

**Sign Variance Report
500 Bloor Street West**

Date:	June 5, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-119368

SUMMARY

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

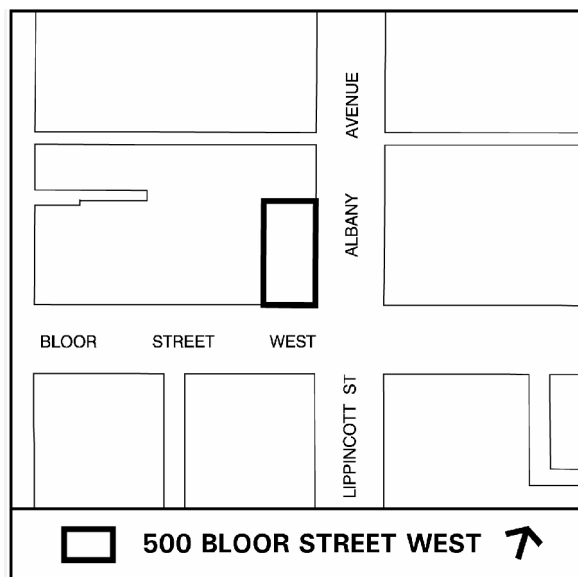
This report reviews and makes recommendations on a request by Sandra Oliveira with Day Nite Signs, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated awning sign at the second storey level, on the southeast corner of the building, at 500 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 awning sign at the second floor level, on the southeast



corner of the building at 500 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 a variance, 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 property is located east of Bathurst Street, on the north side of Bloor Street West in a MCR zone. The property contains a three storey building with retail uses at the grade level. The applicant intends to replace an existing awning sign located at the second floor level, with a newly designed awning sign for the Aroma Espresso Bar. The business unit of the Aroma Espresso Bar is located at the first floor level of the building. The south face of the sign is facing Bloor Street West and the east face of the sign is facing Albany Avenue. Each face is 3.43m wide and 2.92m high with an area of 10.02m².

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
1. Chapter 297-10D(1)(a)(1)	The sign would be erected at the second floor level, above the business unit of Aroma Espresso Bar located at the first floor level of the building.	An identification sign is required to be located on the wall of the business unit frontage, for a business located within the building.
2. Chapter 297-10D(1)(a)(2)	The proposed awning sign for the first floor tenant would be located at the second floor level of the building.	The proposed sign at the second floor level, for the first floor tenant is not permitted.

COMMENTS

Although, the proposed sign would be located at the second floor level, it is designed to form an integral part of the first floor sign band along the Bloor Street West and Albany Avenue. The sign is designed well to blend in with the existing signage and the building façade. It is staff's opinion that the sign would not adversely impact the building, surrounding uses or the streetscape.

CONTACT

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SIGNATURE

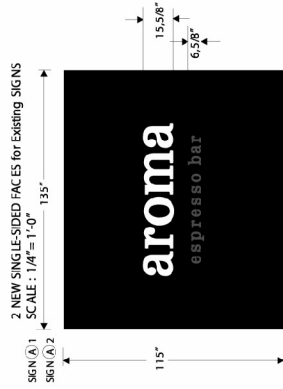
Gary Wright, Director
Community Planning, Toronto and East York District

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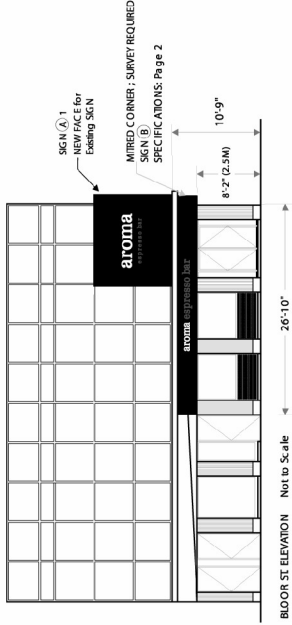
ATTACHMENTS

Attachment 1: Elevation & Sign Details
Attachment 2: Elevation & Sign Details
Attachment 3: Elevation & Sign Details

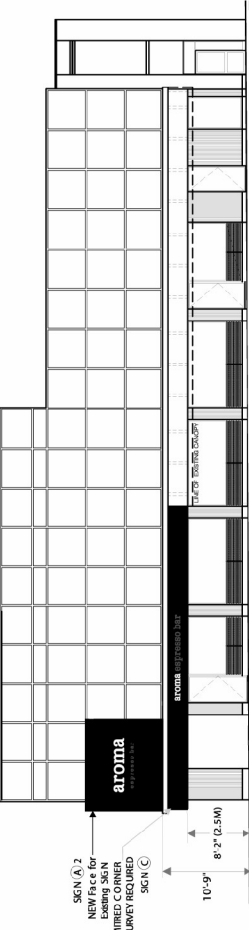
Attachment 1: Elevation & Sign Details



FACE REPLACEMENT FOR EXISTING SIGN-A

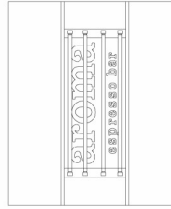


FRONTFOOTAGE	288 SQFT
SIGNAGE AREA (SIGN-B)	56 SQFT (19%)
WEIGHT OF SIGNAGE (SIGN-B)	309 LBS.



