



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
2420 Bloor St. W.**

Date:	February 22, 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:	2010EY055

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 the existing illuminated third party single copy roof sign at 2420 Bloor St. W. with a new third party illuminated tri-vision roof sign that will have a single panel of 4.88m x 3.66m (16ft x 12ft).

The request comes from Steve Wolowich with Astral Media Outdoor, L.P. on behalf of the owner; Suckbom and Jaesin 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 approve the requested variances for a sign at 2420 Bloor St. W. as they are minor in nature.

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 old existing residential districts zoned R2.

COMMENT

The proposed third party tri-vision sign will be erected on the existing 2 storey building that will rise 7.9m (26ft) above the roof. The new roof sign will be replacing an existing single face static billboard sign. The sign face will be approximately 3.66m x 4.88m (12ft x 16ft).

NOTE; a sign variance has been requested under separate application for 2400 Bloor St W. to erect a third party double sided roof sign with upward illuminated having single static copy display and under another separate application a new third party sign tri-vision sign was requested at 2410 Bloor St W. The proposed roof sign will be approximately 70m and 43m respectively from these two signs and also only 20 m from another existing 1st party roof sign just to the west. In addition, if one was to count all the signs within a 80 m distance there would be 4 roof signs on the same side of Bloor St W within 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 roof signs are not listed as permitted in this section under the heading of MCR, therefore a tri-vision roof sign is not permitted in a Mixed Use District (MCR).	To remove existing single copy third party roof sign and replace with an illuminated tri-vision third party roof sign having a sign face approximately 3.66m x 4.88m (12ft x 16ft).	To permit an illuminated tri-vision third party roof sign having a sign face approximately 3.66m x 4.88m (12ft x 16ft) when a roof signs is not permitted in a MCR District.

It is recommended that Council approve the requested variances as the variances are 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 an illuminated tri-vision third apty roof sign having a sign face approximately 3.66m x 4.88m (12ft x 16ft) 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.

CONTACT

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 Fax: (416) 394-8209
 E-mail: ajasinev@toronto.ca

