

**Variances from Chapter 297, Signs,
of the Former City of Toronto Municipal Code -
310 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 8, 1999) from the Acting Commissioner of Urban Planning and Development Services, subject to the applicant contributing \$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 one illuminated pedestal sign, for identification purposes, on the south-east corner of the property at 310 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. 999055 for minor variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit one illuminated pedestal sign, for identification purposes, on the south-east corner of the property at 310 Bloor Street West.
- (2) The applicant be advised, upon approval of Application No. 999055, 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 Madison Avenue, in a (MCR) mixed-use zone district. The property accommodates a 17-storey office building with a restaurant at the grade level.

The applicant is requesting permission to erect one illuminated pedestal sign, for identification purposes, on the south-east corner of the property. The sign is 1.37 metres long and 1.37 metres high, with an area of 1.88 m (see Figure 1). The sign will be erected on top of a 0.76 metre high decorative concrete wall.

The sign does not comply with Chapter 297 of the Municipal Code in the following ways:

1. the proposed pedestal sign will not be erected on the ground, instead it will be erected on top of a concrete wall; and
2. the proposed sign will be located less than 2.0 metres from the street line.

With regard to the first variance, the 0.76 metre high concrete wall will act as a base for the proposed sign. It is my opinion that this design is acceptable.

The second variance relates to the setback requirement for pedestal signs which is aimed at ensuring that commercial streetscapes and view corridors are preserved and enhanced and sight lines for motorists, cyclists and pedestrians are improved. Although the sign is set back only 0.1 metre, it does not block sight lines or otherwise endanger or inconvenience pedestrians. Further, the owner has agreed that as a condition of approval he will subject to a condition that owner remove A-Frame and an existing ground sign prior to the issuance of the necessary permits. from the public sidewalk and the south-east corner of the property.

I am recommending approval of this application, subject to a condition that owner remove an existing ground sign and A-Frame sign prior to the issuance of the necessary permits. 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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310 Bloor Street West

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310 Bloor Street West

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310 Bloor Street West

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10 Bloor Street West