

**Sign Variance Report  
95A Bloor Street West**

<b>Date:</b>	September 6, 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 27 – Toronto Centre-Rosedale
<b>Reference Number:</b>	07-238960

**SUMMARY**

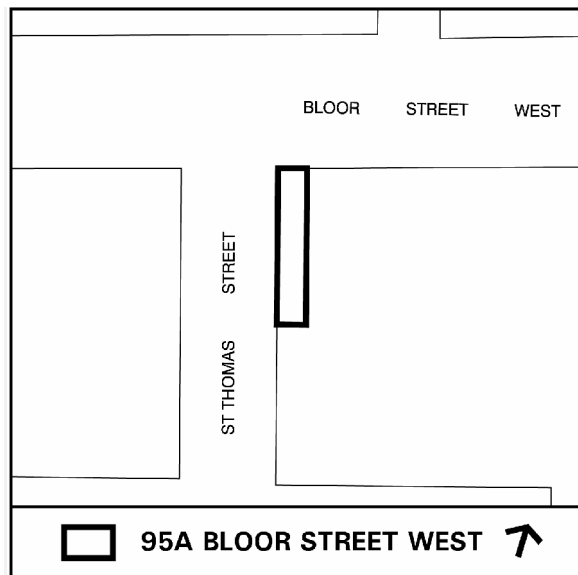
This report reviews and makes recommendations on a request by David Adam, with Zip Signs Ltd., on behalf of Jacob Developments Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code and from former Metropolitan Toronto By-law No. 118 to maintain, for identification purposes, an illuminated projecting sign to represent “Far Coast ” on the north elevation of the building, at 95A 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. City Council approve the request for variances to maintain, for identification purposes, an illuminated projecting sign on the north elevation of the building at 95A 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 property is located west of Bay Street, on the southeast corner of Bloor Street West and St. Thomas Street in a CR zone. The property contains a three-storey building, which is being occupied by “Far Coast”. The applicant is seeking permission to maintain, for identification purposes, an illuminated projecting sign on the north elevation of the building. The sign is 1.06m wide and 2.94m high with an area of 3.12m<sup>2</sup>.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code and former Metropolitan Toronto By-law No. 118 in the following ways:

<b>Sign By-law Section and Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
1. Chapter 297-10D (14) (C)	The sign is 1.06m wide and 2.94m high with an area of 3.12m <sup>2</sup> .	The 3.12m <sup>2</sup> sign area would exceed by 2.56m <sup>2</sup> , the maximum 0.56m <sup>2</sup> sign area permitted.
2. Chapter 297-10D (14) (a)	The sign is located at the third floor level of the building.	A projecting sign located above the second storey of a building is not permitted.
3. Chapter 297-10E (3)	The sign would project 1.07m from the face of the building to over the public walkway.	The 1.07m sign projection over the public walkway would exceed by .07m, the maximum 1.0m sign projection permitted.
4. Former Metro Toronto By-law No. 118 (2)(A)(1)	The sign would project 1.07m over the public walkway from the face of the building.	The 1.07m sign projection over the public walkway on a former Metro Road would exceed by 0.61m, the maximum 0.46m sign projection permitted.

## **COMMENTS**

The permitted size for a projecting sign is based on 0.1m<sup>2</sup> for each metre of the business unit frontage is on the street. In this case, the area of the sign exceeds the permitted area because the unit frontage is relatively narrow. The proposed sign is well designed and sized to blend in well with the building façade.

With respect to the second variance, the sign at the third floor level was installed to utilize the same location where a first party projected banner sign of another tenant was previously mounted.

With respect to the third and fourth variances, the sign projection over the public walkway would exceed the permitted projection. The sign projection is consistent with many other existing projecting signs in this part of Bloor Street West. It is staff's opinion that the sign projection at third floor level is not adversely impacting the building, surrounding uses or the streetscape.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

## **CONTACT**

Norm Girdhar, Assistant Planner  
Telephone: 416-392-7209  
Fax No. 416-392-1330  
E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

---

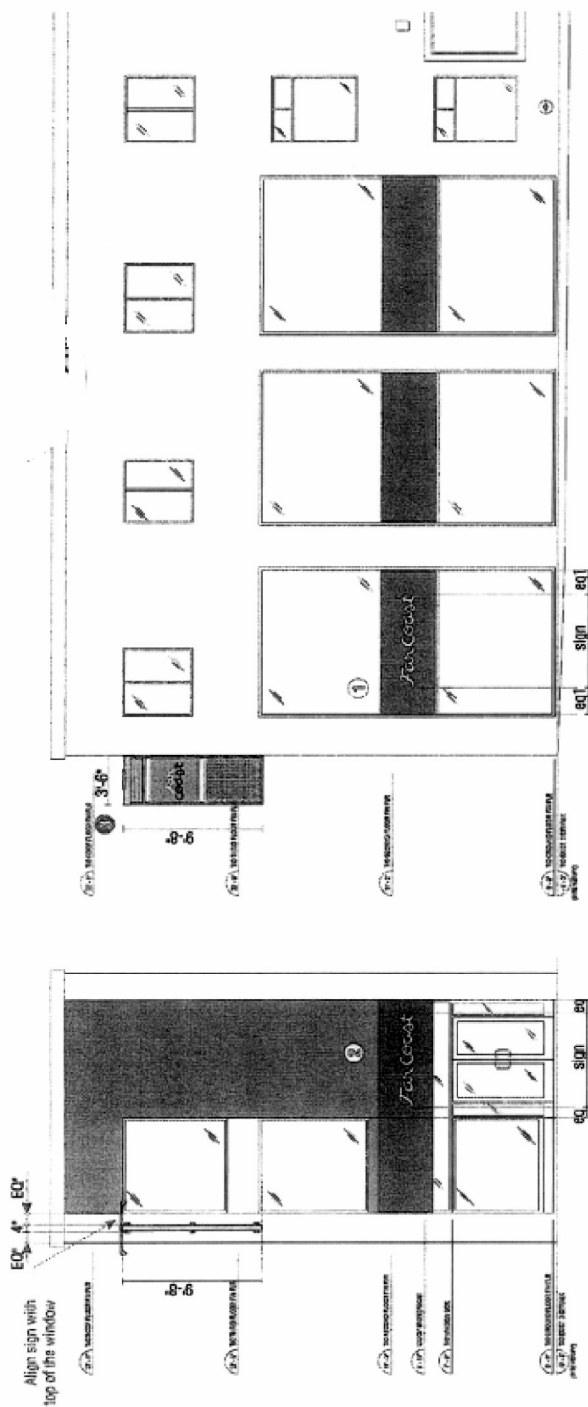
Gary Wright, Director  
Community Planning, Toronto and East York District

(P:\2007\Cluster B\pln\teycc19903528035.doc) - smc

## **ATTACHMENTS**

Attachment 1: Elevation

Attachment 1: Elevation



95A Bloor Street West

Elevation  
Applicant's Submitted Drawing

File # 07\_238960

Not to Scale  
08/20/07