately 22.01m² (237ft²).

The request comes from Graham Armstron with Pattison Outdoor Advertising on behalf of the owner; Victor Mitic for approval of the variances from Chapter 297, Signs, of the former City of Toronto Municipal Code.

RECOMMENDATIONS

It is recommended that:

1. the Etobicoke-York Community Council refuse the requested variances for a sign at 2410 Bloor St. W. for the reasons outlined in this report.

FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report.

ISSUE BACKGROUND

The property is located in the former municipality of Toronto and is subject to Zoning By-law No. 438-86, as amended. Based on Zoning By-law No. 438-86, the property is zoned Mixed Use (MCR). The surrounding area is zoned MCR along both sides of Bloor

St. W. while in behind the mixed use buildings there are existing residential districts zoned R2.

COMMENT

The proposed third party digital sign will be erected on the existing 2 storey building and will rise 5.49m (18ft) above the roof. The new roof sign will be replacing an existing single face static billboard sign that will be approximately the same size as the sign that is presently located at this address.

NOTE; sign variances has been requested under separate applications for 2400 Bloor St. W. to erect a third party double sided roof sign with upward illuminated having single static copy display and 2420 Bloor St. W to erect a tri-vision roof sign. These signs will be only 43m and 20m respectively from the proposed sign at 2410 Bloor St. W. In addition, if one counts all the signs within 80 m of the proposed sign there would be 4 roof signs on the same side of Bloor St. W. with that distance.

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

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Section 297-10 lists signs that are permitted in a Mixed Use District (MCR). Third party digital roof signs are not listed as permitted in this section under the heading of MCR, therefore a digital sign face on a roof sign is not permitted in a Mixed Use District (MCR).	To remove existing billboard roof sign and replace with a digital illuminated third party roof sign having a single digital face approximately 3.05m x 6.1m (10ft x 20ft).	To permit a digital illuminated third party roof sign having a single digital face approximately 3.05m x 6.1m (10ft x 20ft) when a roof sign is not permitted in a MCR District.

It is recommended that Council deny the requested variances as the variances are not minor in nature.

NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that comes into force on April 6, 2010. The following is an evaluation of this particular sign variance application against the new Sign By-Law requirements that would govern this particular sign. This evaluation has been done to assist Council in understanding how this proposed sign would compare to the new regulatory requirements contained in the new Sign By-law.

One of the main features of the new Sign By-law is that the regulations governing signs are based upon the "Sign District" in which the sign is located. These Sign Districts align

with the underlying land uses as envisioned in the Official Plan and will classify every property into a “sign district” and utilizes a series of maps to identify the various sign districts throughout the City.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as a Commercial Residential (CR) District.

Sign By-law Section & Requirements	Applicant’s Proposal	Required Variance
694-15. Prohibited signs. 694-15.B.(2) a roof sign is expressly prohibited	Erect a third party digital roof sign in a Commercial Residential (CR) District.	A variance cannot be granted under the new Sign By-law. An amendment to the new Sign By-law would be required as per Section 694-31 due to the fact that the proposed sign is expressly prohibited.
694-15. Prohibited Signs 694-15.A. Anything not expressly permitted by this chapter is prohibited.	Erect a third party digital roof sign	To permit a digital display sign type that is not expressly permitted in this sign district.

CONTACT

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Mark Sraga
 Director of Building and
 Deputy Chief Building Official
 The Etobicoke York District

