

**Variance from Chapter 297, Signs,  
of the Former City of Toronto Municipal Code -  
60 Bloor Street West (Midtown)**

*(City Council on November 23, 24 and 25, 1999, adopted this Clause, without amendment.)*

**The Toronto Community Council recommends the adoption of the following report (October 15, 1999) from the Acting Commissioner of Urban Planning and Development Services, subject to the applicant contributing \$2,500.00 to support the planting of full growth shade trees by the City on City properties in the neighbourhood.**

Purpose:

To review and make recommendations for an application for minor variances to permit, for identification purposes, two illuminated fascia signs and three illuminated projecting signs at 60 Bloor Street West.

Financial Implications and Impact Statement:

**There are no financial implications and impact statements resulting from the adoption of this report.**

Recommendations:

It is recommended that:

- (1) City Council approve Application No. 999061 for a minor variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs and three illuminated projecting signs at 60 Bloor Street West.
- (2) The applicant be advised, upon approval of Application No. 999061, of the requirement to obtain the necessary permits from the Commissioner of Urban Planning and Development Services.

Comments:

The property is located on the northeast corner of Bloor Street West and Bay Street, in a (CR) mixed-use zone district. The property contains a 15-storey office building with retail uses at grade level. The applicant is requesting permission to erect one illuminated fascia sign plus two illuminated projecting banner signs on the Bloor Street elevation and one illuminated fascia sign plus one illuminated projecting banner sign on the Bay Street elevation. Each fascia sign is 3.76 metres long and 4.91 metres high, with an area of 18.46 m<sup>2</sup> and each projecting banner sign is 0.91 metre long and 3.13 metres high, with an area of 2.85 m<sup>2</sup> (see Figure 1).

The signs do not comply with Chapter 297 of the Municipal Code in the following ways:

1. the proposed fascia signs do not comply with the definition of a fascia sign;
2. the portion of the fascia sign on the second storey of the Bay Street elevation exceeds the maximum 15% area of the unit frontage permitted for that storey;
3. the aggregate area of projecting banner signs on the Bloor Street elevation (5.71 m<sup>2</sup>) exceeds by 1.87 m<sup>2</sup>, the maximum 3.84 m<sup>2</sup> aggregate sign area permitted; and
4. the banner signs project 1.44 metres over the public sidewalk which exceeds, by 0.44 metre, the maximum 1.0 metre sign projection permitted.

The first variance occurs because the fascia signs will be erected in niches, specially designed for these signs, in the south and west wall of the building. The signs most closely resemble a fascia sign, except that they will not be placed directly against the wall of a building. I consider this variance to be technical in nature and therefore acceptable.

Regarding the second variance, the portion of the fascia sign on the second storey of the Bay Street elevation exceeds the maximum 15% area of the unit frontage permitted for that storey. This provision is in place in order to reduce the visual impact of signs on the streetscape and on buildings to which they are attached. In this case, the sign has been sized and positioned to complement the proportions of this narrow building facade.

The third variance relates to the aggregate area of projecting banner signs on the Bloor Street elevation. The maximum area for a projecting sign is based on the amount of frontage the commercial unit has on the street. In this instance, the frontage of the commercial unit is comparatively narrow (25.1 metres). However, the frontage of the building in which the unit is located is 42.0 metres long and the size of the proposed signs is, in my opinion, appropriate.

The fourth variance results from the extent of the signs projection from the building face. The proposed projecting banner signs, although extending over the public sidewalk, will be located above the second storey of the building. The extent of projection will not endanger or inconvenience pedestrians.

I am recommending approval of this application, as I find the variances requested to be minor and within the general intent and purpose of the sign provisions of the Municipal Code.

Contact:

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