

Sign Variance - 333 Bay St

Date:	January 21, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	P:\2010\Cluster B\BLD\Toronto and East York\2010TE027 10 105813 ZSV 00 ZR

SUMMARY

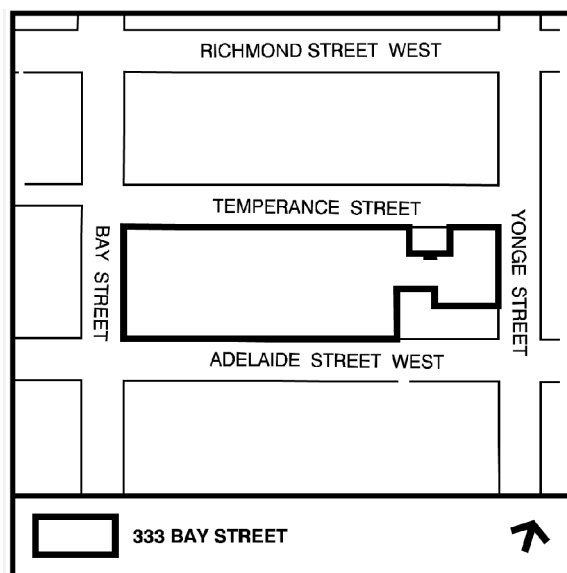
This report reviews and makes recommendations on a request by Catherine Biesma of Goodmans LLP on behalf of Exchange Tower Limited and Brookfield Properties Limited, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of an existing illuminated pedestal sign with a newly designed pedestal sign containing an electronic message and animated display copy along the Bay Street frontage of the property at 333 Bay Street.

Staff recommends approval of the application. The variance is minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. City Council approve the requested variance to permit, for identification purposes, replacement of an existing illuminated pedestal sign with a newly designed pedestal sign containing an electronic message and animated display copy along the Bay Street frontage of the property at 333 Bay Street and



require that:

- (i) energy efficient lights be used; and
- (ii) the sign be set back a minimum of 0.15 m from the west property line.

2. City Council direct the City Clerk's Office to advise the applicant:

- a. upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official; and
- b. that the sign permit application related to this approval, be filed with the Toronto Building Division prior to April 6, 2010.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The listed heritage property known as Bay-Adelaide Centre is located at the northeast corner of Bay Street and Adelaide Street West in a “CR” zone. The property contains a fifty-three storey office tower. The applicant is requesting permission to replace, for identification purposes, an existing illuminated pedestal sign with a newly designed first party, illuminated pedestal sign containing an electronic message and animated display copy along the Bay Street frontage of the property at 333 Bay Street. The replacement sign is intended to telecast the latest financial news and highlights of the banking and financial industry in general. The existing sign is 1.30m wide and 2.65m high with an area of 3.45m². The proposed pedestal sign is 2.10m wide and 4.88m high with an area of 10.25m². A small bottom portion of the sign would contain a tickertape display (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
Chapter 297-10D (12) (Qualification for Pedestal Signs)	The proposed first party replacement pedestal sign would contain an animated copy.	A pedestal sign containing an animated display copy is not permitted

COMMENTS

The variance is required because a sign containing electronic message and animated display copy is not permitted in CR zone districts in order to minimize conflict with the residential uses found both in and adjacent to the city's “Main Streets”. In the past, staff had recommended approval of similar signs in the financial district and only for theatres, stadiums, and large places of amusement such as at First Canadian Place, Roy Thompson Hall, 200 Bay Street, 121 King Street West, 1 Richmond Street West, 1 Adelaide Street

East, Rogers Centre or within the Yonge/Dundas Square. In this instance, the property is located within the financial district. Heritage Preservation Services was consulted. The applicant has worked very closely with Toronto Building staff in developing an acceptable design and location of the sign. The sign is a replacement pedestal sign and it is well designed and positioned to complement the building surrounding uses and the streetscape.

Transportation Services have reviewed the plans and have advised that they have no objection to the proposed sign.

Staff recommends approval of the application. The requested variance is minor and within the general intent and purpose of the Municipal Code.