ATTACHMENTS

- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan



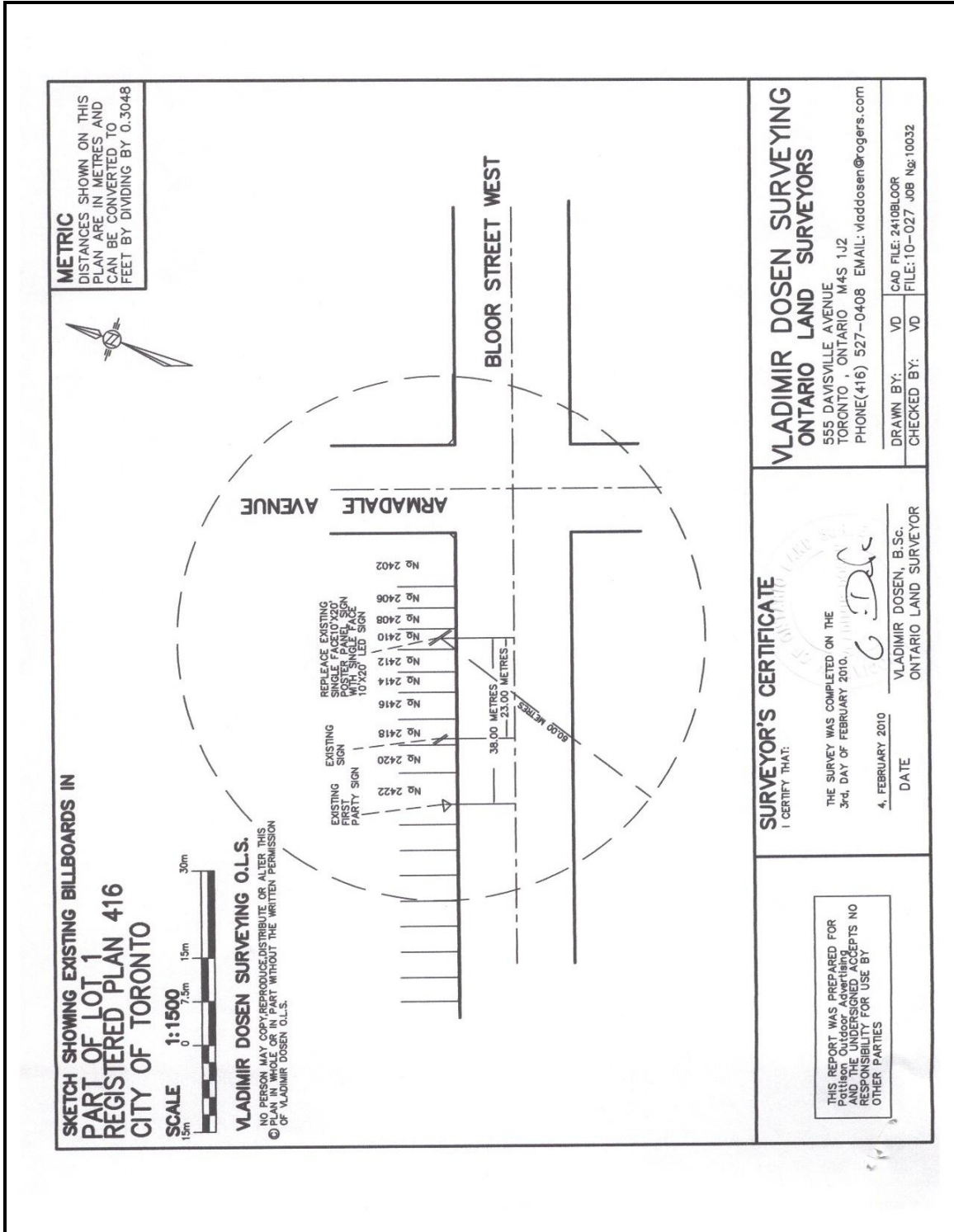
Existing illuminated static 3rd party sign at 2410 Bloor St W. Existing sign to be replaced by a digital single face panel which will display 3rd party advertising.

Under separate application for 2400 Bloor St W. a third party double sided roof sign with upward illuminated having single static copy display is proposed.

Existing sign at 2420 Bloor St. W. which is subject to a separate variance application



Looking west along Bloor St. toward Jane St., from just east of 2410 Bloor St. W.



Survey – existing and proposed sign locations

Applicant:

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