

Sign Variance Appeal

55 Bloor St W
August 20, 2020

Proposed Signage Master Plan Description

Sign Types	28 wall signs 10 window signs 12 projecting signs three overhanging structure signs three ground signs and one roof sign
Copy Types	Static copy and Electronic Readograph
Sign Location	Every elevation of the lower five-storey of the building located on the subject premises

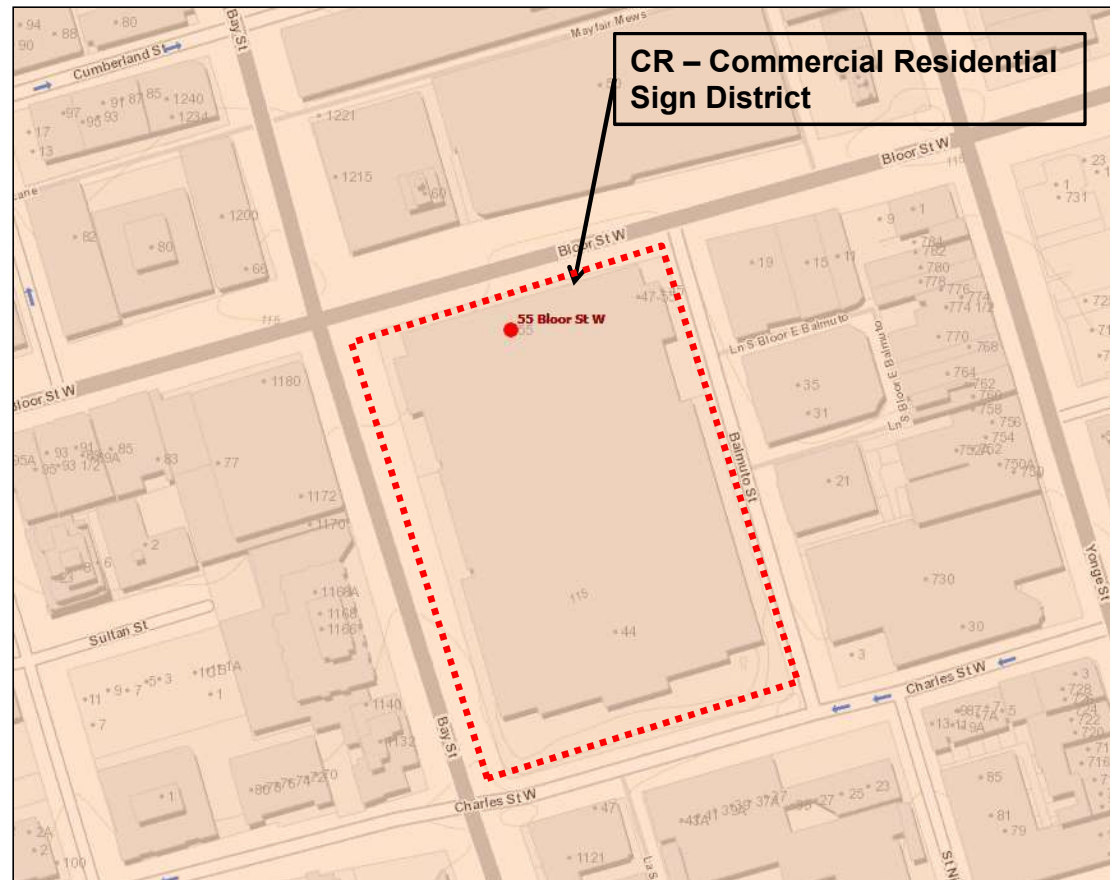


Figure 1: Sign District Map

Proposed Sign Description

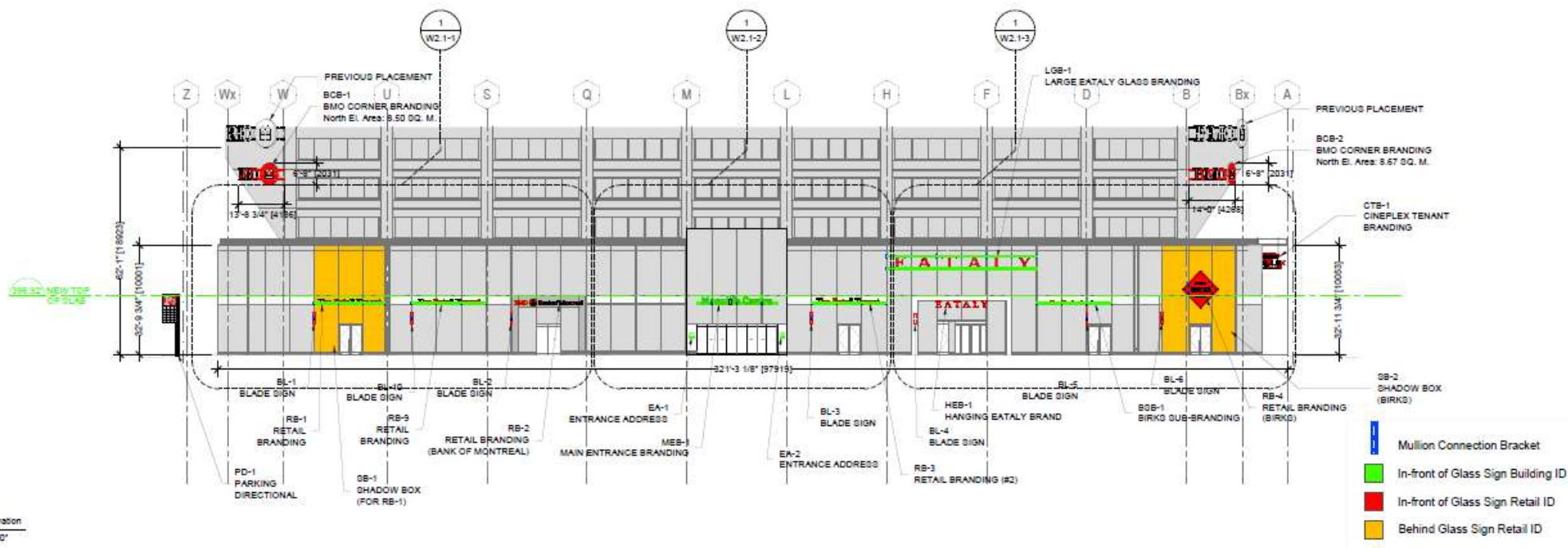


Figure 2: Proposed Signs on North elevation

Proposed Sign Description

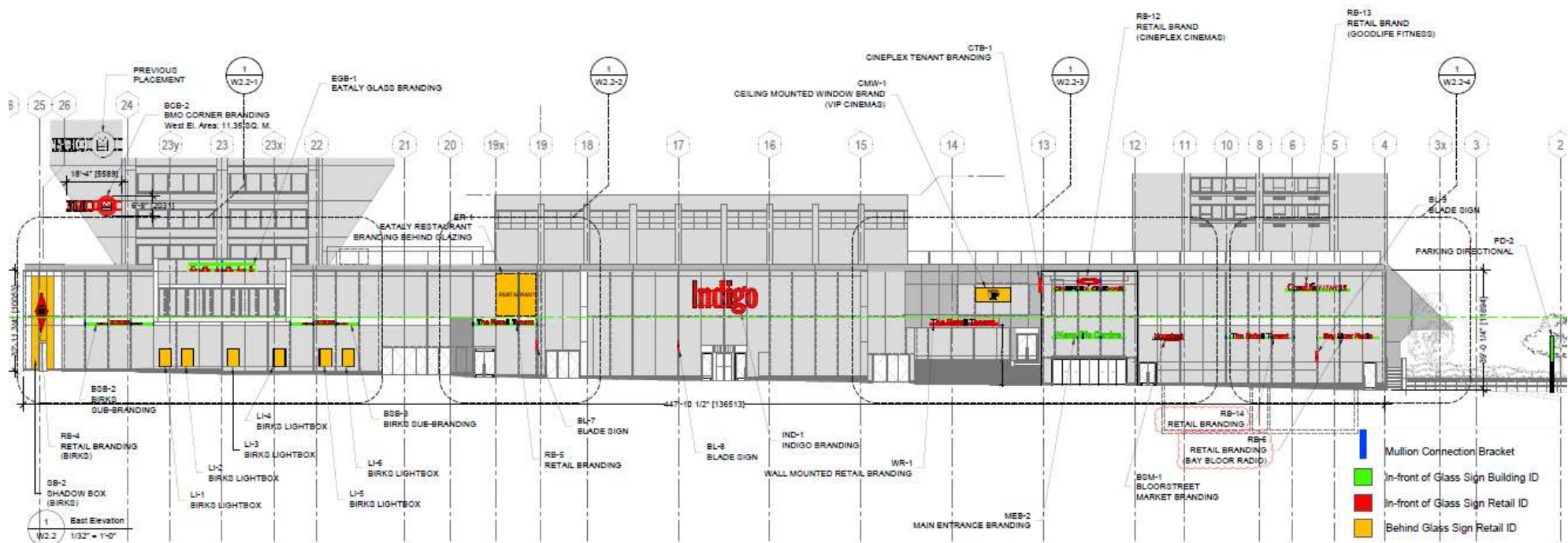


Figure 3: Proposed Signs on West elevation

Proposed Sign Description

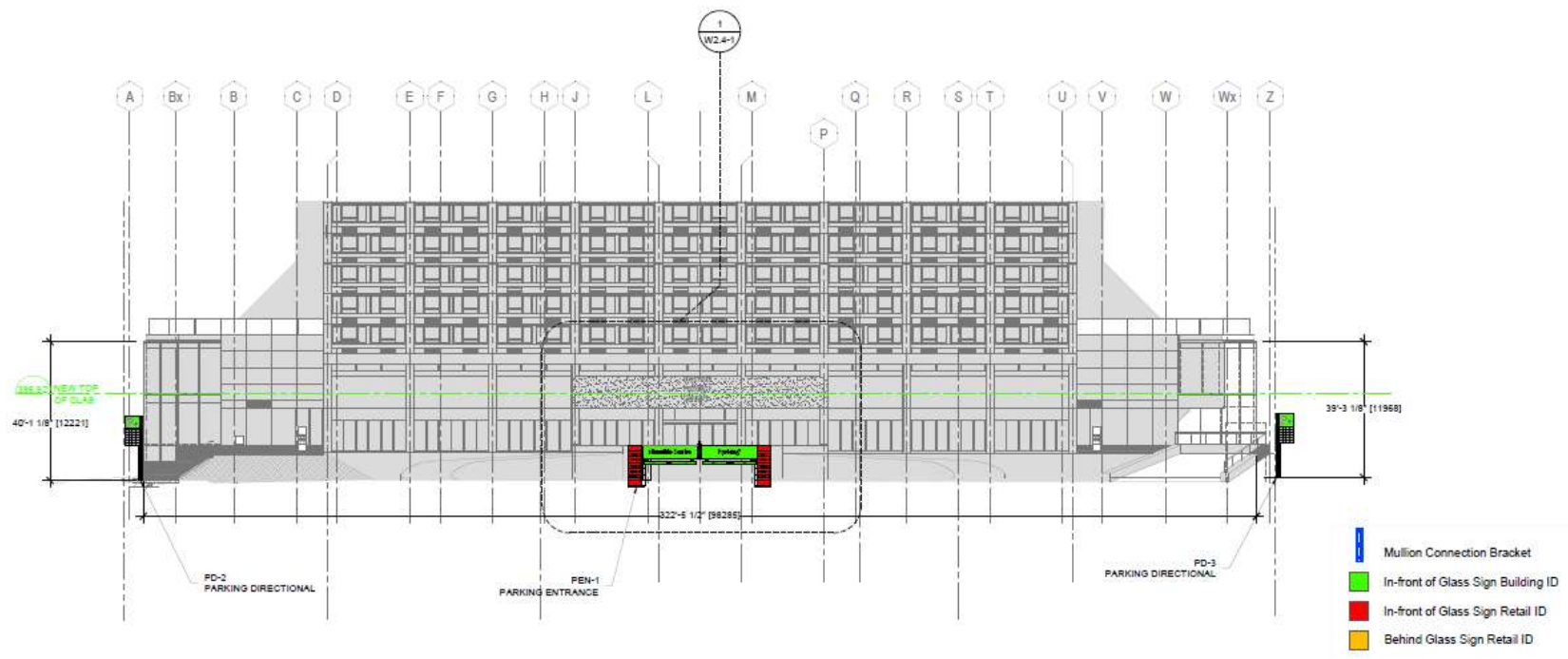


Figure 4: Proposed Signs on South elevation

