

Sign Variance Report 1997 Bloor Street West

Date:	December 21, 2006
To:	Etobicoke York Community Council
From:	Director, Community Planning, Etobicoke York District
Wards:	Ward 13 – Parkdale High Park
Reference Number:	File No. 06 188040 ZSV

SUMMARY

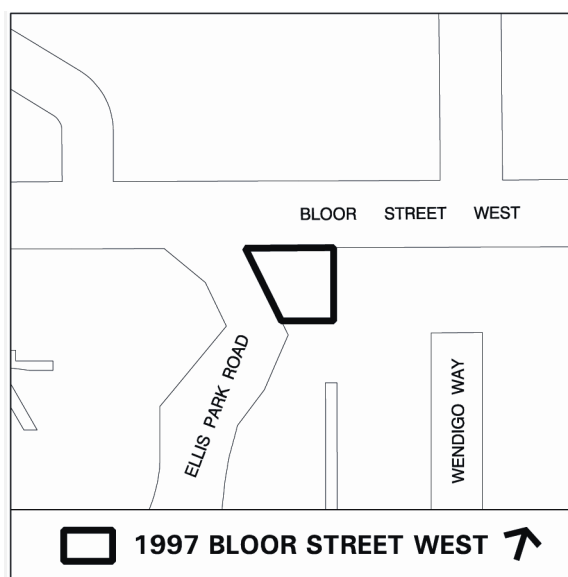
To review and make recommendations on a request by Peter Venetas of Context (High Park) Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit an illuminated fascia sign for identification purposes, on the north elevation of the building at 1997 Bloor Street West.

Staff recommends approval of this application. The variance is minor and within the general intent and purpose of the sign provisions of Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the requested variance to permit for identification purposes, an illuminated fascia sign for identification purposes on the north elevation of the building at 1997 Bloor Street West; and
2. City Council direct staff to advise the applicant, upon approval of a variance, of the requirement to obtain the necessary sign permits



from the Chief Building Official.

FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report.

ISSUE BACKGROUND

The property is located at the southeast corner of Bloor Street West and Ellis Park Road in a “MCR” zone. The property contains a six-storey building with retail uses at the grade level. The north wall of the business unit occupied by “BARK & FITZ” is constructed with tempered glass. The applicant is requesting permission to erect an illuminated fascia sign (“BARK & FITZ”) in the form of individual letters on the north elevation of the unit. The sign is 4.24 metres wide and 1.12 metres high with an area of 4.75 square metres.

The sign does 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
Chapter 297-10E (6)	The sign would obstruct or interfere with windows of the building.	A sign obstructing or interfering with a window of a building is not permitted.

COMMENTS

The variance is required because the sign may obstruct or interfere with the top portion of the window. The front wall of the business unit is constructed of tempered glass panels and it is staff's opinion that some obstruction or interference to the upper portion of the glass wall would not adversely impact the outward views or inward light transmission into the building.

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209; Fax: 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

