

Sign Variance - 1 Bloor St E

Date:	January 11, 2010
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:\2010\Cluster B\BLD\Toronto and East York\2010TE016 09 196487 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.

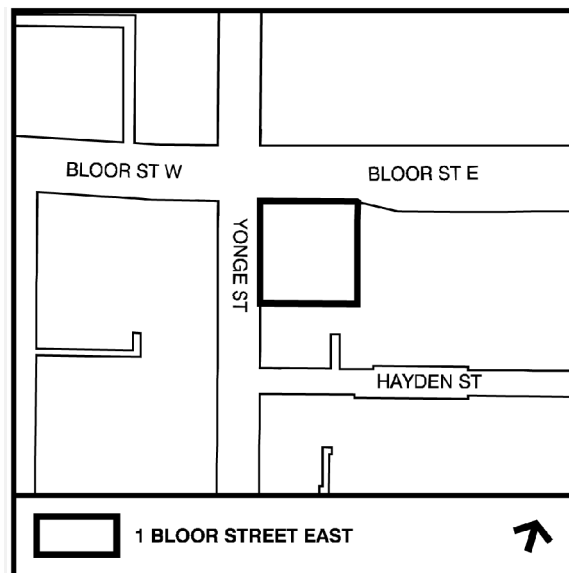
This report reviews and makes recommendations on a request by David Mackie on behalf of Tuscany Ridge Development for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, six illuminated temporary ground signs on the construction hoarding for a period of three years, at 1 Bloor Street East.

Staff recommends refusal of the 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, for third party advertising purposes, six illuminated temporary ground signs on the construction hoarding for a period of three years, at 1 Bloor Street East.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the southeast corner of Yonge and Bloor Streets in a CR zone. The property at present contains a vacant lot. An application for a mixed-use high rise building containing residential condominiums, office and retail uses development has been approved. The applicant is seeking permission to install, for third party advertising purposes, six illuminated ground signs on construction hoardings, along the north, south and west frontages of the property at 1 Bloor Street East. Two illuminated signs are proposed along north frontage of the property, one illuminated ground sign is proposed along south frontage of the property and three illuminated ground signs would be located along west frontage of the property. Each sign located along north frontage of the property is 32.87m wide and 3.66m high with an area of 120.30m²; the sign located along south frontage of the property is 12.20m wide and 3.66m high with an area of 44.65m². Two ground signs located along west frontage of the property, each sign would be 23.94m wide and 3.66m high with an area of 87.62m² and the third ground sign located along west frontage of the property is 24.57m wide and 3.66m high with an area of 89.93m² (see attached graphics).

The signs do 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 (8)	To install, for third party advertising purposes, six illuminated ground signs of which two signs would be located along north frontage, one sign along south frontage and three illuminated ground signs along west frontage of the property at 1 Bloor Street East in a CR zone.	A third party ground sign is not permitted in a CR zone.
2. Chapter 297-10D (8)(a)	To install, for third party advertising purposes, six illuminated ground signs of which two signs would be located along north frontage, one sign along south frontage and three illuminated ground signs along west frontage of the property at 1 Bloor Street East in a CR zone.	Only one ground sign per frontage of a lot and a total of maximum two ground signs per lot are permitted.
3. Chapter 297-10D (8)(b)	Each proposed ground sign along north, south and west frontages of the property would set back 0.0m from the property lines along north, south and west frontages of the property and they would set back 0.0m from the intersection of two property lines along north-west and	A ground sign is required to set back 2.0m from a property line and to set back 6.0m from the intersection of two property lines of a

	south-west frontages of the property.	corner property.
4. Chapter 297-10F(1)	All six third party ground signs would be located less than 60.0m from each other and less than 60.0m from the existing third party roof signs located on top of a three storey building at 1 Bloor Street West.	A third party sign is required to have a minimum separation distance of 60.0m from other third party signs located in the vicinity.
5. Chapter 297-10F(2)	A total of five signs are located less than the required separation distance of 300m from each other. Two signs located along the north frontage, each would have an area of 120.30m ² and the two signs located along the west frontage each would have an area of 87.62m ² and the third sign would have an area of 89.93m ² .	For signs having an area of 70.0m ² or more, the Municipal Code requires a minimum separation distance of 300.0m from each other.

COMMENTS

With regards to the first variance, at its meeting of April 2, 1996, the former City of Toronto Council passed By-law No. 1996-0172 to amend Chapter 297 of the Municipal Code to prohibit third party ground signs in CR zones. The regulations were aimed at reducing proliferation of third party signs in the mixed-use zone districts. Even the replacement of third party ground signs are not permitted within the CR zone district.

With respect to the second variance, in other zone districts where ground signs are permitted, only one ground sign per lot frontage is permitted and a total of only two ground signs per lot are permitted. In this case, a total of six large size ground signs would be located on this property.

The third variance is required because a ground sign is required to set back 2.0m from a property line and to be setback 6.0m from the intersection of two property lines of a corner property. In this case, the signs are proposed to be setback 0.0m from a property line and setback 0.0m from intersection of two property lines.