Proposed Sign Description

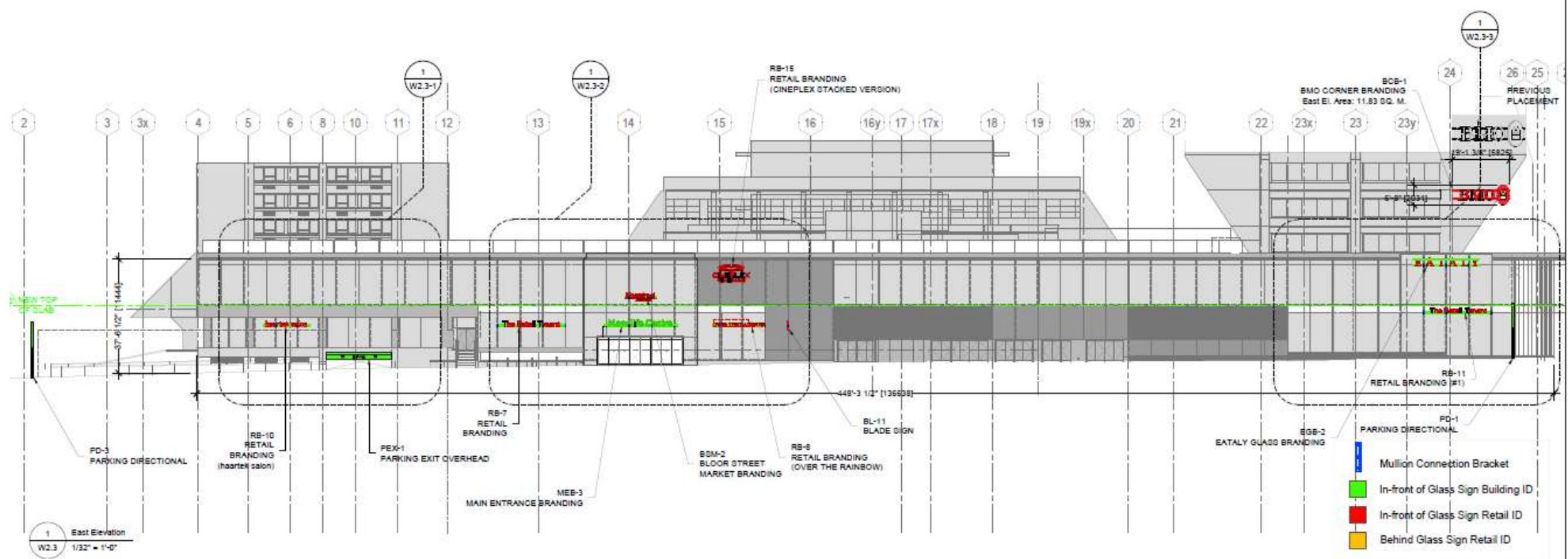


Figure 5: Proposed Signs on East elevation

Requested Variances

§ 694-6A(8)(a)

Two of the proposed window signs (SB-1, SB-2) exceed 25% of the window

§ 694-20A(1) & (2)

Nine window signs and three ground signs dedicate more than 30% of their sign copy to advertisement, promotions and directing attention to goods available on the premises

§ 694- 21D(6)(b), (c), (e) & (f)

One projecting sign, exceeds the maximum permitted area and projection from wall face. This sign has more than two faces and is not perpendicular to the wall

§ 694- 21D(1)(a)

Two overhanging structure signs are located above the second storey. The signs will be located between the fourth and fifth storey

