

**Sign Variance Report
77 Bloor Street West**

Date:	April 4, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	07-103228

SUMMARY

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

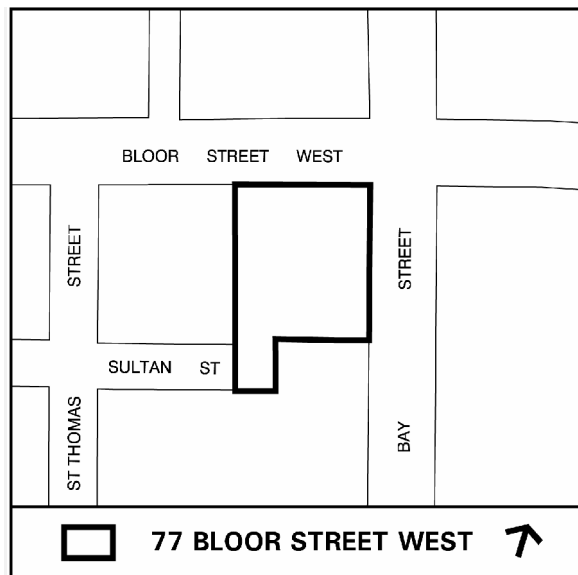
This report reviews and makes recommendations on a request by Bruce Bishop, with Dial One Excalibur Sign on behalf of Cadillac Fairview Corporation for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign in the form of individual letters to represent “GUESS” at the second floor level, on the west wall of the building at 77 Bloor Street West.

Staff recommends approval of the application. The variances are minor and 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 an illuminated fascia sign in the form



of individual letters to represent “GUESS” at the second floor level, on the west wall of the building at 77 Bloor Street West; 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 is located west of Bay Street, on the south side of Bloor Street West. The Guess retail store is located at the grade level of two-storey portion of the building. The second floor above the Guess store set backs 4.45m from the street line and it being used for office purposes. The west wall of the building and the adjacent building to the west comes out to the street line. The fascia sign would be located at the second floor level, on the west wall of the building.

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 297-10D (5) (C)	The sign would be located on the west wall, at the second floor level of the building.	The sign would not be located on a wall that is a part of the commercial unit frontage.
Chapter 297-10D (5) (e)	The sign would be located at a height of 11.68m above grade.	The 11.68m sign height above grade exceeds by 1.68m, the maximum sign height of 10.0m above grade permitted.

COMMENTS

This area of Bloor Street West is a major shopping destination with substantial vehicular and pedestrian traffic. The City in conjunction with the Bloor-Street BIA is trying to implement measures to enhance the appearance of the area in order to support a stronger retail shopping destination and an improved pedestrian environment.

The variances are required because the sign would not be located on a wall that is a part of the commercial unit frontage and it would also be higher than permitted. The sign is requested at this location to help west bound motorists and pedestrians locate the Guess

store. The sign is designed well to complement the building façade. It is staff's opinion that the sign would not adversely impact the building or streetscape.

CONTACT

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SIGNATURE

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

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ATTACHMENTS

Attachment 1: Photo Elevation - Front
Attachment 2: Photo Elevation - Side
Attachment 3: Elevation & Sign Detail

Attachment 1: Photo Elevation - Front



Photo Elevation - Front

Applicant's Submitted Drawing

Not to Scale
03/20/07

77 Bloor Street west

File # 07_103228

Attachment 2: Photo Elevation - Side



Photo Elevation - Side

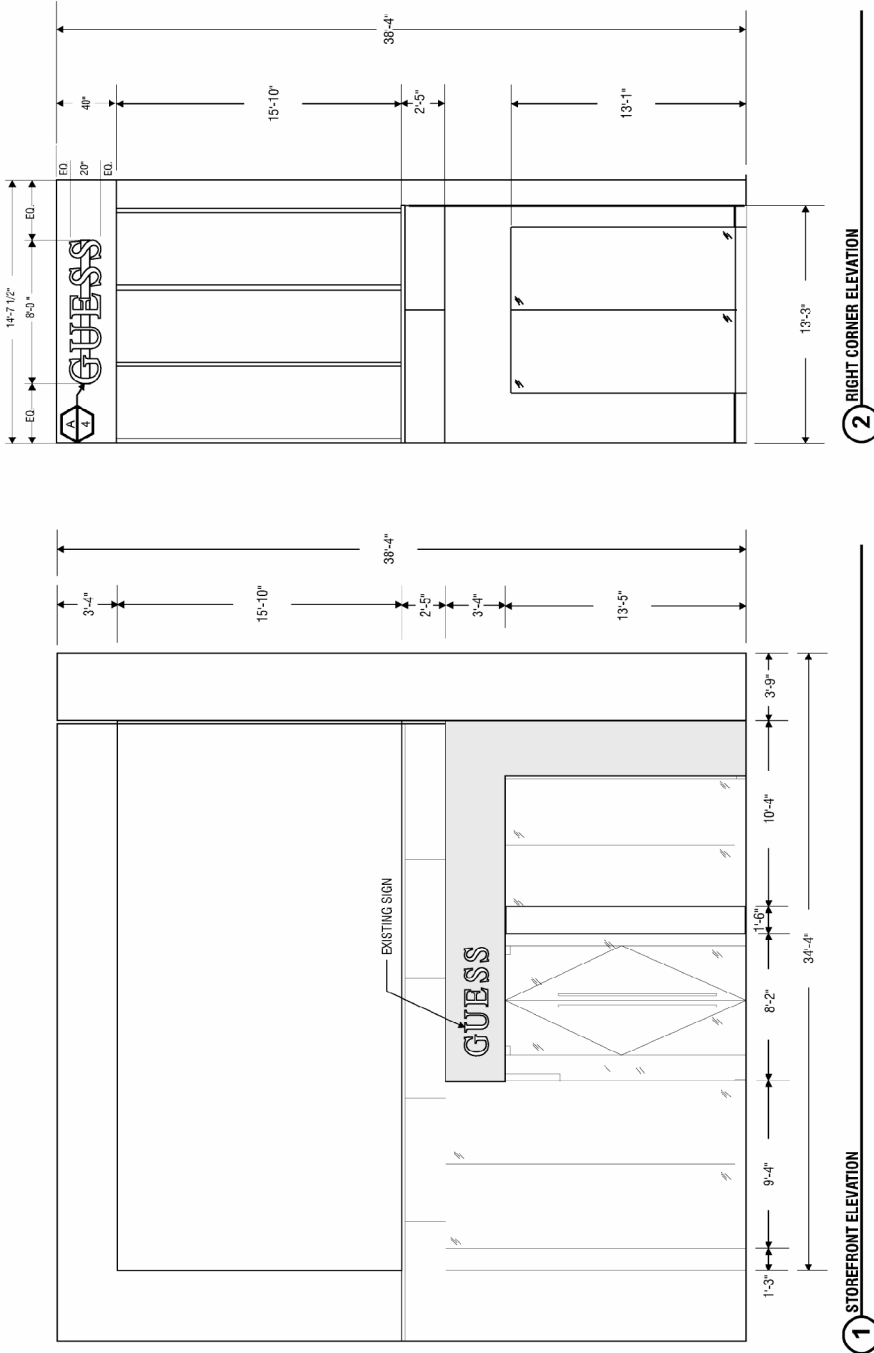
Applicant's Submitted Drawing

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Attachment 3: Elevation & Sign Detail



Elevation & Sign Detail
 Applicant's Submitted Drawing
 Not to Scale
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77 Bloor Street west

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