



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 341 Bloor Street West

<b>Date:</b>	July 31, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	07-186217

### SUMMARY

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

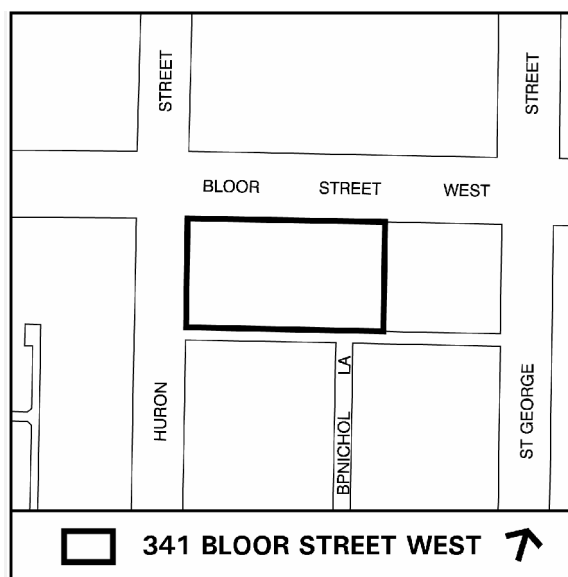
This report reviews and makes recommendations on a request by David Mackie of Titan Outdoor on behalf of Toronto Housing Corporation for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising purposes, two non-illuminated fascia signs located on the east and west elevations of the building at 341 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 maintain, for third party advertising purposes, two non-illuminated fascia signs on the east and west elevations of the



building at 341 Bloor Street West.

### Financial Impact

The recommendations in this report have no financial impact.

### ISSUE BACKGROUND

The property is located at the southeast corner of Huron Street and Bloor Street West in a “CR” zone. The property contains an eighteen storey residential building with retail uses at the grade level. The applicant is seeking permission to maintain, for third party advertising purposes, two non-illuminated fascia signs on the east and west elevations of the building. The sign located on the east elevation is 9.60m wide and 26.0m high with an area of 249.60m<sup>2</sup>. The sign located on the west elevation is 8.80m wide and 28.40m high with an area of 249.90m<sup>2</sup>.

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 297-10 D (5)(f)	The signs are located above the 4 <sup>th</sup> floor level of the building.	A third party sign is not permitted above the 4 <sup>th</sup> floor level of the building.
(2) Chapter 297-10 D (5)(g)	<p>The fascia sign located on the east elevation is 9.60m wide and 26.0m high with an area of 249.60m<sup>2</sup>.</p> <p>The fascia sign located on the west elevation is 8.80m wide and 28.40m high with an area of 249.90m<sup>2</sup>.</p>	<p>The 249.60m<sup>2</sup> sign on the east elevation would exceed by 224.60m<sup>2</sup>, the maximum 25.0m<sup>2</sup> sign area permitted.</p> <p>The 249.90m<sup>2</sup> sign on the west elevation would exceed by 224.90m<sup>2</sup>, the maximum 25.0m<sup>2</sup> sign area permitted.</p>
(3) Chapter 297-10D(5)(i)	The existing signs on east and west elevations of the building are located less than 300m from each other and from other existing third party signs in the vicinity.	A third party fascia having an area of more than 70.0m <sup>2</sup> requires a minimum separation distance of 300m from other third party signs located in the vicinity.

## **COMMENTS**

The third party fascia signs are located on the east and west elevations of a residential building are too close to each other, too large and too high. To prevent sign clutter third party signs of this size and magnitude are required to have a minimum separation distance of 300m. Also the signs are almost ten times larger than the 25.0m<sup>2</sup> sign area permitted in a CR or MCR zone. It is staff's opinion that the signs of this size and magnitude 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**