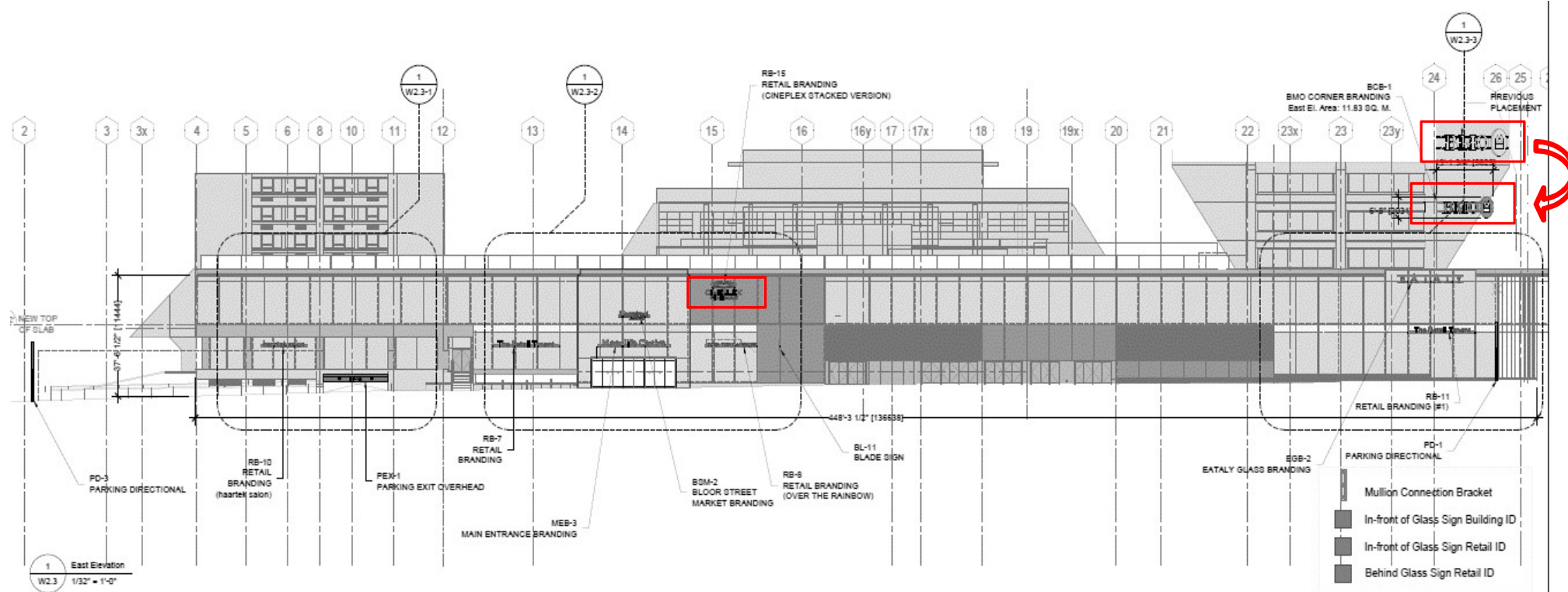
Decision History – 2018 Signage Master Plan

- In 2018, the Applicant submitted an application, which is similar to the 2019-Signage Master Plan.
- A modified version of the Proposed 2018-Signage Master Plan was approved with conditions by the CBO.
- The conditions were:
 - The proposed ground signs display static copy and readograph copy only,
 - The proposed projecting sign at parking entrance not exceed a height of 3.75 metres
- This approval also excluded; Signs BCB-1 and BCB-2 (proposed to advertise BMO)

