

**Sign Variance Report  
429 Bloor Street East**

<b>Date:</b>	March 1, 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>	07-104773

**SUMMARY**

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

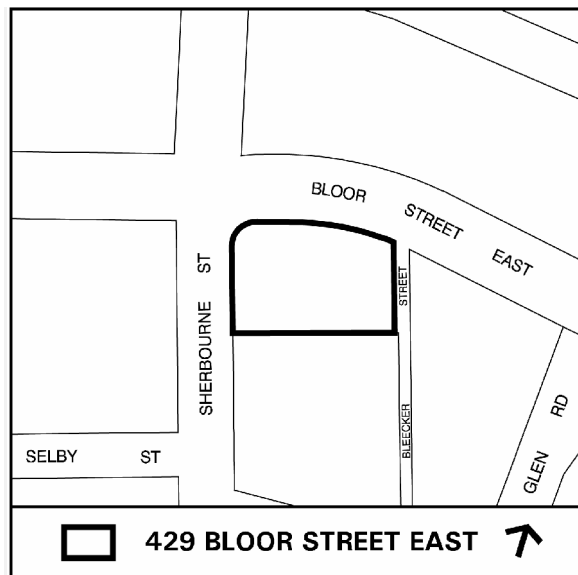
This report reviews and makes recommendation on a request by Mark Klein, with Zip Signs, for Trios Corporation for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, 2 non-illuminated first party fascia signs and 1 illuminated first party fascia sign, at 429 Bloor Street East.

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

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. Toronto and East York Community Council approve the request for variances to permit, for identification purposes, 2 non-illuminated fascia signs and 1



- illuminated fascia sign at 429 Bloor Street East, and require that energy efficient lights be used; and
2. Toronto and East York Community 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**

The recommendations in this report have no financial impact.

**ISSUE BACKGROUND**

The CR zoned property known as 429 Bloor Street East is located on the south-east corner of Bloor Street East and Sherbourne Street. The second Floor tenant of the Building is Trios College. The applicant is requesting permission to install 2 non-illuminated first party fascia signs on the pillars located adjacent to the main entrance to the building and to install one illuminated first party fascia sign on the south elevation of the building.

The signs do 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- 10D (5) (d)	To locate the two non-illuminated fascia signs on a wall at the ground floor level of the building.	Fascia signs must be located on a wall that is part of the commercial unit.
Chapter 297 – 10E (7) (c)	The illuminated fascia sign will be located 9.4 metres from a residential property.	A 20 metre setback from a residential property is required if a sign is to be illuminated.

**COMMENTS**

The proposed non-illuminated fascia signs located on the pillars adjacent to the main entrance to the building are the appropriate location for signage for the College. The applicant has advised that this is the only location where the building owner would allow for the signage. Signage located where required by the by-law, at the same level as the tenant, being the second floor, would be ineffective in directing pedestrians to the college.

The proposed illuminated fascia sign to be located on the south elevation of the building is not permitted to be illuminated because it is located 9.2 metres from a property zoned residential, instead of the 20 metres required. The neighbouring property, while zoned residential, is used for the purpose of a church. The illuminated sign will not have a negative impact on the enjoyment of the neighbouring property.

It is staff's opinion that the two non-illuminated fascia signs and the one illuminated fascia sign at this location do not adversely impact the building, surrounding uses or the streetscape.

## **CONTACT**

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## **SIGNATURE**

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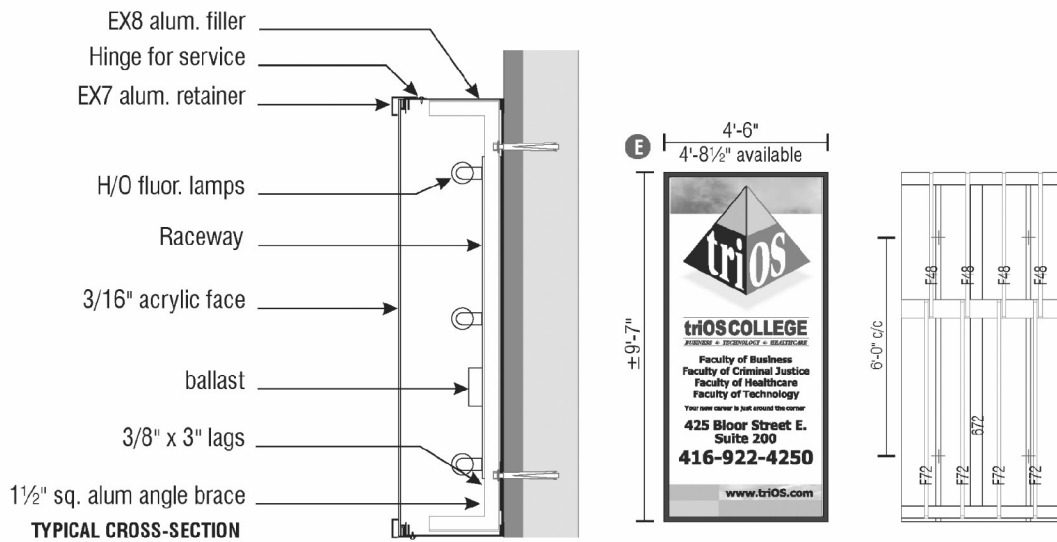
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation & Sign Details  
Attachment 2: Elevation & Sign Details

## Attachment 1: Elevation & Sign Details



### Elevation & Sign Details

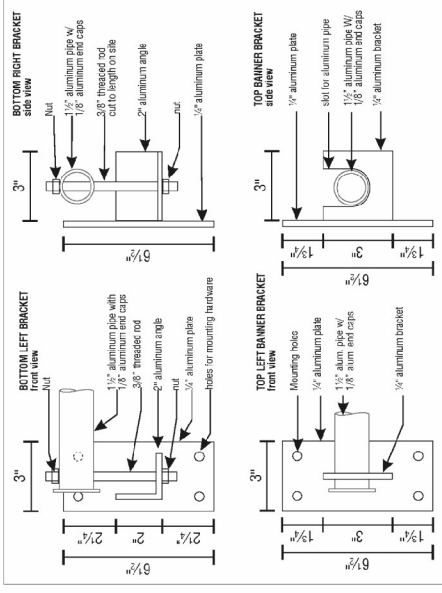
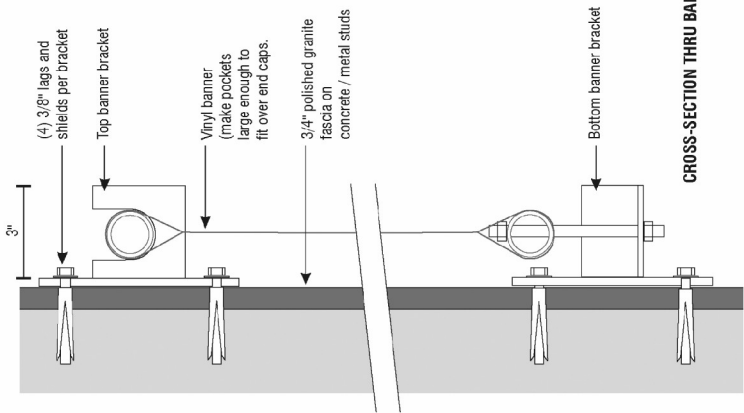
Applicant's Submitted Drawing

Not to Scale  
02/27/07

429 Bloor Street East

File # 07\_104773

# Attachment 2: Elevation & Sign Details



**429 Bloor Street East**

**Elevation & Sign Details**  
 Applicant's Submitted Drawing  
 Not to Scale  
 02/27/07

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