



STAFF REPORT ACTION REQUIRED

2220 Bloor Street West - Sign Variance Report

Date:	April 18, 2008
To:	Etobicoke York Community Council
From:	Director, Community Planning, Etobicoke York District
Wards:	Parkdale - High Park, Ward 13
Reference Number:	07 257761 SGN 00 SP

SUMMARY

Community Council has delegated authority from City Council to make a final decision about this proposal.

This report reviews and makes recommendations on a request by John David Adam with Zip Signs Inc. on behalf of Lee Mar Developments Ltd. for variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit an illuminated fascia sign, for identification purposes on the south, east and north elevations of the building at 2220 Bloor Street West.

Staff recommend 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. Etobicoke York Community Council approve the requested variances to permit an illuminated fascia sign, for identification purposes on the south, east and north elevations of the building at 2220 Bloor Street West and require that energy efficient fixtures be used.
2. The applicant be advised that approval of the variance to allow the sign on the north elevation of the building is conditional upon the installation of an automated timer that limits hours of illumination to 7:00 AM to 11:00 PM.

3. Etobicoke York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of these variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

There are no financial impacts resulting from the adoption of this report.

COMMENTS

The building is located at the northwest corner of Bloor Street West and Runnymede Road.. The application requests permission for three fascia signs that will identify a branch of the TD Canada Trust.

The proposed signs do not comply with Chapter 297 Signs of the former City of Toronto Municipal Code in the following ways:

Municipal Code – Sign By-law Requirement	Applicant’s Proposal
1. Chapter 297-10.D.(5)(e) Signs not permitted above the second storey	The proposed sign on the south elevation will be above the second floor level
2. Chapter 297-10.E.(7)(c) Signs not permitted within 20 metres of an R- (Residential) or G- (Park) zone	The proposed sign on the north elevation will be located 0.6 metres from lands zoned R(residential) and 4.2 metres from lands zoned G (park)

The first variance is required because the identification fascia sign would be located above the second floor level and more than 10.0 metres above grade. The intent of the By-law is to minimize any adverse impact of identification signs on the building to which they are attached, surrounding uses or the streetscape. The proposed illuminated fascia sign is well designed and integrated into the appearance of the building. It would not adversely impact the building, surrounding uses or the streetscape.

The second variance arises since the fascia sign on the north elevation faces is within 20 metres of a right-of-way zoned for residential use, and Neil McLellan Park which is zoned for park use. The separation requirements in the Code are intended to limit the impact of signs upon nearby residential and open space uses. In this case, the residential community is separated from the rear of the bank by the 3.6 metre right-of-way immediately to the rear of the bank, and the park. The intervening park contains a number of mature trees, and lights illuminating a pedestrian walkway. The closest residential units to the north are approximately 35 metres from the face of the bank building. The potential impacts from the sign appear to be minimal.

In order to further limit the impacts of this sign, staff recommend that the applicant be requested to install an automated timer that will limit the illumination of the sign to the hours of 7:00 a.m. to 11:00 p.m.

CONTACT

Dave McKillop, Manager
Community Planning
Tel.: 416 394 8216
Fax: 416 394 6063
E-mail: dmckillo@toronto.ca

