

Sign Variance - 83 Bloor St W

Date:	September 14, 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\2009TE064 09 167218 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.

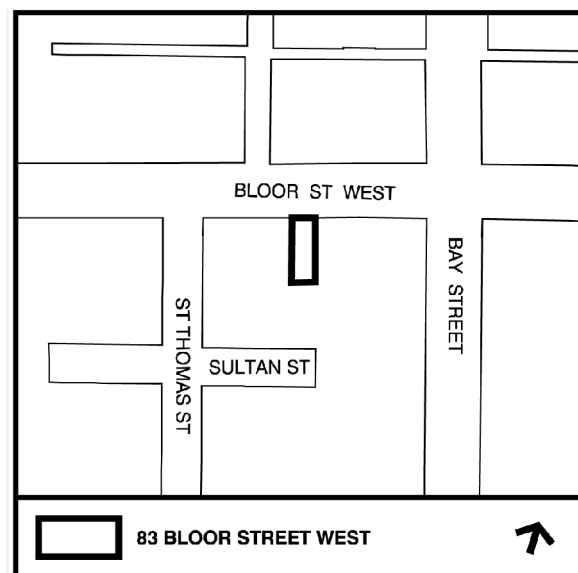
This report reviews and makes recommendations on a request by Roy Dzeko of CBS Outdoor on behalf of Hugo Boss Canada for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit replacement of an existing third party illuminated two face roof sign with a newly designed illuminated two face third party roof sign containing an LED electronic static copy image board equipped to control the changeable copy image remotely at 83 Bloor Street West.

Staff recommends refusal of this application. The variances are 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 variances to permit replacement of an existing third party illuminated two face roof sign with a newly designed illuminated two face third party roof sign containing an LED



electronic static copy equipped to control the changeable copy image board remotely at 83 Bloor Street West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located west of Bay Street on the south side of Bloor Street West in a “CR” zone. The applicant is seeking permission to replace an existing third party illuminated two face roof sign with a newly designed illuminated two face third party roof sign containing an LED electronic static copy board which is equipped to control the changeable copy images remotely. The existing roof sign was installed under permit # A 75082, (File No. 38732) issued on May 28, 1956. Each face of the existing roof sign is 6.1m wide and 3.05m high with an area of 18.61m². Each face of the proposed roof sign containing an LED electronic static copy board is also 6.1m wide and 3.05m high with an area of 18.61m² (see attached graphics).

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 an existing illuminated two face roof sign with a newly designed two face illuminated roof sign, containing an LED electronic static copy equipped to control the changeable copy remotely for third party advertising purposes.	A new roof sign or replacement or improvement to an existing roof sign located in a CR or MCR or RA zone is not permitted.
1. Chapter 297-10D (16)	To replace an existing illuminated two face roof sign with a newly designed two face illuminated roof sign, containing an LED electronic static copy equipped to control the changeable copy remotely for third party advertising purposes.	A third party sign containing an LED electronic changeable/animated copy is not permitted in a CR or MCR zone district.

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, MCR or RA 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.

The proposed sign will contain a full LED screen with the ability to electronically change its copy at specific intervals. Although, the applicant has advised that the third party

electronic copy being displayed on the proposed sign screen will not have motion, however, the sign board is equipped to change its copy remotely. Toronto Building has reviewed the proposal against the provisions of Chapter 297 and has determined that the proposed sign will contain full screen animated changeable copy as defined in the by-law.

The City wide Sign By-law team is in the process of analysing the impact of LED animated image type signs and are developing standards which would regulate the intensity of illumination, frequency of copy change, setbacks, separation distance between signs and their appropriate location. Granting approval of this application prior to the adoption of the new city wide Sign By-law may result in Toronto and East York Community Council permitting a type of sign which may not be in compliance with the signage standards eventually approved in the new Sign By-law.