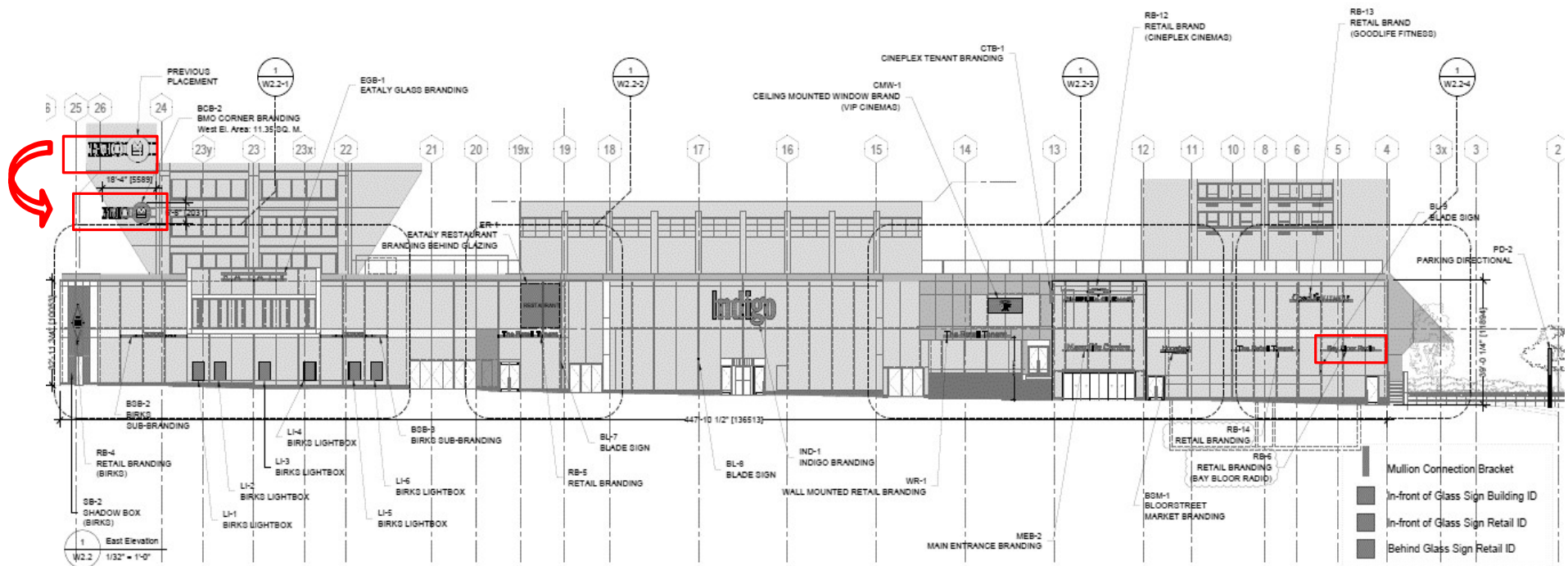
Decision History – 2019 Signage Master Plan

- On November 28, 2019, the Applicant submitted the 2019-Signage Master Plan.
- The main changes from 2018-Signage Master Plan are:
 - one wall sign has been added to the second storey at the east elevation,
 - one wall sign has been added to the first storey on the west,
 - two overhanging structure signs proposed to advertise BMO (removed from the Approved 2018-Signage Master Plan) have been modified in size and height.
- On June 25, 2020, the CBO refused the variances requested for the 2019-Signage Master Plan.
- On July 20, 2020, the CBO's decision was appealed.

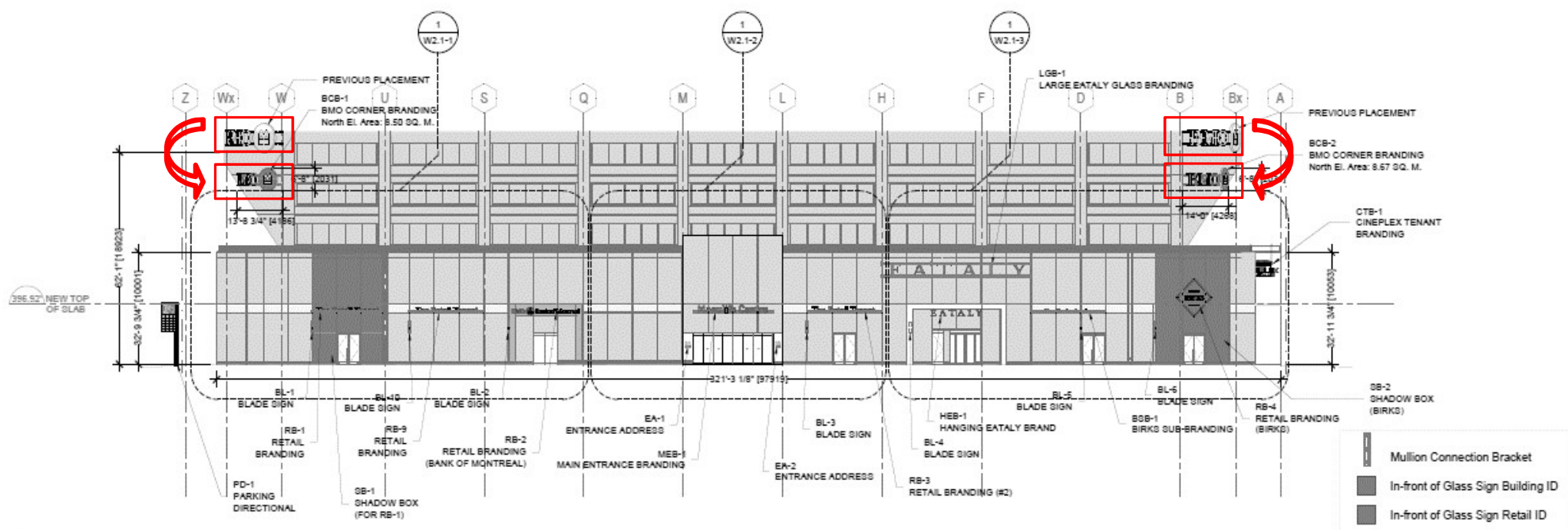
Changes from 2018 Signage Master Plan – East Elevation



