

**Sign Variance Report
1140 Bloor Street West**

Date:	August 1, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 18 - Davenport
Reference Number:	07-232294

SUMMARY

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

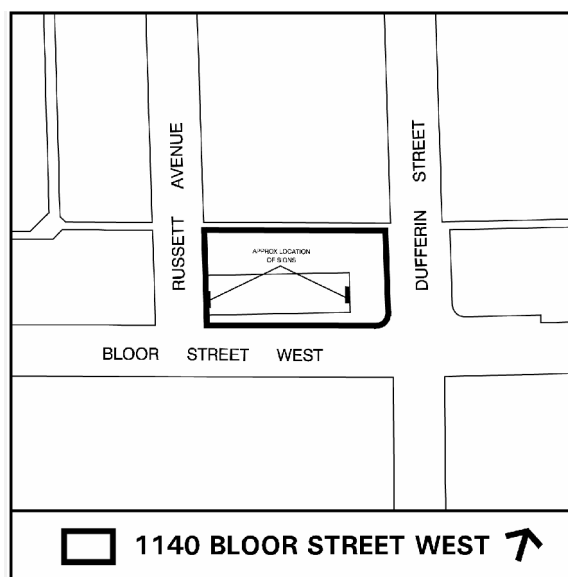
This report reviews and makes recommendations on a request by Dominic Rotundo on behalf of New Horizon Towers for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, two illuminated mural signs on the east and west elevations of the building at 1140 Bloor Street West.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, two illuminated mural signs on the east and west elevations of the building



at 1140 Bloor Street West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located at the northwest corner of Bloor Street West and Dufferin Street in a “CR” zone. The property contains a fifteen storey apartment building with retail uses at grade level. The applicant is seeking permission to install, for third party advertising purposes, two illuminated mural signs on the east and west elevations of the building. Each sign is 8.84m wide and 17.53m high with an area of 154.97m².

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
(1) Chapter 297-10D (11)(a)(1)(2)	Each illuminated mural sign is 8.84m wide and 17.53m high with an area of 154.97m ² .	The proposed 154.97m ² for each mural sign would exceed by 129.97m ² , the maximum 25.0m ² sign area for each sign permitted.
(2) Chapter 297-10 D (11)(b)	The proposed illuminated mural sign on the east elevation would face Dufferin Street and the proposed illuminated mural sign on the west elevation would face Russett Avenue.	A third party sign facing a street is not permitted.
(3) Chapter 297-10E (6)	The proposed mural signs on the east and west elevations of the building would obstruct or interfere with the windows of the building.	A sign obstructing or interfering with a window of a building is not permitted.
(4) Chapter 297-10D(5)(i)	The proposed signs on east and west elevations of the building each with an area of 154.97m ² are located less than 300m from each other and from other existing third party signs in the vicinity.	An illuminated third party mural sign with an area of 70.0m ² or more is required to have a minimum separation distance of 300m from other third party signs located in the vicinity.

COMMENTS

The proposed signs are too close, too large and too high. They would face a street, which is not permitted. The Municipal Code requires signs of this size and magnitude to have a minimum separation distance of 300m. The proposed signs do not meet this requirement. They are more than six times larger than the 25.0m² sign area permitted in a CR or MCR zone. It is staff's opinion that the signs of this size on a residential building are not appropriate.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

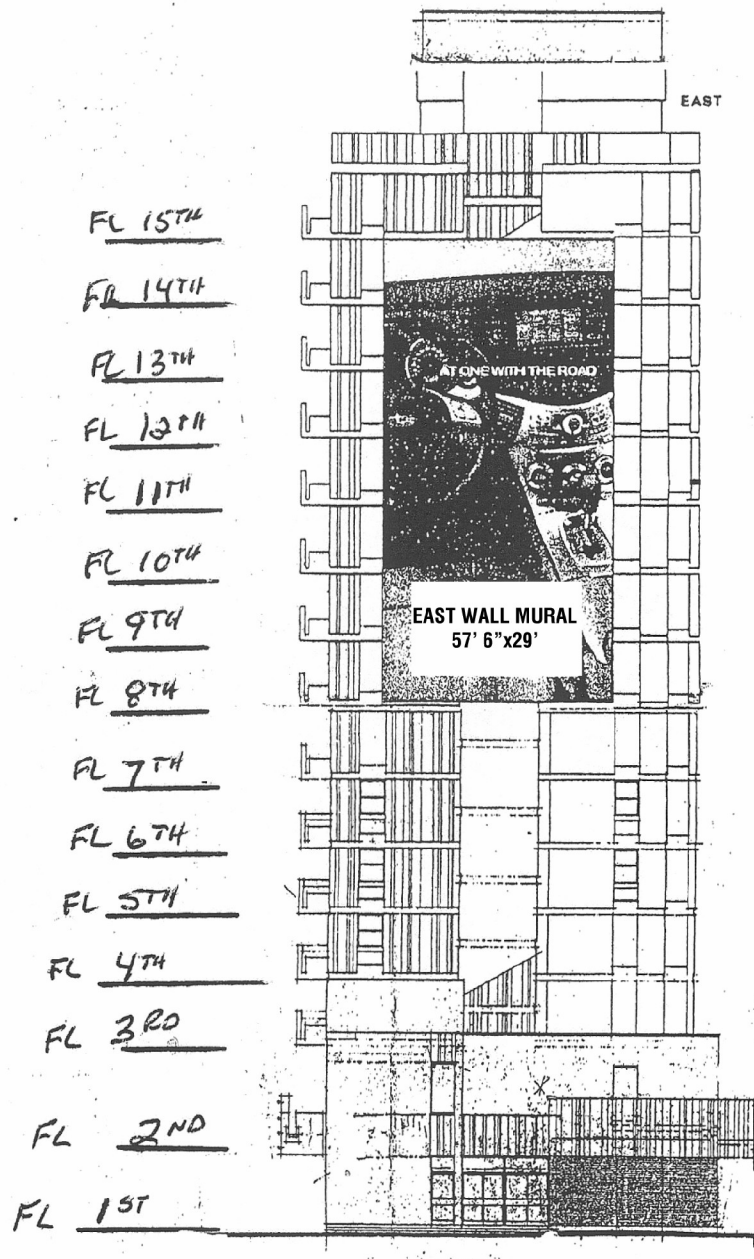
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Proposed Wall Mural/East Elevation
Attachment 2: Proposed Wall Mural/West Elevation