This application clearly contradicts the City's prohibition of roof signs and its clear objective to not allow any relocation, replacement or even improvements to the existing roof signs that would extend their life span. Allowing replacement of the existing roof sign by way of minor variance application will undercut the clear intent of City policy

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

CONTACT

Norm Girdhar, Assistant Planner
Tel. No. 416-392-7209
Fax No. 416-392-7536
E-mail: ngirdhar@toronto.ca

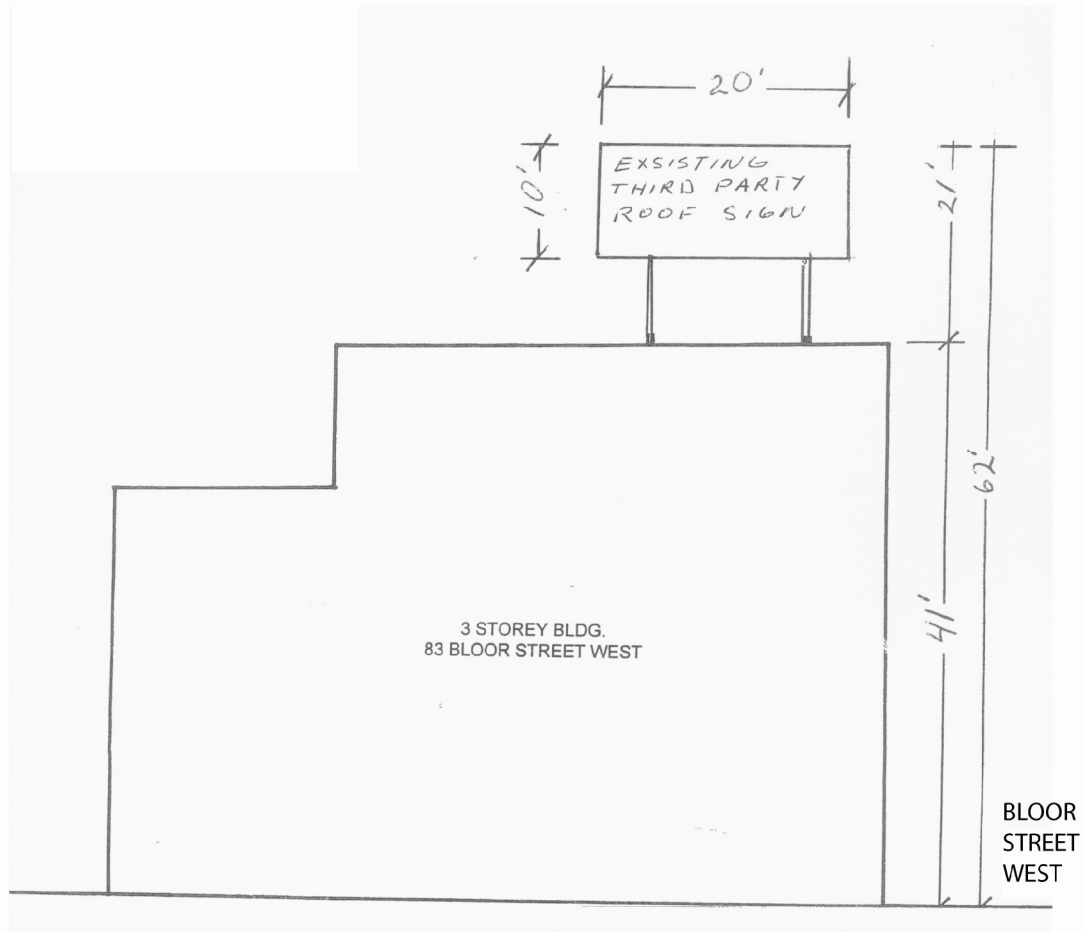
SIGNATURE

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

ATTACHMENTS

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

Attachment 1: Elevations



Elevations

83 Bloor Street West

Applicant's Submitted Drawing