CONTACT

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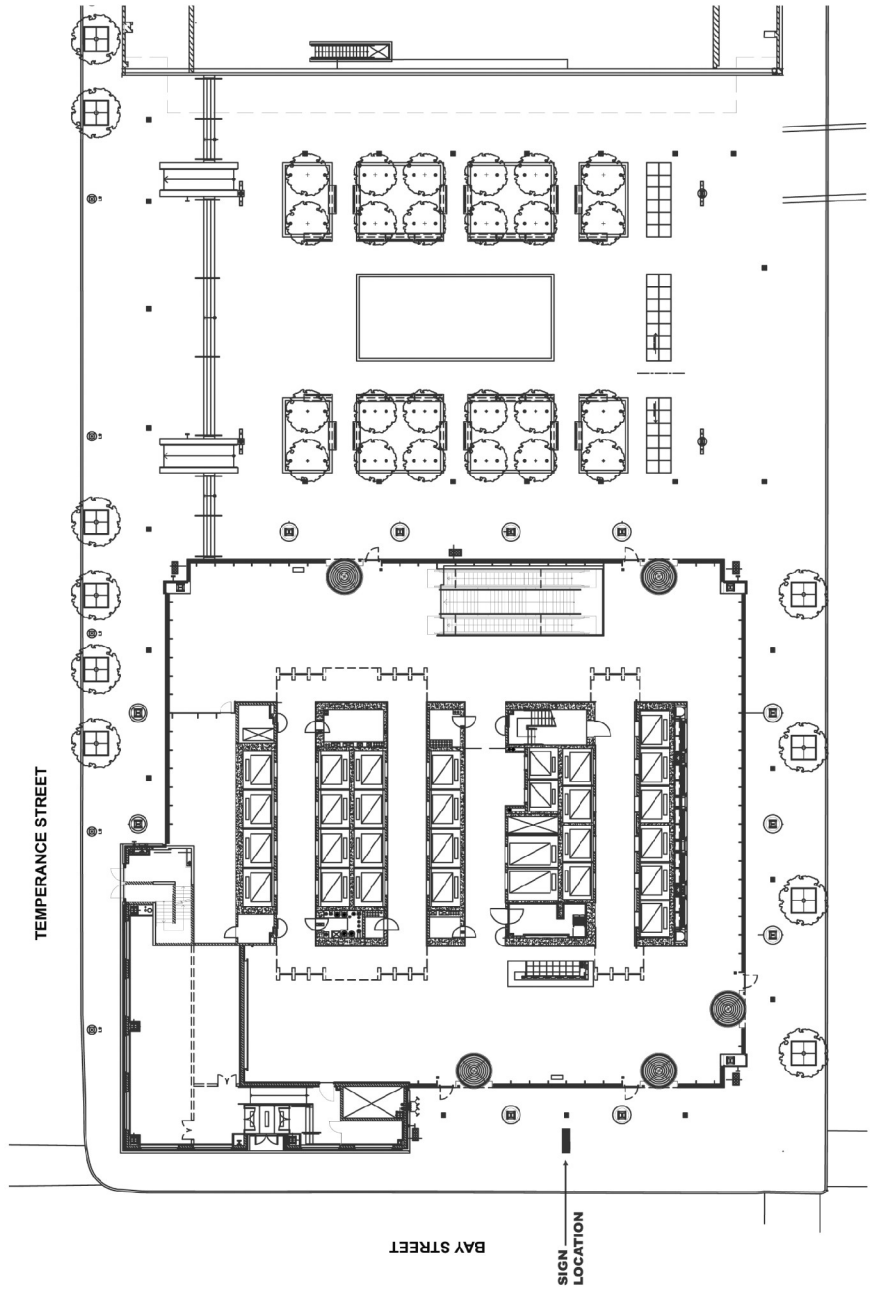
SIGNATURE

