

Sign Variance - 2 Bloor St E

Date:	February 22, 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:	2010TE079 10 118713 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.

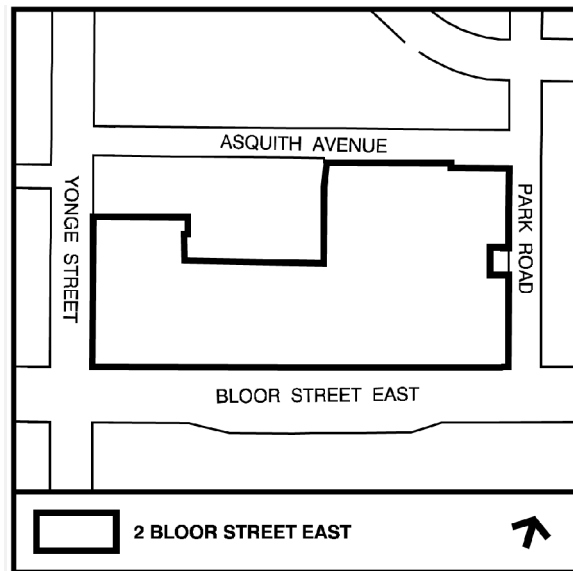
This report reviews and makes recommendations on a request by Adam Kelly of Kramer Design Associates, on behalf of Brookfield Properties for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated pedestal signs along south frontage of the property at 2 Bloor Street East.

Staff recommends approval of this application. The variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the request for a variance to permit, for identification purposes, two illuminated pedestal signs along south frontage of the property at 2 Bloor Street East;



2. The approval of the proposed electronic static pedestal signs is on condition that the signs will not be used for third party advertising purposes and also the signs will not be used as a video display; and
3. 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.
 - 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 property is known as Hudson Bay Centre and it is located at the north-east corner of Yonge and Bloor Streets in a CR zone. The Hudson Bay Centre covers an entire city block along Bloor Street East from Yonge Street on the west to the Park Street on the east. The property address includes the municipal addresses from 2 Bloor Street East to 100 Bloor Street East. The property contains mixed-use multi-storey buildings consisting of a Marriott Hotel, a residential condominium apartment building, office building and retail uses at the sub-grade and at the grade levels of the buildings. A ten-storey high podium is located at the southeast corner of the property that forms a part of the Hudson Bay Centre. The first five storeys in this podium are designed as a car parking lot and the top five storeys are designed for the office and other functions in the building. The applicant is seeking permission to install two illuminated pedestal signs containing electronic message display copy. The signs would be located at the east end, along south frontage of the property (see attached site plan). These signs are designed to provide information about the retail, food court and parking rates and availability and other facilities direction in the building. Each sign is 1.53m wide and 4.62m high with an area of 7.07m².

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(12)	Each pedestal sign would contain an electronic message changeable copy.	A sign containing an electronic message changeable copy is not permitted.
2. Chapter 297-10D (12)(a)	The south frontage of the property would have a total of three pedestal signs.	Only one pedestal sign per frontage of a property is permitted.

3. Chapter 297-10D (12)(c)	The pedestal sign located at the southeast corner of the property would set back 0.0m from the south property line and 0.63m from the intersection of east and south property lines.	The 0.0m sign setback from the south property line would be 2.0m less than the required set back of 2.0m. The 0.63m sign setback from the intersection of east and south property lines would be 5.37m less than the required set back of 6.0m.
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COMMENTS

The first variance is required because the signs would contain an electronic message display copy. The Hudson Bay Centre complex contains a set of multiple facilities including, retail, office, fitness, hotel, residential condominium and multi-storey parking lot and a pathway to the under ground Yonge-Bloor Subway Station. The proposed electronic message display copy in the sign is relatively small component and it is required to display info about various facilities at the Hudson Bay Centre complex.

The second variance is required because only one pedestal sign per frontage is permitted. The intent of the by-law is to minimize clutter on any frontage of the property. In this case, the Hudson Bay Centre complex frontage is long enough and the property address includes the municipal addresses from 2 Bloor Street East to 100 Bloor Street East. It is staff’s opinion that two pedestal signs along this long frontage of the property would not create a sense of sign clutter.

With respect to the third variance, the 2.0m set back requirement from a property line and 6.0m set back requirement from the intersection of two property lines on a corner lot for a pedestal sign is to ensure that streetscape and view corridors are preserved and that sight lines for motorists, cyclists and pedestrians are maintained. Although, the proposed signs at the southeast corner of this property do not meet that requirement, the signs set back far enough from the street curb line and it is staff’s opinion that the proposed signs would not obstruct the view corridor, or obscure sight lines.