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Proposed Wall Mural / East Elevation

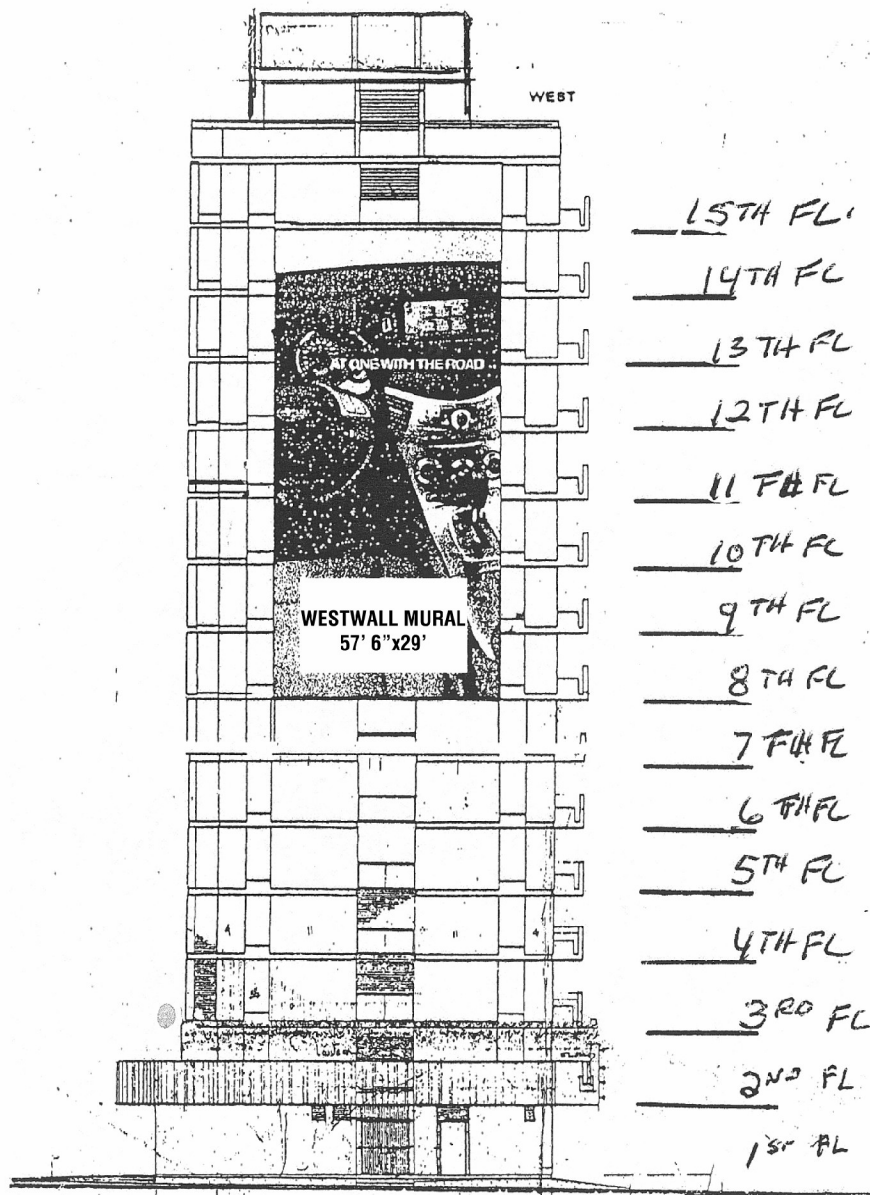
1140 Bloor Street West

Applicant's Submitted Drawing

Not to Scale
07/31/07

File # 07_232294

Attachment 2: Proposed Wall Mural/West Elevation



Proposed Wall Mural / West Elevation

1140 Bloor Street West

Applicant's Submitted Drawing

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