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

ATTACHMENTS

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

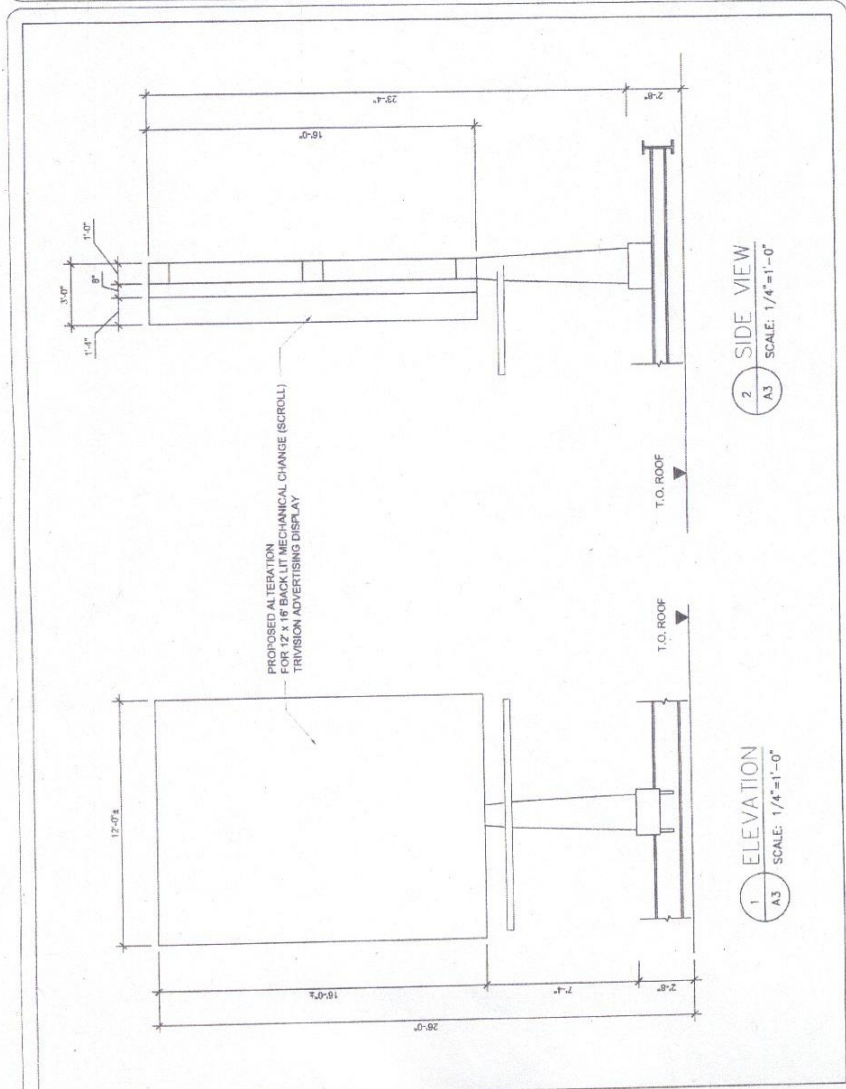


Existing illuminated static 3rd party roof sign at 2420 Bloor St W. to be replaced by a tri-vision single face panel which will display 3rd party advertising.

