

**Sign Variance Report
958 Bloor Street West**

Date:	January 16, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 19 – Trinity-Spadina
Reference Number:	06-195168

SUMMARY

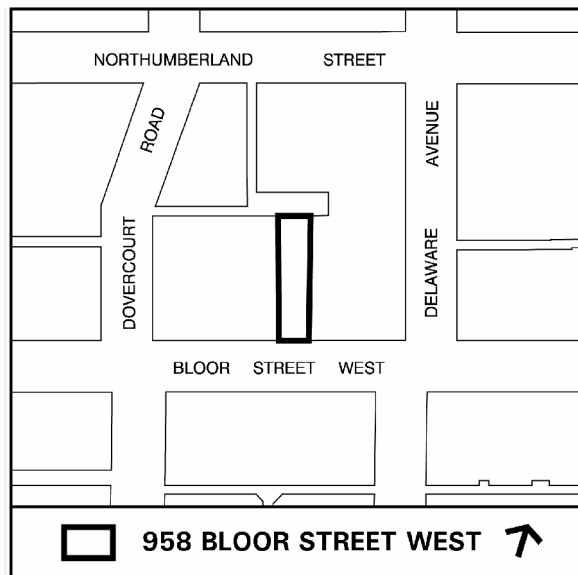
To review and make recommendations on a request by Isabella Cerelli of Pride Signs Ltd on behalf of ARG for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two non-illuminated projecting signs on the front elevation of the building at 958 Bloor Street West. Each sign is 0.61m wide and 2.44m high with an area of 1.49m².

Staff recommends approval of this application. The requested variances are minor and within the general intent and purpose of the provisions of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the request for variances to permit, for identification purposes, two non-illuminated projecting signs on the front elevation of the building at 958 Bloor Street West; and
2. City Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, 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 west of Dovercourt Road on the north side of Bloor Street West in a CR zone. The property contains a two-storey building and it is occupied by Shoppers Drug Mart. The applicant is requesting permission to erect, for identification purposes, two non-illuminated projecting signs on the front elevation of the building. Each projecting sign is 0.61m wide and 2.44m high with an area of 1.49m². The aggregate area of the sign would be 2.98m².

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code and the Metro By-law No.118 in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
(1) Metro By-law No. 118	Each sign would project 0.76m over the public walkway.	The 0.76m sign projection over the public walkway would exceed by 0.31m, the maximum 0.45m sign projection over the public Walkway permitted.
(2) Chapter 297-10D (14) (cc)	The proposed two signs would have an aggregate area of 2.97m ² .	The 2.98m ² aggregate signage area of the projecting signs would exceed by 0.52m ² , the maximum 2.46m ² aggregate signage area permitted.

COMMENTS

With regards to the first variance, both signs project 0.31m more than the permitted projection of 0.45m over the pedestrian walkway. The signs are located high enough with a vertical clearance of 3.71m from the ground to the bottom of signs. It is staff's opinion that the signs located at this height would not endanger pedestrians or adversely impact the streetscape.

With respect to the second variance, the permitted aggregate area of projecting signs is based on the amount of frontage the commercial unit has on the street. In this instance, the signs are slightly bigger than the permitted size. The signs are well designed and they

are consistent with many other existing projecting signs in this portion of the Bloor Street West.

CONTACT

Norm Girdhar, Assistant Planner

Telephone: 416-392-7209

Fax: 416-392-1330

E-mail: ngirdhar@toronto.ca

SIGNATURE

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

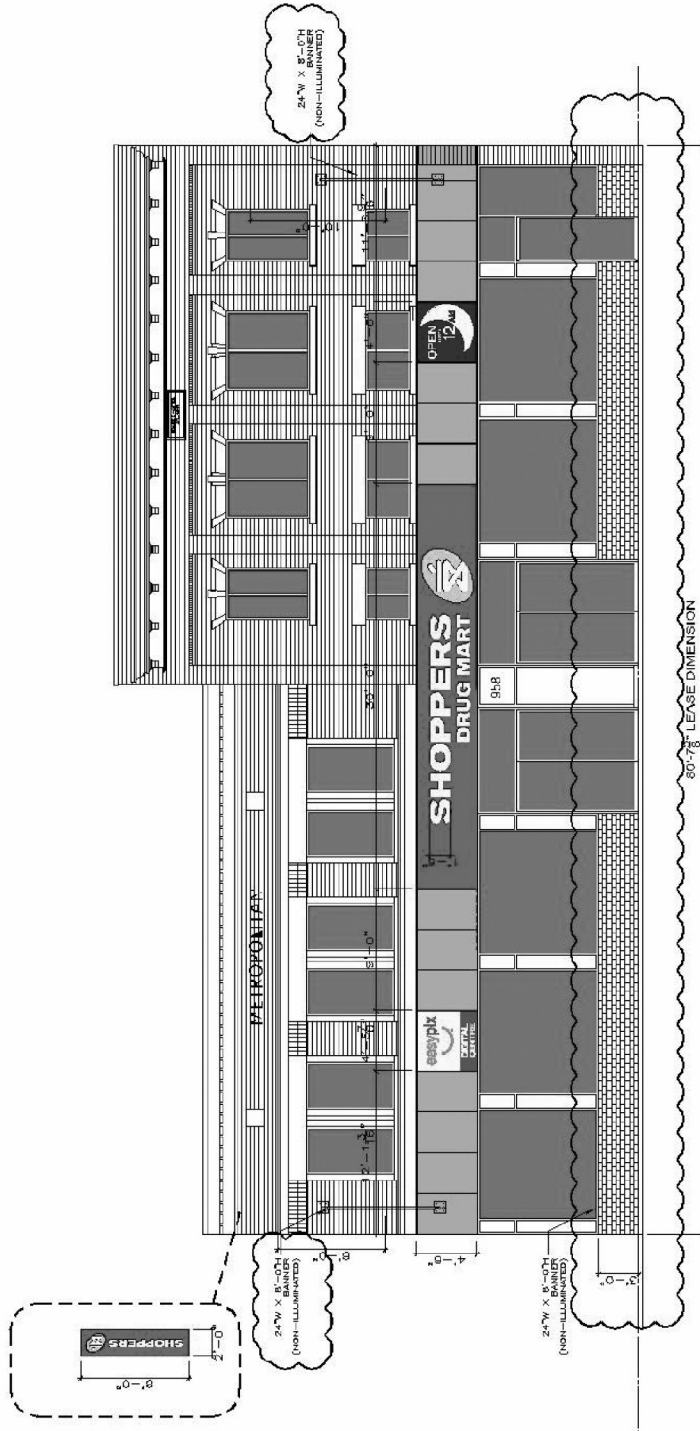
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ATTACHMENTS

Attachment 1: Storefront Elevation

Attachment 2: Sign Details

Attachment 1: Storefront Elevation



Storefront Elevation

Applicant's Submitted Drawing

Not to Scale
01/05/07

958 Bloor Street West

File # 06_195168

Attachment 2: Sign Details



Sign Details

Applicant's Submitted Drawing

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