Staff recommends approval of the proposed electronic static pedestal signs on the south frontage of the property is on a condition that the signs will not be used for third party advertising purposes and also the sign will not be used as a video display. With this condition in place, the requested variances are 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
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ATTACHMENTS

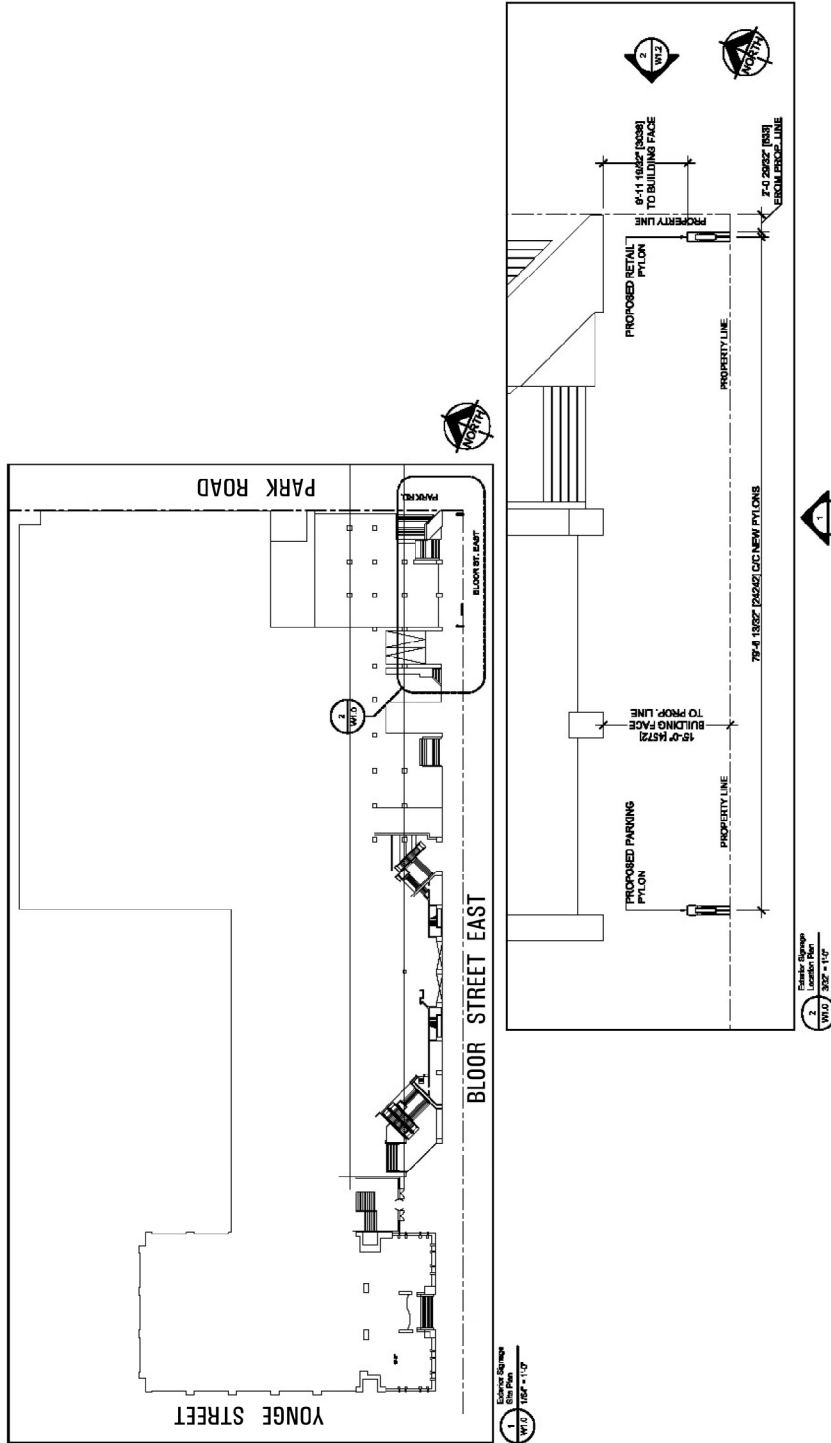
Attachment 1: Site Plan

Attachment 2: Sign Details – 1

Attachment 3: Sign Details – 2