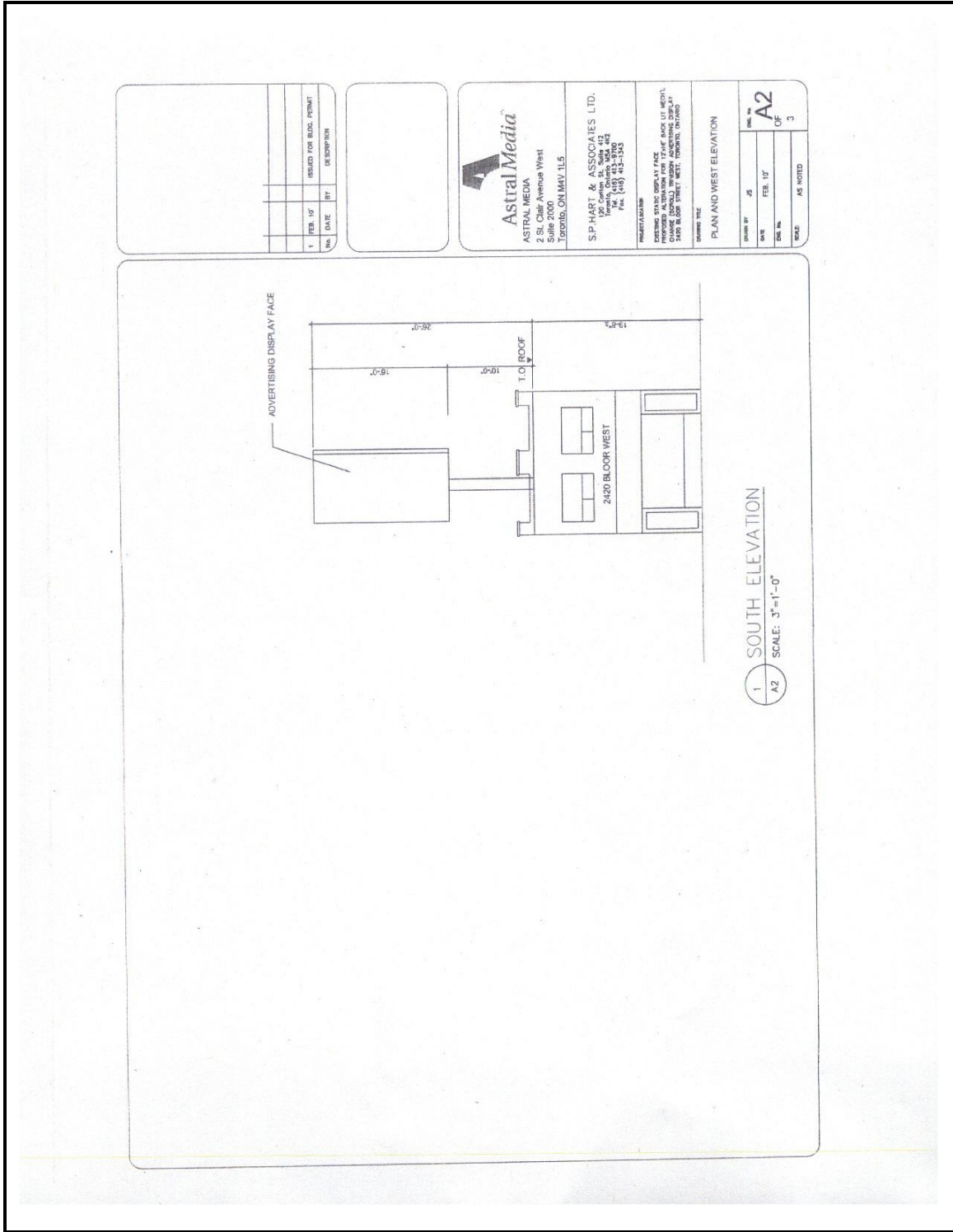


Under separate application for 2410 Bloor St W. a third party digital single face roof sign is proposed.

AstralMedia ASTRAL MEDIA 2 St. Clair Avenue West Toronto, Ontario M5S 1A2 Canada Tel: (416) 413-1235		
S.P. HART & ASSOCIATES LTD. 150 Dundas Street West, Toronto, Ontario Tel: (416) 413-1235		
PROJECT LOCATION: PROPOSED SIGN, 12 x 16' BACK LIT MECH. LIT TRIVISION ADVERTISING DISPLAY FOR 12 x 16' BACK LIT MECH. LIT TRIVISION ADVERTISING DISPLAY, 12 x 16' BACK LIT MECH. LIT TRIVISION ADVERTISING DISPLAY, 12 x 16' BACK LIT MECH. LIT TRIVISION ADVERTISING DISPLAY, 12 x 16' BACK LIT MECH. LIT TRIVISION ADVERTISING DISPLAY, 12 x 16' BACK LIT MECH. LIT TRIVISION ADVERTISING DISPLAY		
DRAWING TITLE: ADVERTISING DISPLAY ELEVATIONS		
DRAWN BY:	DATE:	SHEET NO. OF
	FEB. 10'	A3 3
CHECKED BY:	DATE:	OF
	FEB. 10'	3
SCALE:	AS NOTED	



Proposed Roof Sign detail



RESULTS FOR BLDG. PERMIT	
No.	DESCRIPTION
1	FEB. 10'
	DATE
	BT
	DESCRIPTION



AstralMedia
 ASTRAL MEDIA
 2 St. Clair Avenue West
 Suite 2000
 Toronto, ON M4V 1L5

S.P. HART & ASSOCIATES LTD.
 174 Dundas St. West, Suite 412
 Toronto, ON M5G 1R5
 Tel: (416) 413-1900
 Fax: (416) 413-1000

PROJECT/ADDRESS
 EXISTING STATIC DISPLAY FACE
 PROPOSED ADVERTISING DISPLAY
 CHANGE (SIGNAGE) PROPOSED ADVERTISING DISPLAY
 2420 BLOOR STREET WEST, TORONTO, ONTARIO

DATE
 FEB. 10'

