

**Sign Variance Report
252 Bloor Street West**

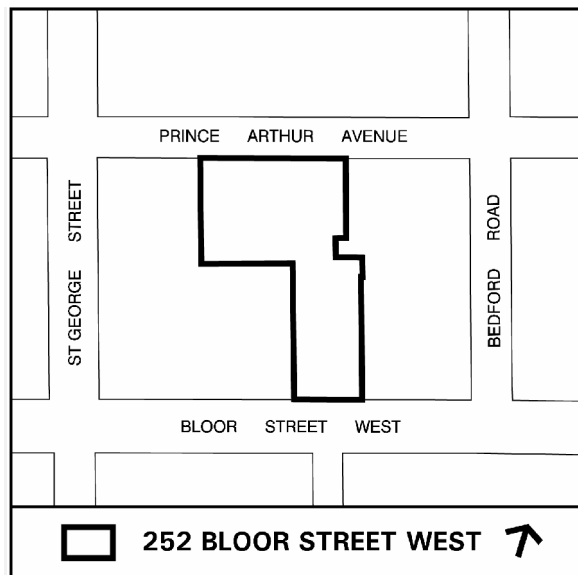
Date:	May 30, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-113063

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 Michael Rietta, with Giannone Associates Architects Inc., for University Of Toronto for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, three temporary non-illuminated fascia signs on the front elevation of the building, eighteen temporary non-illuminated signs attached to the columns of the arcade and eighteen temporary non-illuminated signs partially attached to columns of the building at 252 Bloor Street West. The variance request is for a period of six months from the date of approval.

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 at 252 Bloor Street West to permit, for identification purposes, three non-illuminated fascia signs on the front elevation of the building, eighteen temporary non-illuminated banner signs attached to the columns of the arcade and eighteen temporary non-illuminated banner signs partially attached to the columns of the building with a condition that the permission is granted for a period of six months from the date of approval; 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; and

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The CR zoned property known as OISE building is located west of Bedford Road, on the north side of Bloor Street West. The applicant is seeking permission to install three non-illuminated fascia signs on the front elevation of the building, eighteen temporary non-illuminated banner signs attached to the columns of the arcade and eighteen temporary non-illuminated banner signs partially attached to the columns of the building, for a period of six months from the date of approval. The signs are part of the 100th year Anniversary celebrations.

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
Banner signs on the arcade and building columns: 1. Chapter 297-2 (Definitions)	To erect eighteen temporary non-illuminated banner signs on the outer columns of the arcade and eighteen temporary non-illuminated banner signs partially attached to the inner columns of the arcade.	The proposed signs are not permitted because the requested sign type is not defined in the Municipal Code.

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
<p>Three Temporary non-illuminated fascia signs on the Bloor Street West elevation:</p> <p>2. Chapter 297-10D (5)(d)</p>	<p>The aggregate area of the portion of the signs on the second floor level would be 50.87m².</p>	<p>The permitted area for a fascia sign at the second storey level must not exceed 15% of the building face of the second storey unit frontage. The 50.87m² aggregate signage area at the second floor level would exceed by 33.79m², the maximum 17.08m² sign area permitted.</p>
<p>3. Chapter 297-10D (5)(e)</p>	<p>Each fascia sign would extend into the fourth floor level of the building. The top level of each fascia sign would be 16.35m above grade.</p>	<p>The first party fascia sign is not permitted above the second storey of the building or more than 10.0 m above grade.</p>
<p>4. Chapter 297-10D (5)(g)</p>	<p>The aggregate area of fascia signs would be 166.97m².</p>	<p>The 166.97m² aggregate area for the proposed fascia signs would exceed by 141.97m², the maximum 25.0m² sign area permitted.</p>

COMMENTS

The signs are being erected as part of the anniversary celebration. Staff would not support these signs if they were permanent. It is staff's opinion that the proposed temporary signs, for a period of six months from the date of approval, are acceptable.