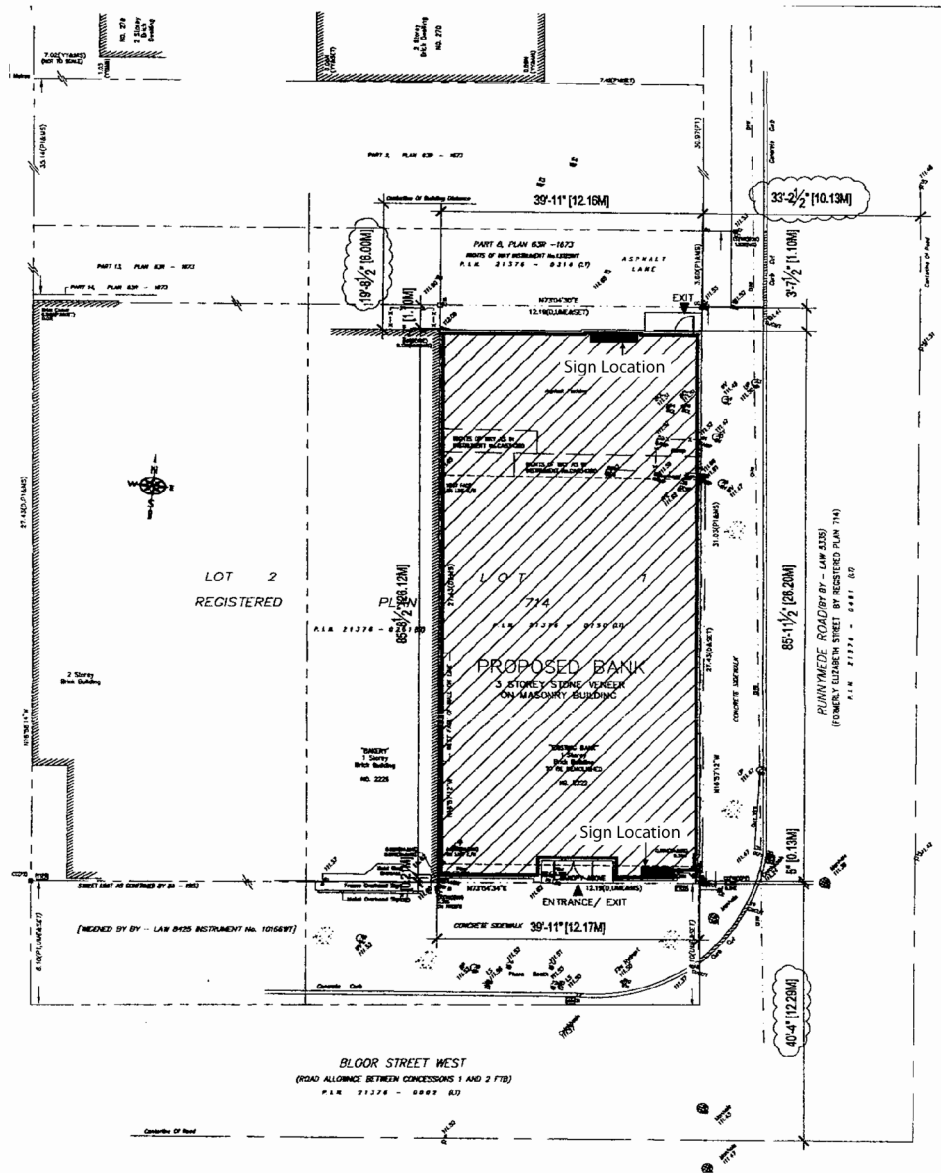
SIGNATURE

Gregg Lintern, MCIP, RPP
Director, Community Planning
Etobicoke York District

ATTACHMENTS

Attachment 1: Site Plan
Attachment 2: Elevations

Attachment 1: Site Plan



Site Plan

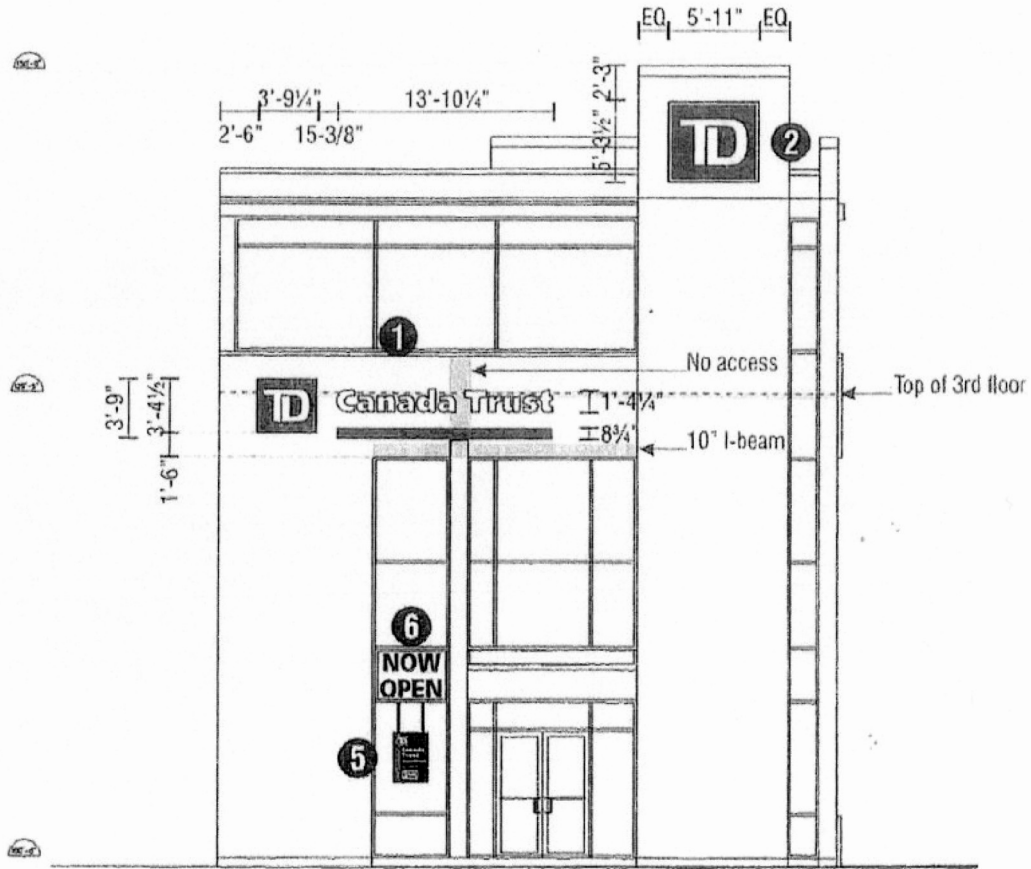
2220 Bloor Street West

Applicant's Submitted Drawing

Not to Scale 

File # 07_257761