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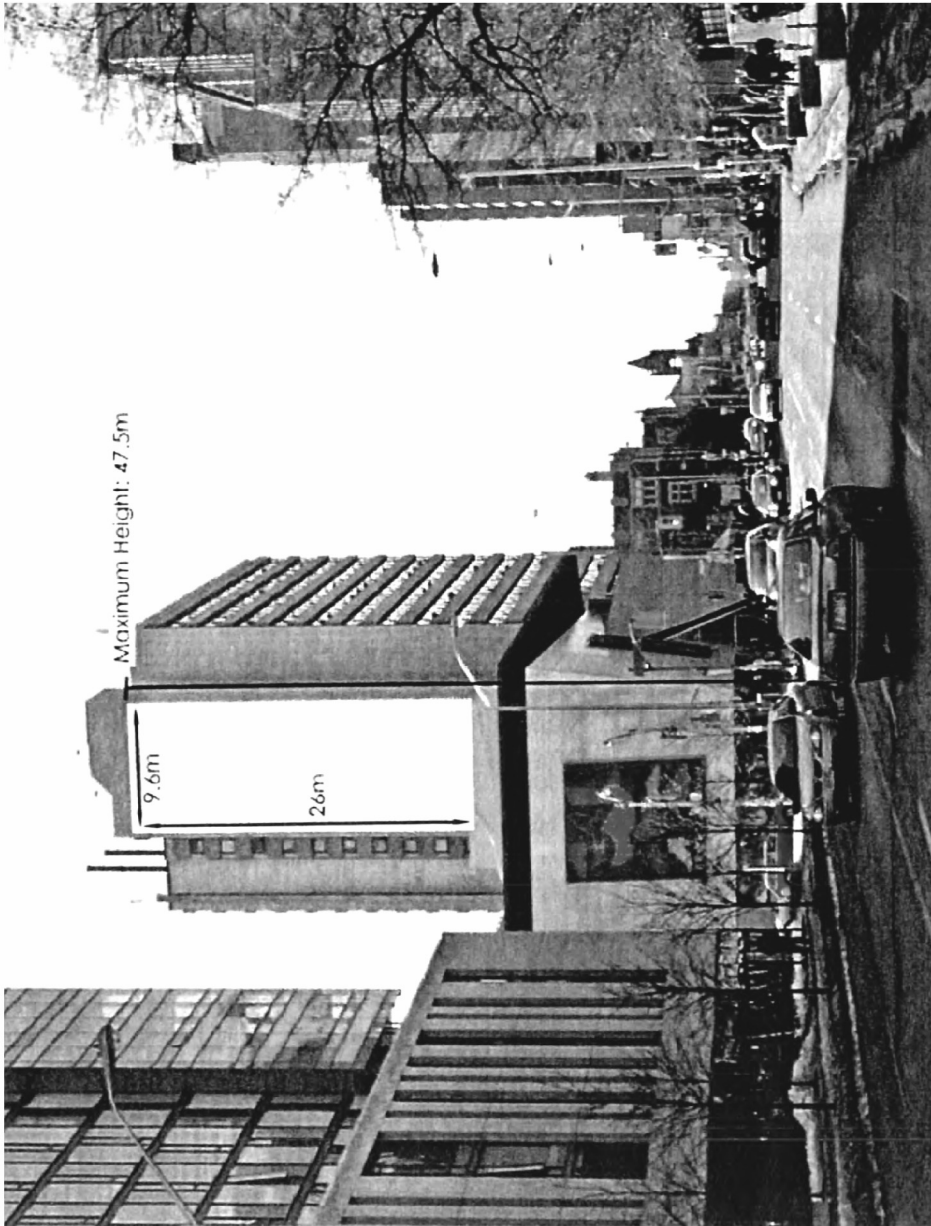
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation  
Attachment 2: Elevation  
Attachment 3: Elevation  
Attachment 4: Elevation