Not to Scale
10/08/09

File # 09_167218

Attachment 2: Elevations

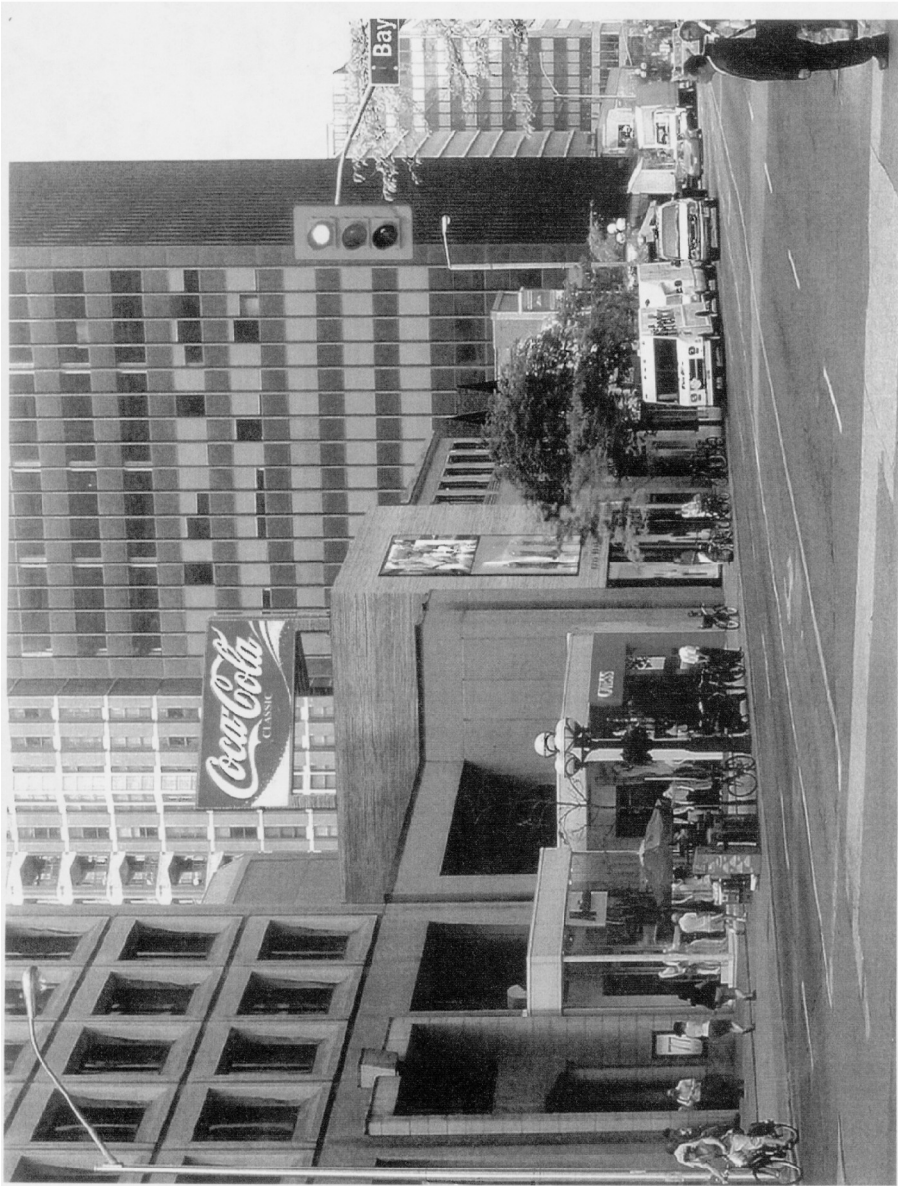


Existing double face Roof sign
containing Two (2)
10x20' Static faces.
**Sign and Structure
to be updated**
Existing Roof Sign
Permit # A / 5082
issued May 28, 1956

EXISTING ROOF SIGN

Elevations	83 Bloor Street
Applicant's Submitted Drawing	
Not to Scale MM/DD/YY	File # 09_167218

Attachment 3: Elevations



Proposed sign and
sign structure update
Supply & install Two (2)
remotely changeable
copy faces (LED)
10'x20' (sign shall contain
NO ANIMATION, NO VIDEO
or FLASHING LIGHTS)
Existing Roof Sign Permit # A 75082
issued May 28, 1956

PROPOSED ROOF SIGN

Elevations

83 Bloor Street

Applicant's Submitted Drawing

Not to Scale
MM/DD/YY

File # 09_167218