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

ATTACHMENTS

Attachment 1: Site Plan
Attachment 2: Elevations
Attachment 3: Elevations

Attachment 1: Site Plan



333 Bay Street

Site Plan
 Applicant's Submitted Drawing
 Not to Scale
 01/20/2010

File # 10_105813

Attachment 2: Elevations



Elevations

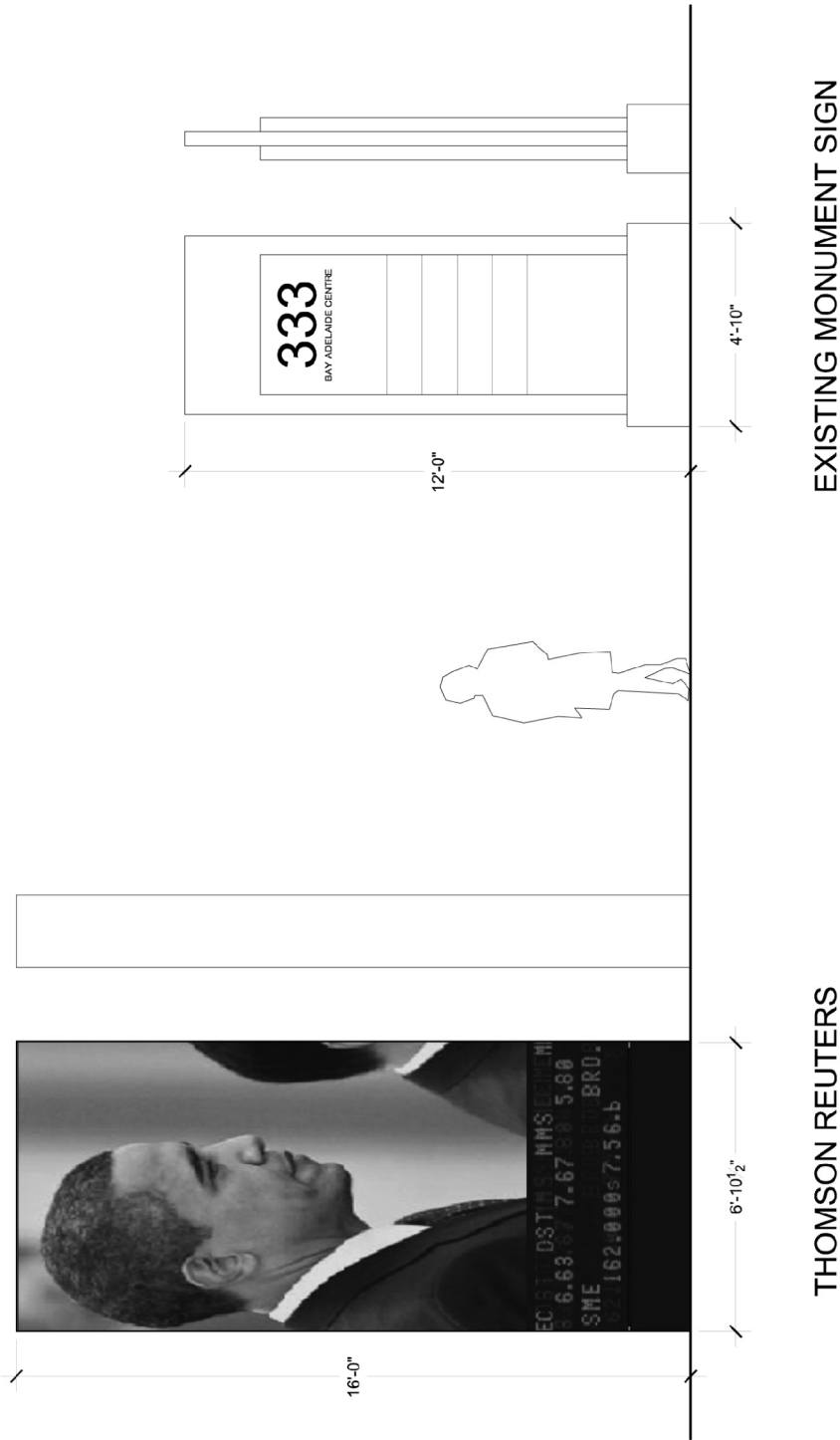
333 Bay Street

Applicant's Submitted Drawing

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Attachment 3: Elevations



Elevations	333 Bay Street
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