Attachment 1: Elevation



Elevation

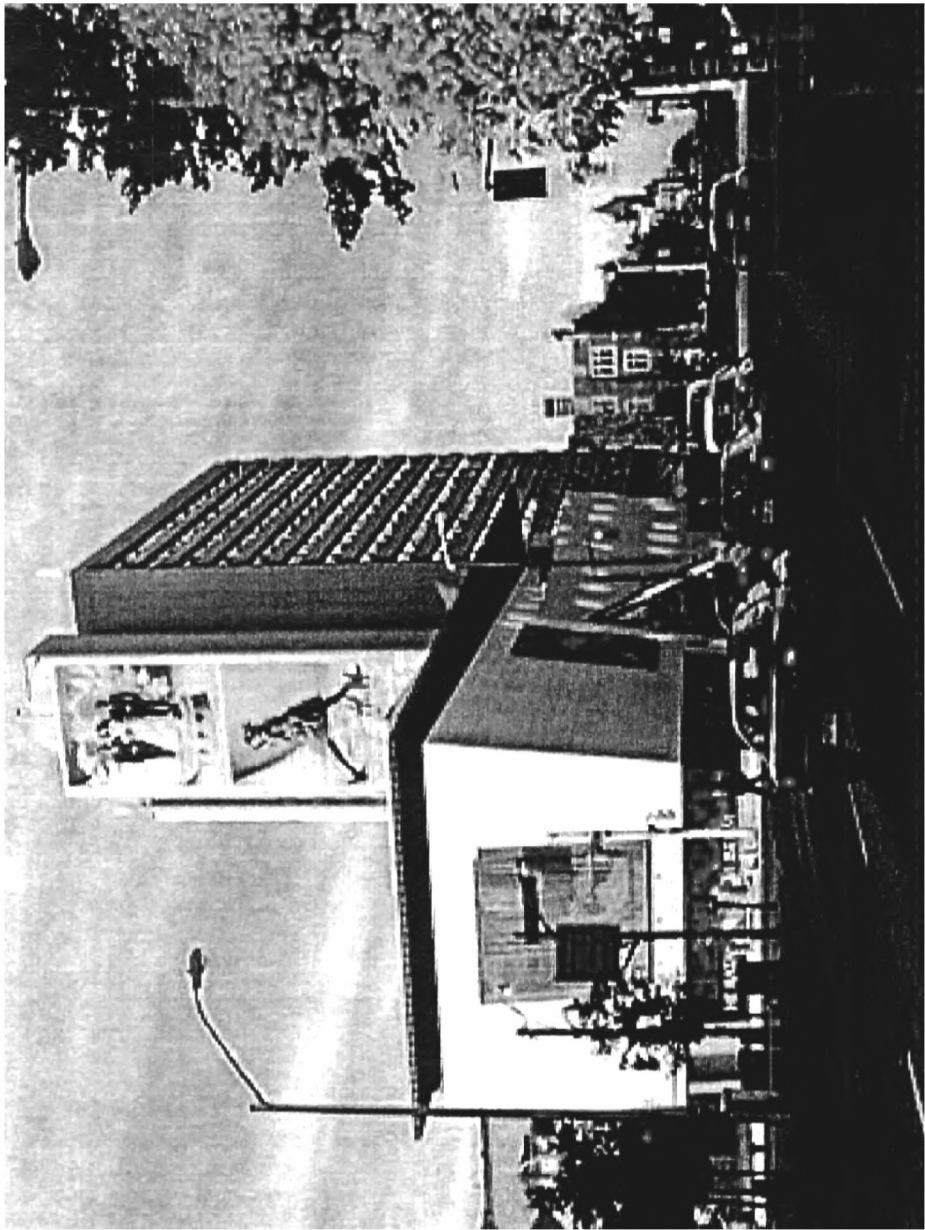
341 Bloor Street West

Applicant's Submitted Drawing

Not to Scale  
06/15/07

File # 07\_186217

Attachment 2: Elevation



Elevation

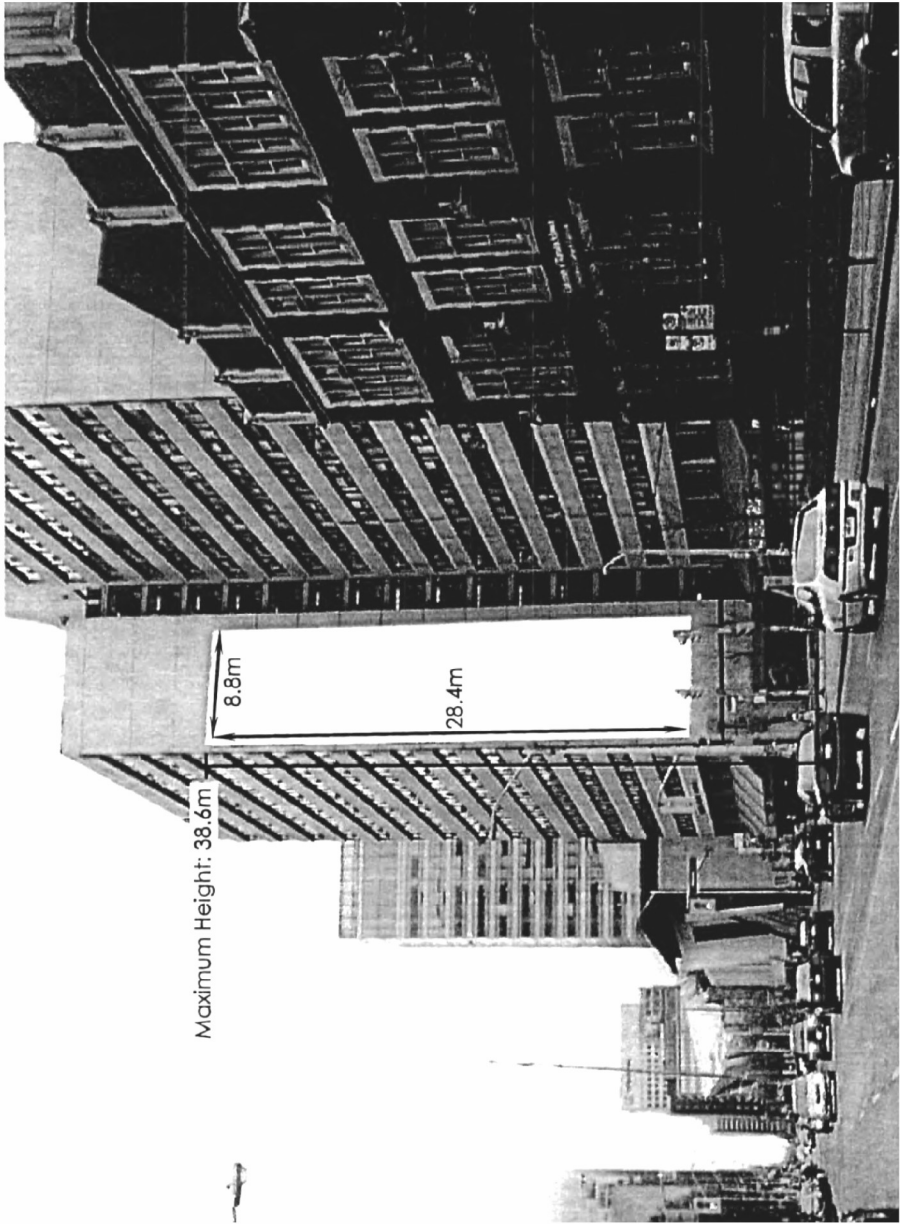
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Attachment 3: Elevation



Elevation

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Attachment 4: Elevation



Elevation

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