

**Sign Variance Report
370 Bloor Street West**

Date:	May 24, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-157343

SUMMARY

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

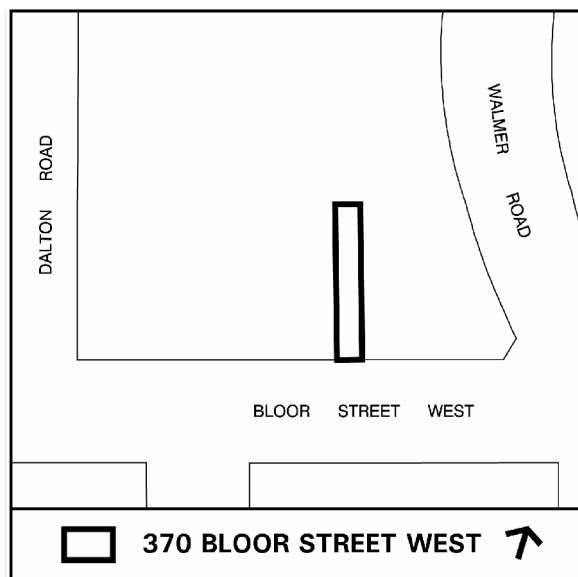
This report reviews and makes recommendations on a request by Dominic Rotundo, with Grant’s Sign Service on behalf of Cobs Breads Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated projecting sign on the front elevation of the building at 370 Bloor Street West.

Staff recommends approval of the application. The variance is 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 projecting sign on the front elevation of the building at



370 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 MCR zoned property is located west of Walmer Avenue, on the north side of Bloor Street West. The property contains a two-storey brick building with retail uses at the grade level. The applicant is proposing an illuminated projecting sign on the front elevation of the building at 370 Bloor Street West. The sign is 0.91m wide and 1.52m high with an area of 1.38m².

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. Chapter 297-10D (14)(c)	The proposed projecting sign would have an area of 1.38m ² .	The 1.38m ² aggregate area of the proposed sign would exceed by 0.82 m ² , the maximum 0.56m ² aggregate area for a projecting sign permitted.

COMMENTS

The permitted area for a projecting sign is based on 0.1m² for each metre of the business unit frontage is on the street. In this case, the sign exceeds the permitted size because the store frontage is relatively narrow. The modest size sign is designed to blend in well with the building façade. The proposed sign is consistent with many other existing projecting signs located in this part of the Bloor Street West. It is staff's opinion that the sign would not adversely impact the building or streetscape.

CONTACT

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SIGNATURE

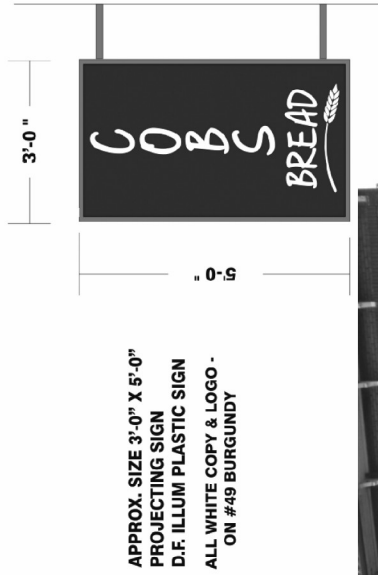
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevation & Sign Details

Attachment 1: Elevation & Sign Details



Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale
05/18/07

370 Bloor Street West

File # 07_157343