Attachment 4: South and East Elevations

Attachment 1: Site Plan



2 Bloor Street East

Site Plan Details
 Applicant's Submitted Drawing

File # 10_118713

Not to Scale
 02/19/2010

Attachment 3: Sign Details - 2



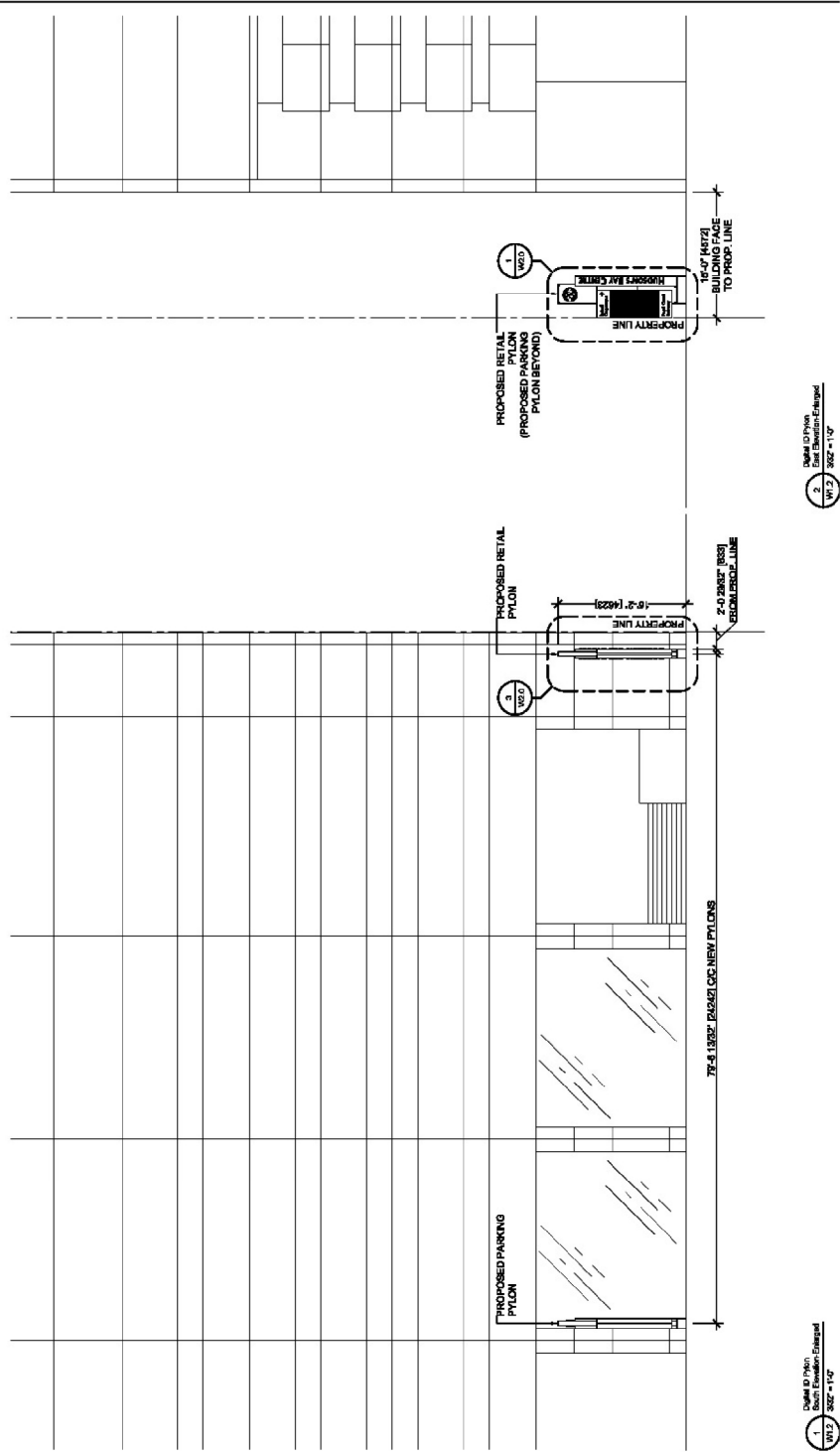
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Sign Details - 2
Applicant's Submitted Drawing

Not to Scale
02/19/2010

Attachment 4: South and East Elevations



2 Bloor Street East

South and East Elevations

Applicant's Submitted Drawing

Not to Scale
02/19/2010

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