Changes from 2018 Signage Master Plan – West Elevation



Changes from 2018 Signage Master Plan – North Elevation



Sign Variance Criteria – Established Criteria

- 694-30A(1) - Belong to a sign class permitted in the sign district where the premises is located;
- 694-30A(2) - In the case of a third party sign, be of a sign type that is permitted in the sign district where the premises is located;
- 694-30A(4) - Support the Official Plan objectives for the subject premises and surrounding area;
- 694-30A(5) - Not adversely affect adjacent premises;
- 694-30A(6) - Not adversely affect public safety, including traffic and pedestrian safety;
- 694-30A(7) - Not be a sign prohibited by § 694-15B of Chapter 694;
- 694-30A(9) - Not be, in the opinion of the Chief Building Official, contrary to the public interest;

Sign Variance Criteria – Criteria Not Established

- 694-30A(1): The Proposed Signs are not compatible with the development of the premises and surrounding area
- 694-30A(8) - The Proposed Signs alter the character of the premises or surrounding area

Sign Variance Criteria – Criteria Not Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area

- With the exception of the two BMO signs, all of the other signs have been designed in a way that is proportional to the building facades on the subject premise, as well as buildings in the surrounding area.
- The majority of signs have all been incorporated into new building elements, and are either flush with the building wall or located behind a window.
- BMO Signs are being added to the existing building wall and project off of the north-east and north-west corners of the building in a way that is not consistent with other signs on the subject premises or signs in the surrounding area.
- These BMO Signs have a height of 17.5m, approximately 5.0 metres higher than the signs referred to in the applicant's submission.

Sign Variance Criteria – Criteria Not Established



Scotia Bank wall sign at the height of 12.5 meters
(Google Street view image, 2019)

Bloor St and Bay St intersection

Sign Variance Criteria – Criteria Not Established



Sign Variance Criteria – Criteria Not Established



Sign Variance Criteria – Criteria Not Established

694-30A(8) - The Proposed Sign does alter the character of the premises or surrounding area

- With the exception of the two BMO signs, all of the other signs are consistent with signs on the subject premises and surrounding area and do not alter the character of the premises and surrounding area.
- The two BMO signs are likely to alter the character of the area due to their height.
 - The only sign with comparable height to the west of the Subject Premises is a third party roof sign at 83 Bloor St W, which is now prohibited under the current Sign By-Law.
 - It also appears that there are no other signs above the first two storeys in the surrounding area along Bay St.
- The Sign By-law Unit received communications stating that any addition of any signs to the Subject Premises, would make the area look like "Dundas Square", or "Las Vegas".

Sign Variance Criteria – Criteria Not Established

Looking south along Bay St.



Sign Variance Criteria – Criteria Not Established

Looking south at Bloor-Bay intersection (Northwest corner of 55 Bloor St W)



Conclusion and CBO Recommendation

- The CBO has determined that the Applicant has not provided sufficient information to establish that the 2019-Signage Master Plan meets all nine of the criteria set out in §694-30A of the Sign By-law.
- Specifically, the Applicant has not provided sufficient information to allow the CBO to determine that the 2019-Signage Master Plan: is compatible with the development of the premises and surrounding area; and, does not alter the character of the premises and surrounding area.
- As a result, the CBO recommends refusal of the 2019-Signage Master Plan.

QUESTIONS?