SCALE
 AS NOTED

PLAN AND WEST ELEVATION

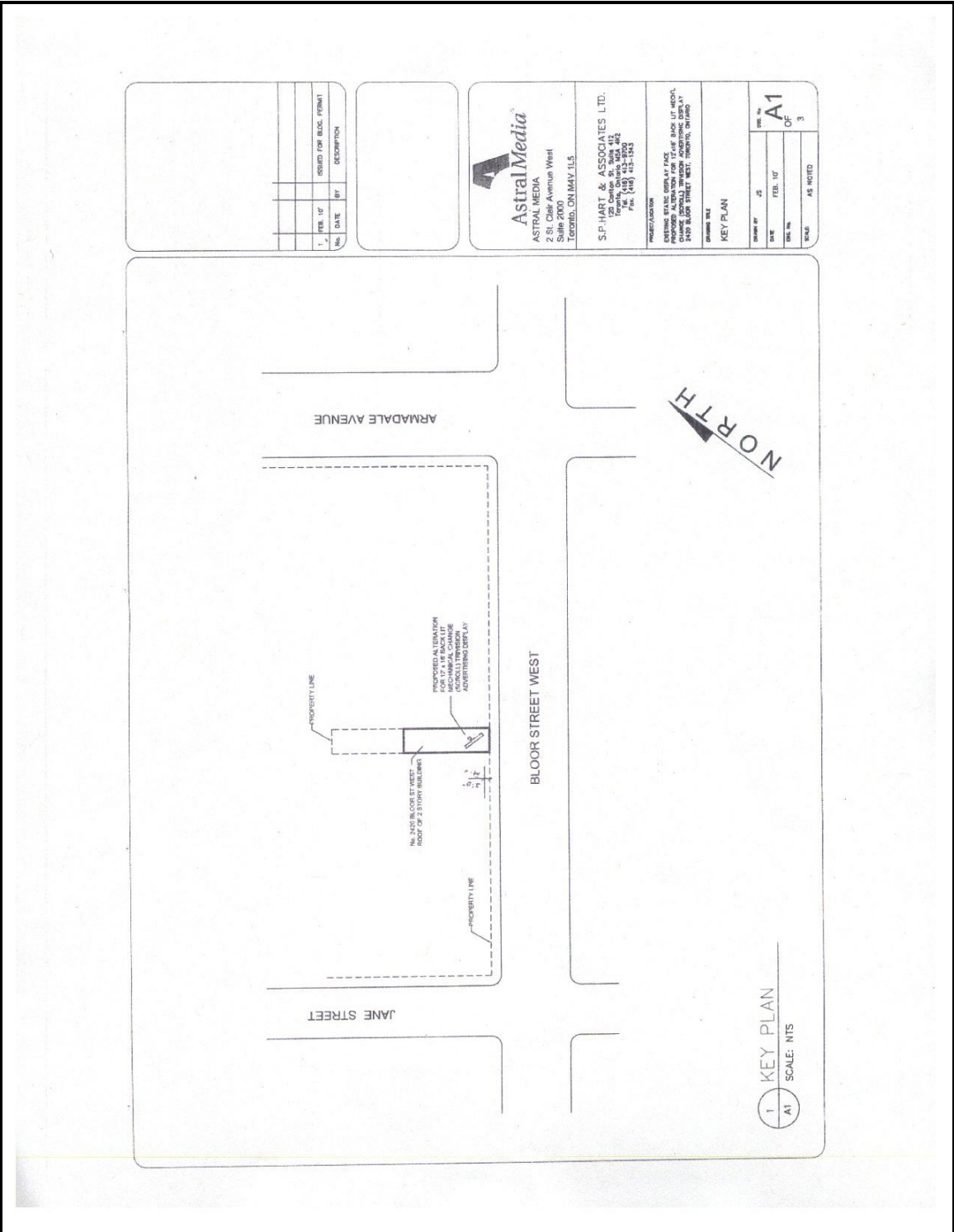
DATE
 FEB. 10'

SCALE
 AS NOTED

NO.
 A2

OF
 3

Proposed Roof Sign Elevation



No.	DATE	BY	DESCRIPTION
	FEB. 107		ISSUED FOR BLDG. PERMIT

AstralMedia
ASTRAL MEDIA
 2 St. Clair Avenue West
 Suite 2000
 Toronto, ON M4V 1L5

S.P. HART & ASSOCIATES LTD.
 150 Dundas St. W. Suite 405
 Toronto, ON M5G 1K2
 Tel: (416) 923-8993
 Fax: (416) 923-8998

PROPOSED SIGN
 EXISTING 3000 HORIZONTAL FACE
 BACK LIT, 3000 HORIZONTAL
 ADVERTISING DISPLAY
 1840 BLOOR STREET WEST, TORONTO, ONTARIO

APPROVAL No. _____
 KEY PLAN

DATE BY	DATE	DATE No.	DATE No.	SCALE
25	FEB. 107	A1	3	AS NOTED
		OF		

1 KEY PLAN
 A1 SCALE: NTS

Applicant:

Astral Media Outdoor, L.P.
Attn. Steve Wolowich
2 St. Clair Ave W, Ste. 2000
Toronto, Ontario
M4V 1L5

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