With regards to the fourth and fifth variances, the by-law requires a minimum separation distance of 60.0m from other third party signs located in the vicinity and if the area of signs exceeds 70.0m² they must be separated by 300.0m from other similar size signs in the vicinity. In this case, the proposed signs do not meet that requirement. The signs are very close to each other and there are several other third party signs located in the vicinity.

Staff is of the opinion that approval of this application by way of minor variance process is not appropriate and would be contrary to city policy aimed at restricting the proliferation of third party ground signs in the mixed-use zone districts.

Staff can advise that the ground signs as outlined in this application would not be permitted in the sign district to be established under the new sign by-law approved by City Council at their meeting of December 8, 2009.

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

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
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ATTACHMENTS

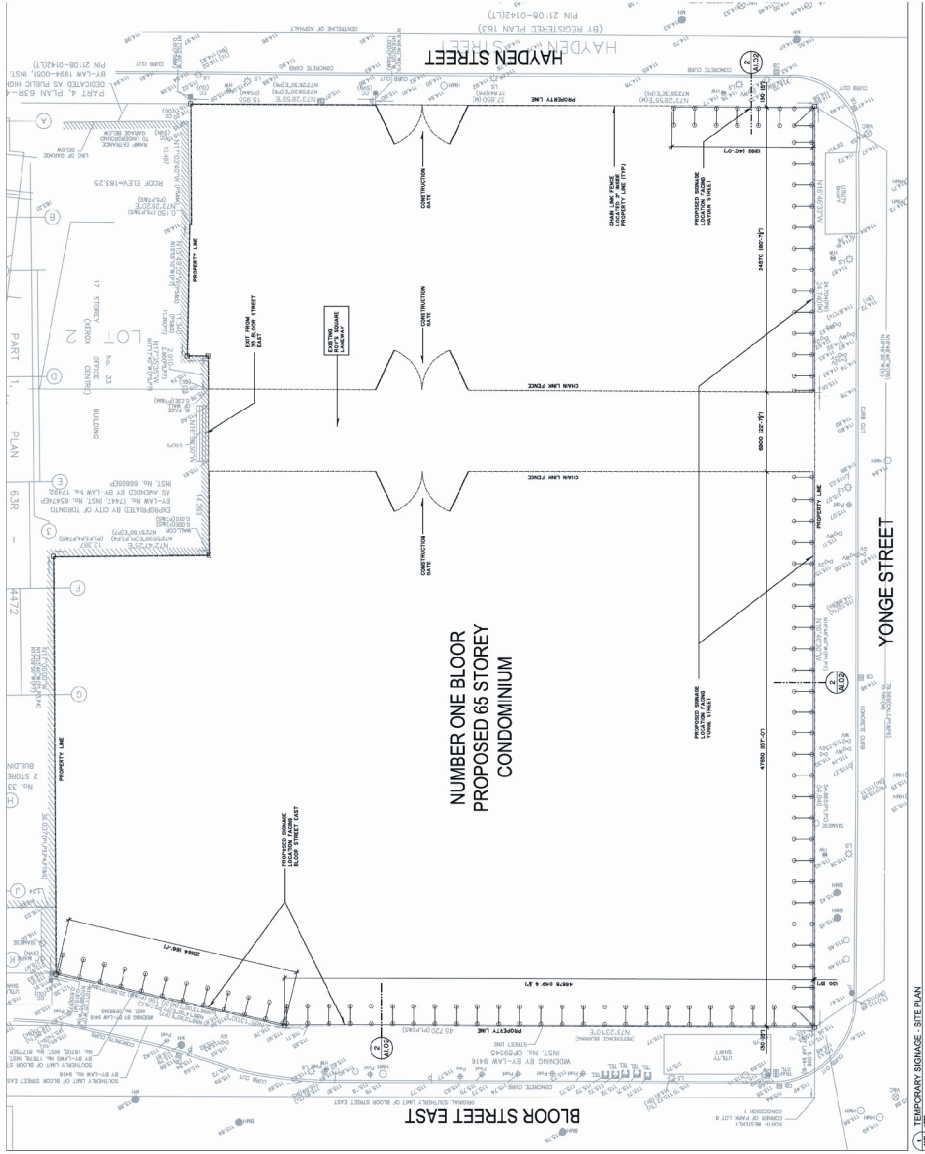
Attachment 1: Site Plan

Attachment 2: Elevation – Bloor St E

Attachment 3: Elevation – Yonge St

Attachment 4: Elevation – Hayden St

Attachment 1: Site Plan



Site Plan

1 Bloor Street East

Applicant's Submitted Drawing

Not to Scale
01/06/10

File # 09_196487

Attachment 2: Elevation – Bloor St E.



1 Bloor Street East

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Elevations

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Attachment 3: Elevation – Yonge St



1 Bloor Street East

Elevations
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Attachment 4: Elevation – Hayden St



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