CONTACT

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SIGNATURE

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

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ATTACHMENTS

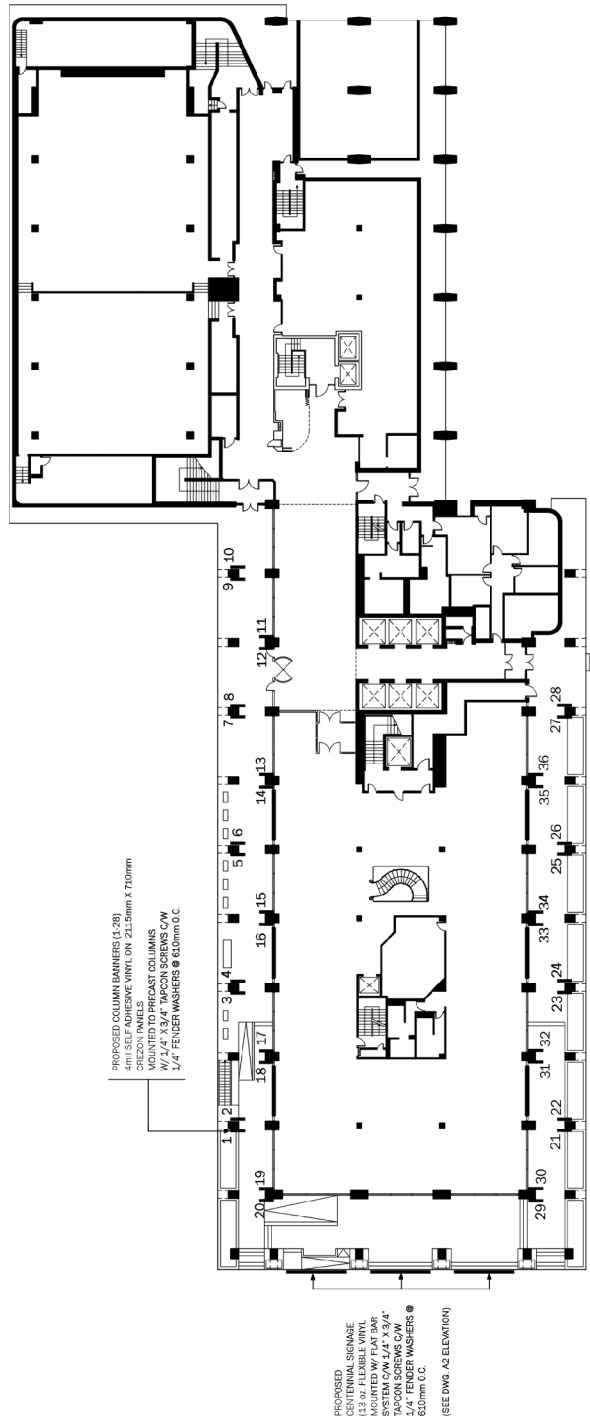
Attachment 1: Proposed Colonnade Banner Plan

Attachment 2: Bloor Street West Elevation

Attachment 3: Bloor Street View

Attachment 4: Proposed Centennial Signage at Colonnade

Attachment 1: Proposed Colonnade Banner Plan



252 Bloor Street West

Proposed Colonnade Banner Plan

Applicant's Submitted Drawing

Not to Scale
 04/18/07

File # 07_113063

Attachment 2: Bloor Street West Elevation



252 Bloor Street West

Bloor Street West Elevation

Applicant's Submitted Drawing

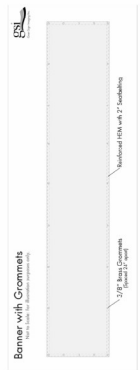
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Attachment 3: Bloor Street View



PROPOSED CENTRAL SIGNAGE
 W/ FLAT BAR SYSTEM C/W
 1/4" X 3/4" TAPCON SCREWS C/W
 1/4" FENDER WASHERS @ 630mm O.C.



Bloor Street View

Applicant's Submitted Drawing

Not to Scale
 04/18/07

252 Bloor Street West

File # 07_113063

Attachment 4: Proposed Centennial Signage at Colonnade

