

**TORONTO**  
**Sign Variance Report**  
**429 Bloor Street East**

**STAFF REPORT**  
**ACTION REQUIRED**

<b>Date:</b>	January 10, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	06-183177

**SUMMARY**

To review and make recommendations on a request by Alex Golubev of steel Art Signs on behalf of 425 Bloor Street East Ltd./Slate Properties Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign, in the form of a corporate name and a logo at the top floor level, on the west elevation of the building at 429 Bloor Street East.

Staff recommends approval of this application with a condition that the sign be turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. With this condition in place, the variance is minor and within the general intent and purpose of the Municipal Code.

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. City Council approve the request for a variance to permit, for identification purposes, an illuminated fascia sign, in the form of a corporate name and a logo at the top floor level, on the west elevation of the building at 429 Bloor Street East with a condition that the sign be turned off from 11:00 p.m. to 7:00 a.m. by means of



an automated timing device; and

2. City Council direct the City Clerk’s Office 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 East and Sherbourne Street in a “CR” zone. The property contains a six-storey office building. The applicant is requesting permission to erect, for identification purposes, an illuminated fascia sign, in the form of a corporate name and logo, to represent “Arcturus Realty Corporation” at the top floor level, on the west elevation of the building. The sign is 6.71m wide and 2.33m high with an area of 15.63m<sup>2</sup>.

<b>Sign By-law Section and Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
Chapter 297-10D(4)(a)	The sign would be located 21.55m high above grade at the top floor level of the building.	An illuminated fascia sign in the form of a corporate name and logo is not permitted on a less than 34.0m high building.

## **COMMENTS**

A fascia sign in the form of a corporate name and a logo is permitted at the top floor level of a building which is at least 34.0m high. In this case, the sign would be located at the top floor level of a 21.55m high building. The proposed sign would replace a corporate name and logo sign that was approved by Council in 2001. The proposed sign is designed to blend in well with the building façade. In order to mitigate any concerns from its illumination to any future residential development in the area, staff has required that the sign be turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. It is staff's opinion that with this condition in place, the sign is acceptable.

## **CONTACT**

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## **SIGNATURE**

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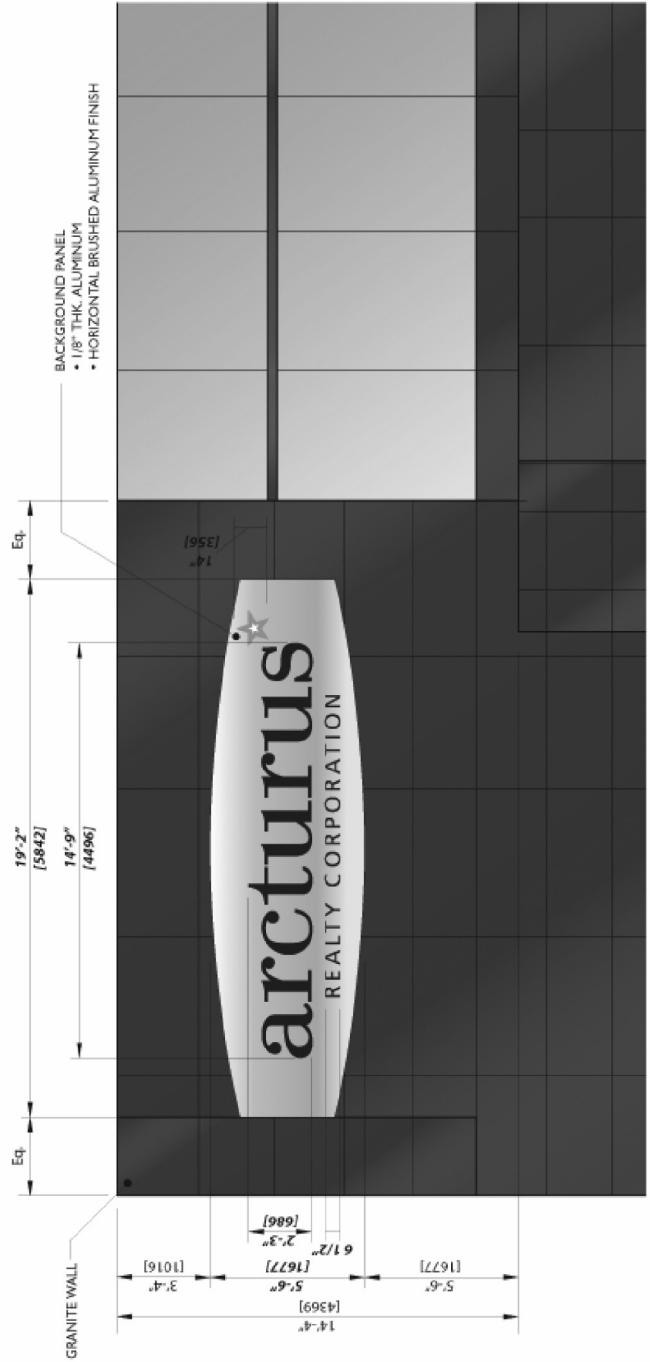
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation/Sign Detail

**Attachment 1: Elevation/Sign Detail**



**429 Bloor Street East**

**Elevation / Sign Detail**  
 Applicant's Submitted Drawing

Not to Scale  
 11/27/06

File # 06\_183177