Attachment 2: Elevations



FRONT (South) Elevation
Bloor Street

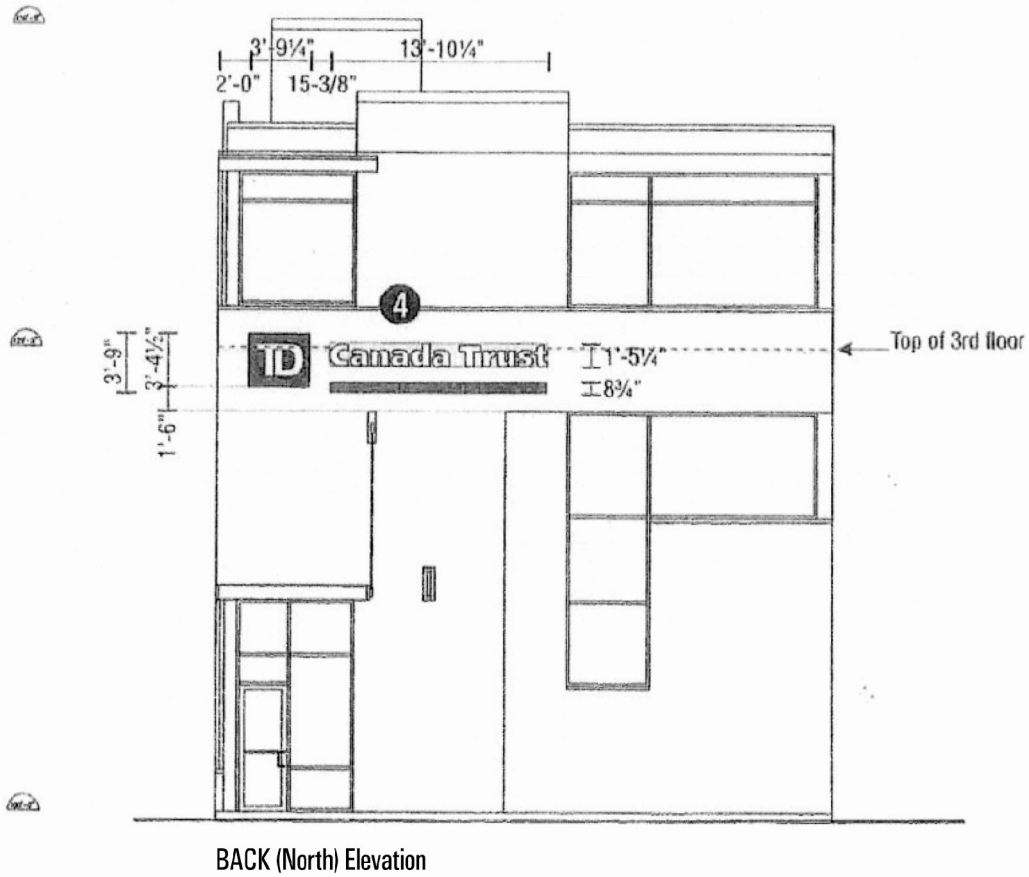
Sign Details - Front Elevation

2220 Bloor Street West

Applicant's Submitted Drawing

Not to Scale
04/16/03

File # 07_257761



Sign Details - Back Elevation

2220 Bloor Street West

Applicant's Submitted Drawing

Not to Scale
04/18/03

File # 07_257761