

Sign Variance - 299 Bloor St W

Date:	February 19, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	2010TE095 10 120535 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.

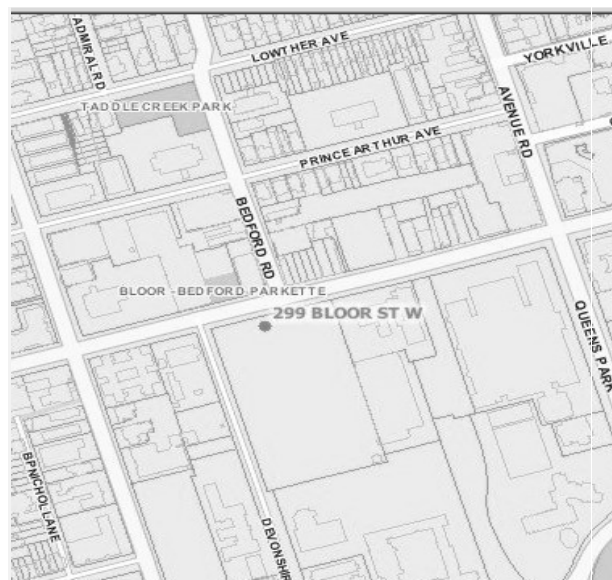
This report reviews and makes recommendations on a request by Robert Doran on behalf of Robert Doran and Associates for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, the installation of two illuminated marquee signs on a canopy to be constructed on the existing ticket sales kiosk of Varsity Stadium located on the University of Toronto lands.

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. Toronto and East York Community Council approve the request for a variance to permit two illuminated canopy signs having a cumulative area of 4.62 square metres on the front and west faces of the ticket sales kiosk canopy.



2. 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 known as the University of Toronto Varsity Centre is located west of Queens Park Avenue on the south side of Bloor Street West at 299 Bloor Street West. The property contains an existing one storey ticket sales booth adjacent to Varsity Stadium. The applicant is seeking permission, for identification purposes, to erect the name “Varsity” on the north and west faces of the proposed canopy to be constructed on the existing ticket sales booth. The signs would consist of individually mounted stainless steel channel letters illuminated with LED’s.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
Chapter 297-10 D.(3)(b)	The proposed canopy signs will have a cumulative area of 4.62 square metres.	The area of copy for a canopy sign(s) is limited to not more than six-tenths (0.6) times the area of the perimeter of the canopy or marquee, 3.35 square metres.

COMMENTS

The proposed canopy signs will each have an area of 2.31m² and dimensions of 3.79m x 0.61m and cumulatively exceed that permitted in the Toronto Municipal Code by 1.27m². Two additional non-illuminated fascia signs identifying the “University of Toronto Varsity Centre” attached the north and west walls of the kiosk which comply with the Municipal Code are being proposed.

It is staff's opinion that the proposal to display the name "Varsity" on the north and west faces of the proposed canopy to be erected on the existing ticket sales kiosk is acceptable. The variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

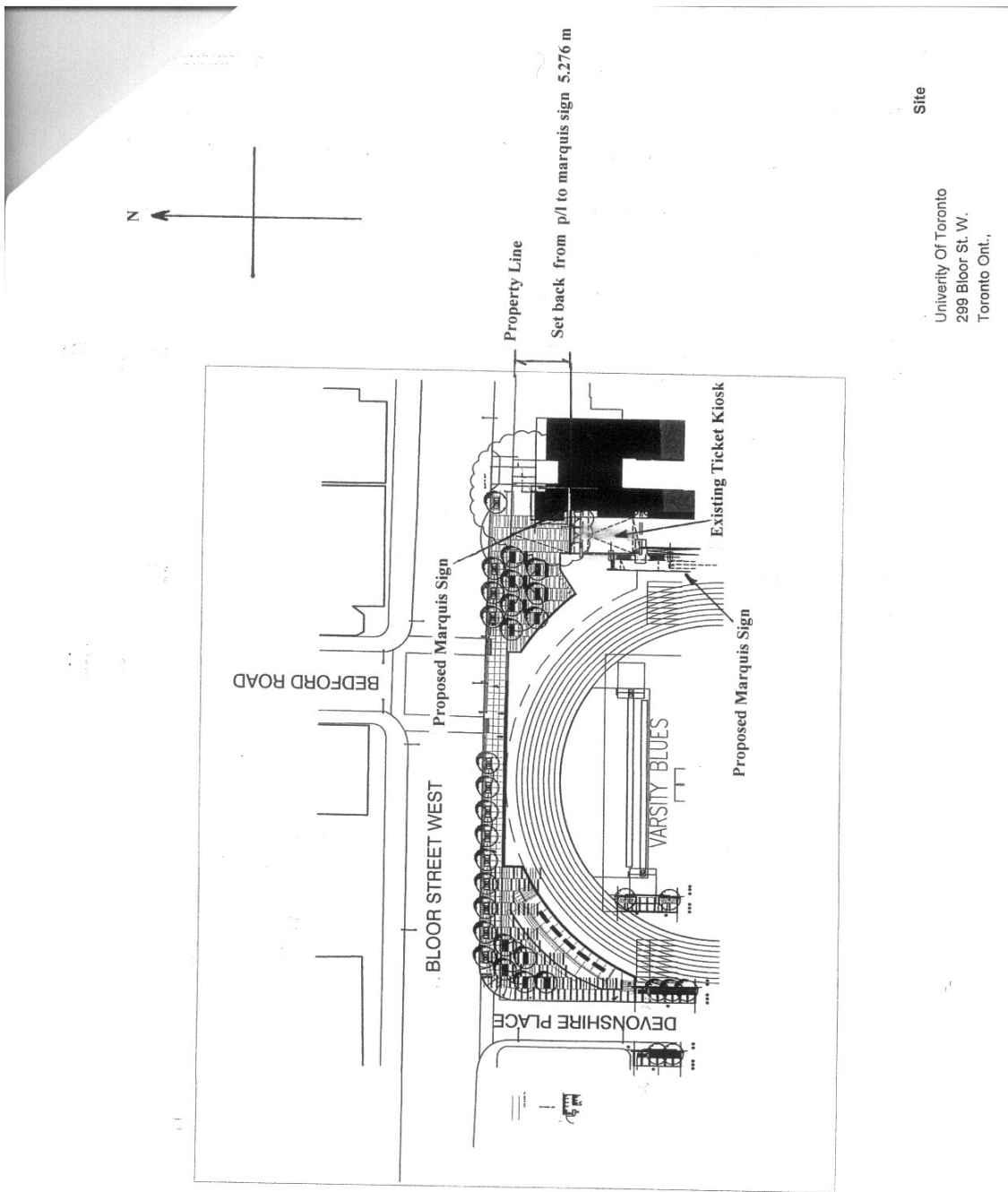
Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Site Plan

Attachment 2: Elevations

Attachment 1: Site Plan



Site

University Of Toronto
299 Bloor St. W.
Toronto Ont.,

Attachment 2: Elevations