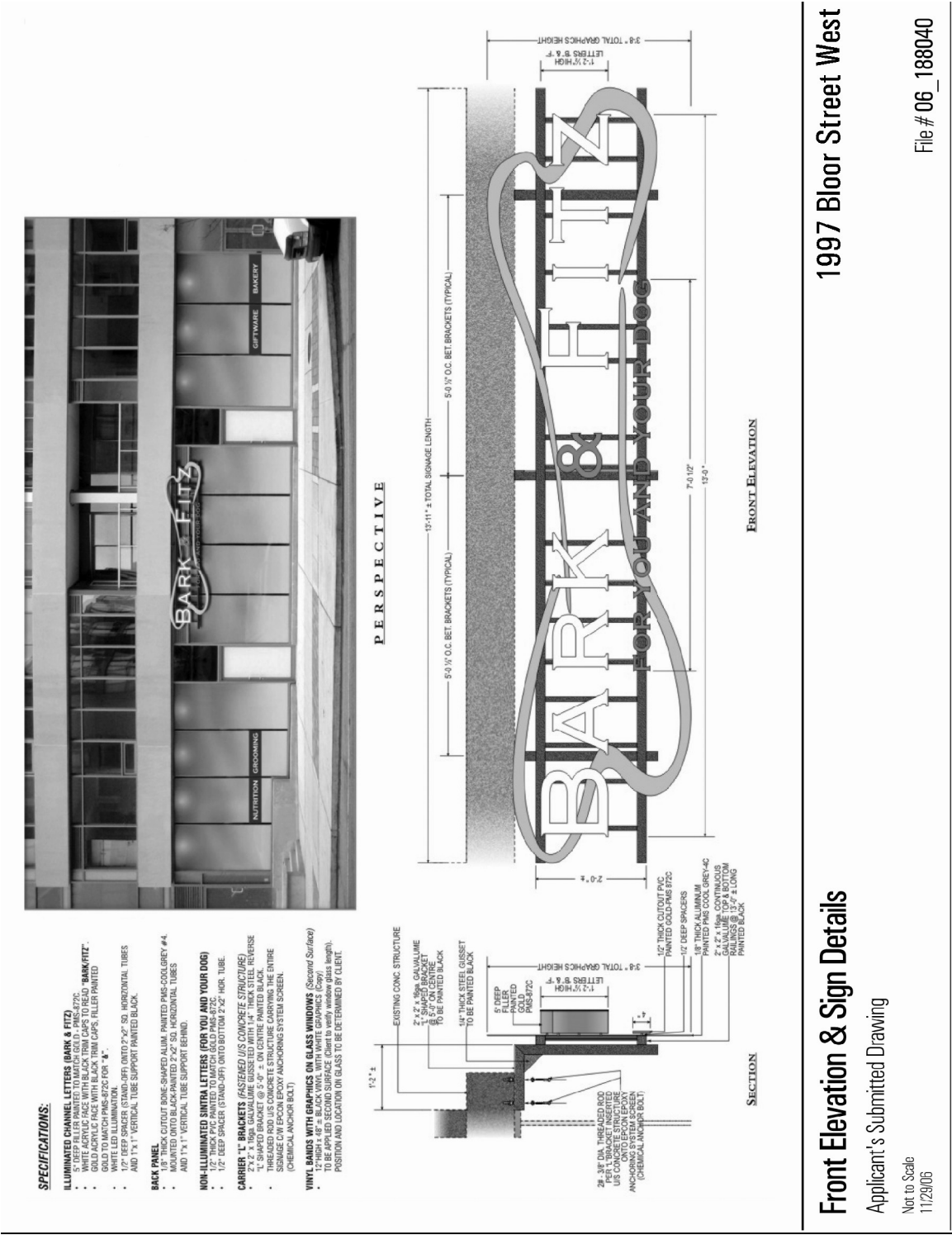
Gregg Lintern, MCIP, RPP
Director, Community Planning
Etobicoke York District

ATTACHMENTS

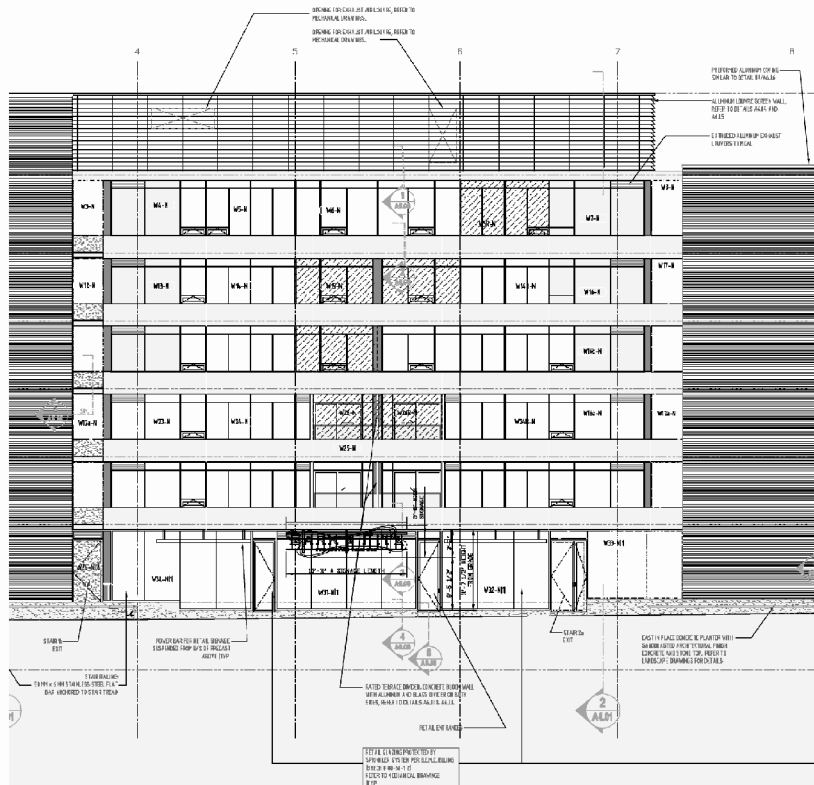
Attachment 1: Front Elevation & Sign Details

Attachment 2: North Elevation

Attachment 1: Front Elevation & Sign Details



Attachment 2: North Elevation



North Elevation

Applicant's Submitted Drawing

Not to Scale
11/23/06

1997 Bloor Street West

File # 06_188040