FACE REPLACEMENT FOR EXISTING SIGN-A

SIGN ELECTRICAL (NOTE - 2 REQUIRED)
LAMPING Horizontal : 4 of F96
BALLAST : 1 of 496AT
VOLTAGE : 120 (Total) 3.3 AMPS : VOLTAMPS : 396
APPLICANT : 375
LAMPING : 10' GC



FRONTFOOTAGE	407 SQFT
SIGNAGE AREA (SIGN-C)	79 SQFT (19%)
WEIGHT OF SIGNAGE (SIGN-C)	436 LBS.



Elevation & Sign Details

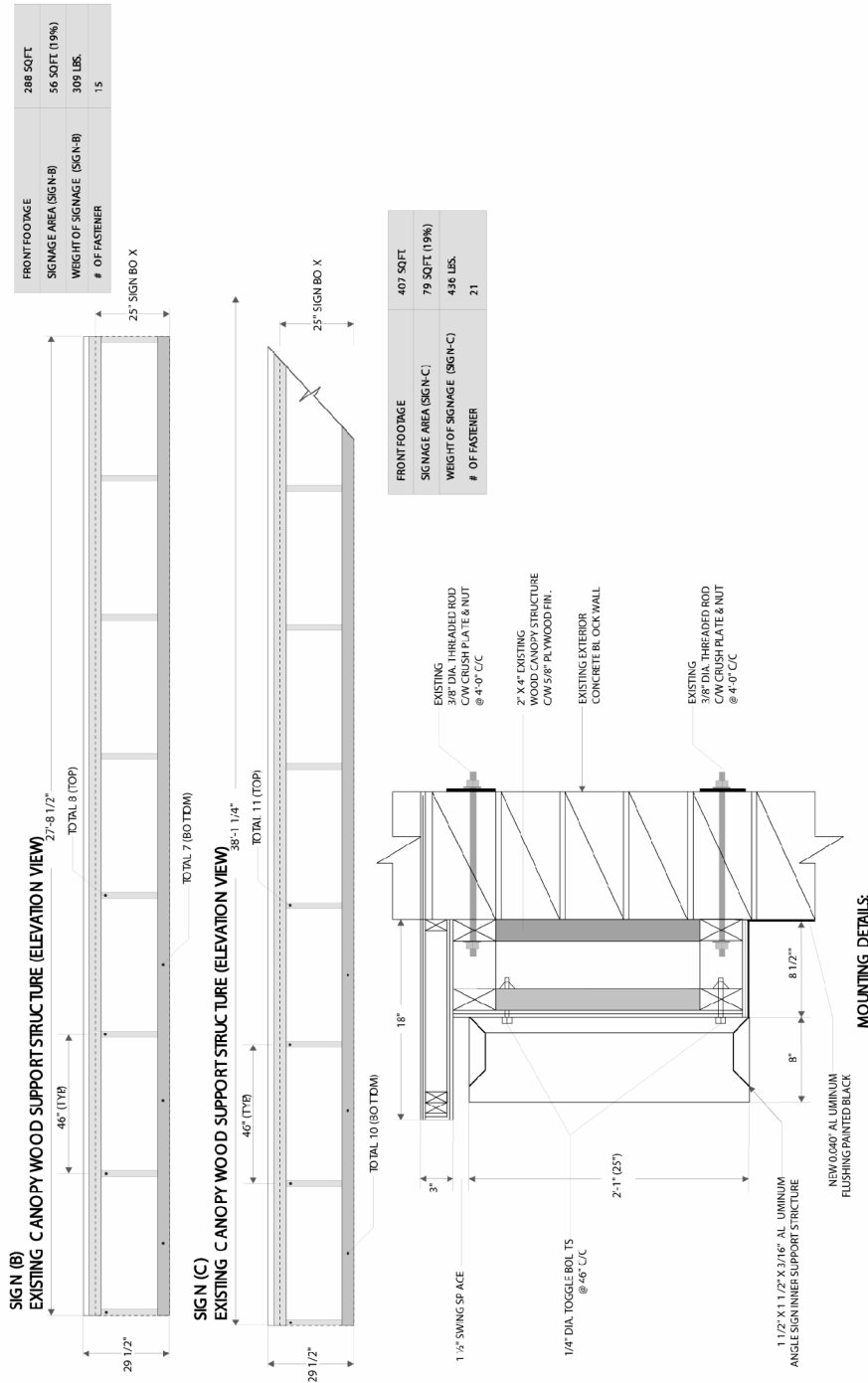
Applicant's Submitted Drawing

Not to Scale
05/18/07

500 Bloor Street West

File # 07_119368

Attachment 3: Elevation & Sign Details



FRONT FOOTAGE	288 SQFT
SIGNAGE AREA (SIGN-B)	56 SQFT (19%)
WEIGHT OF SIGNAGE (SIGN-B)	309 LBS.
# OF FASTENER	15

FRONT FOOTAGE	407 SQFT
SIGNAGE AREA (SIGN-C)	79 SQFT (19%)
WEIGHT OF SIGNAGE (SIGN-C)	436 LBS.
# OF FASTENER	21

500 Bloor Street West

Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale
05/18/07

File # 07_119368