



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 110 Bloor Street West

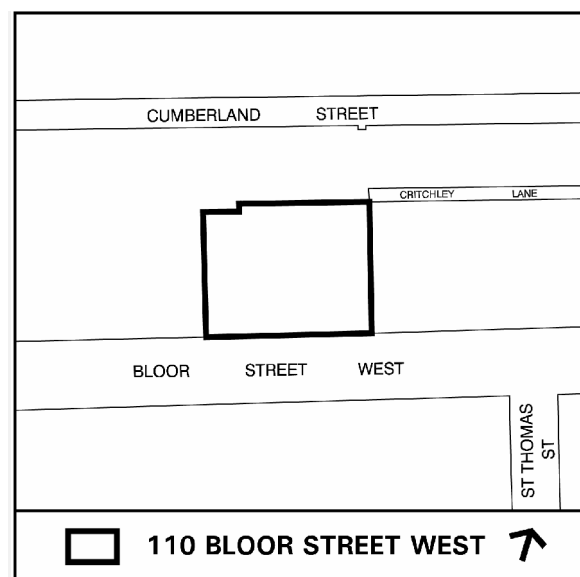
<b>Date:</b>	January 9, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 27 – Toronto Centre-Rosedale
<b>Reference Number:</b>	07-238846

### 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 Robert Manning on behalf of H & R Developments, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of two non-illuminated canopy signs located over the Bloor Street-Entrance 'A' and over the Cumberland Street-Entrance 'A'. The proposed canopy signs would extend above the canopies and two illuminated fascia sign bands would be erected on the front of the canopies. The proposal also includes two new illuminated projecting signs attached to the face of the canopies located over the Bloor Street-Entrance 'A' and over the Cumberland Street-Entrance 'A' at 110 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**

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### **The City Planning Division recommends that:**

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, replacement of two non-illuminated canopy signs located over the Bloor Street-Entrance 'A' and over the Cumberland Street-Entrance 'A' which would extend above the canopies, two illuminated fascia signs on the front sign bands of the canopies: and the installation of two new illuminated projecting signs attached to the face of the canopies located over the Bloor Street-Entrance 'A' and over the Cumberland Street-Entrance 'A' at 110 Bloor Street West and requires 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 north side of Bloor Street West in a CR zone. The property contains a multi-storey building with retail uses at grade. This area of Bloor Street West is a major shopping destination with substantial vehicular and pedestrian traffic. The City in conjunction with the Bloor-Street BIA is implementing measures to enhance the appearance of the area.

The applicant is requesting permission to erect two non-illuminated canopy signs over the Bloor Street-Entrance 'A' and over the Cumberland Street-Entrance 'A'. The two proposed non-illuminated canopy signs would extend above the canopies and two illuminated fascia signs would be erected on the front sign bands of the canopies. The proposed canopy signs would replace the existing canopy signs located over the Bloor Street-Entrance 'A' and over the Cumberland Street-Entrance 'A' (see attachments 1 and 2). The proposal also includes erection of two illuminated projecting signs attached to the face of the canopies located over the Bloor Street-Entrance 'A' and the Cumberland Street-Entrance 'A' of the building at 110 Bloor Street West.

The proposed canopy sign over the Bloor Street-Entrance 'A' is 7.01m wide and 2.44m high with an area of 17.10m<sup>2</sup> and the sign would set back 0.91m from the front edge of the canopy. The proposed canopy sign over the Cumberland Street-Entrance 'A' is 6.10m wide and 1.83m high with an area of 11.16m<sup>2</sup> and the sign would set back close to the north face of the building.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code 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 (3)(a)	<p>The proposed canopy sign over the Bloor Street Entrance 'A' would extend 2.44m high from the top of the canopy.</p> <p>The proposed canopy sign over the Cumberland Street Entrance 'A' would extend 1.83m high from the top of the canopy.</p>	<p>The 2.44m sign height from the top of the canopy over the Bloor Street Entrance "A" would exceed by 1.44m, the maximum 1.0m sign height permitted.</p> <p>The 1.83m sign height from the top of the canopy over the Cumberland Street Entrance "A" would exceed by 0.83 m, the maximum 1.0m sign height permitted.</p>
2. Chapter 297-10D (3)(b)	<p>The canopy signs over the Bloor Street Entrance 'A' is 7.01m wide and 2.44m high with an area of 17.10m<sup>2</sup>.</p> <p>The canopy sign over the Cumberland Street Entrance 'A' would have an area of 11.16m<sup>2</sup>.</p>	<p>The 17.10m<sup>2</sup> sign area for the canopy sign over the Bloor Street Entrance 'A' would exceed by 14.21m<sup>2</sup>, the maximum 2.89m<sup>2</sup> permitted. The Municipal Code allows canopy signs to have an area of 0.6 times the area of the perimeter of the canopy.</p> <p>The 11.16m<sup>2</sup> sign area for the canopy sign over the Cumberland Street Entrance 'A' would exceed by 7.45m<sup>2</sup>, the maximum 3.71m<sup>2</sup> permitted.</p>
3. Chapter 297-2 (Definitions)	The projecting sign over the Bloor Street Entrance 'A' and the projecting sign over the Cumberland Street Entrance 'A' would be affixed to the canopies and would extend from the face of the canopies.	The Municipal Code defines a projecting sign as a sign that is affixed to the building face and extends out from the building face.

## COMMENTS

With regard to the first and second variances, although the canopy signs are taller and larger than permitted, the signs are designed to complement the building façade, surrounding area and the streetscape.

With respect to the third variance, the projecting signs do not meet the definition of a projecting sign as defined in the Municipal Code because the signs project from the face of canopies, not the face of the building. It is staff's opinion that the canopy locations are appropriate, and the projecting signs are acceptable.

Staff recommends approval of the application. The variances are minor and 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: Existing Cumberland Street Elevation Entrance A

Attachment 2: Existing Bloor Street West Elevation

Attachment 3: Cumberland Street Entrance A Proposed Elevation

Attachment 4: Bloor Street West Entrance A Proposed Elevation

Attachment 5: Cumberland Street Entrance B Proposed Elevation

Attachment 1: Existing Cumberland Street Elevation Entrance A



Existing Cumberland Street Elevation Entrance A

110 Bloor Street West

Applicant's Submitted Drawing

Not to Scale  
08/17/07

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## Attachment 2: Existing Bloor Street West Elevation



Page 4 - Existing Bloor Street Elevation

Existing Bloor Street West Elevation

110 Bloor Street West

Applicant's Submitted Drawing

Not to Scale  
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### Attachment 3: Cumberland Street Entrance A Proposed Elevation



Cumberland Street Entrance A



### Cumberland Street Entrance A Proposed Elevation

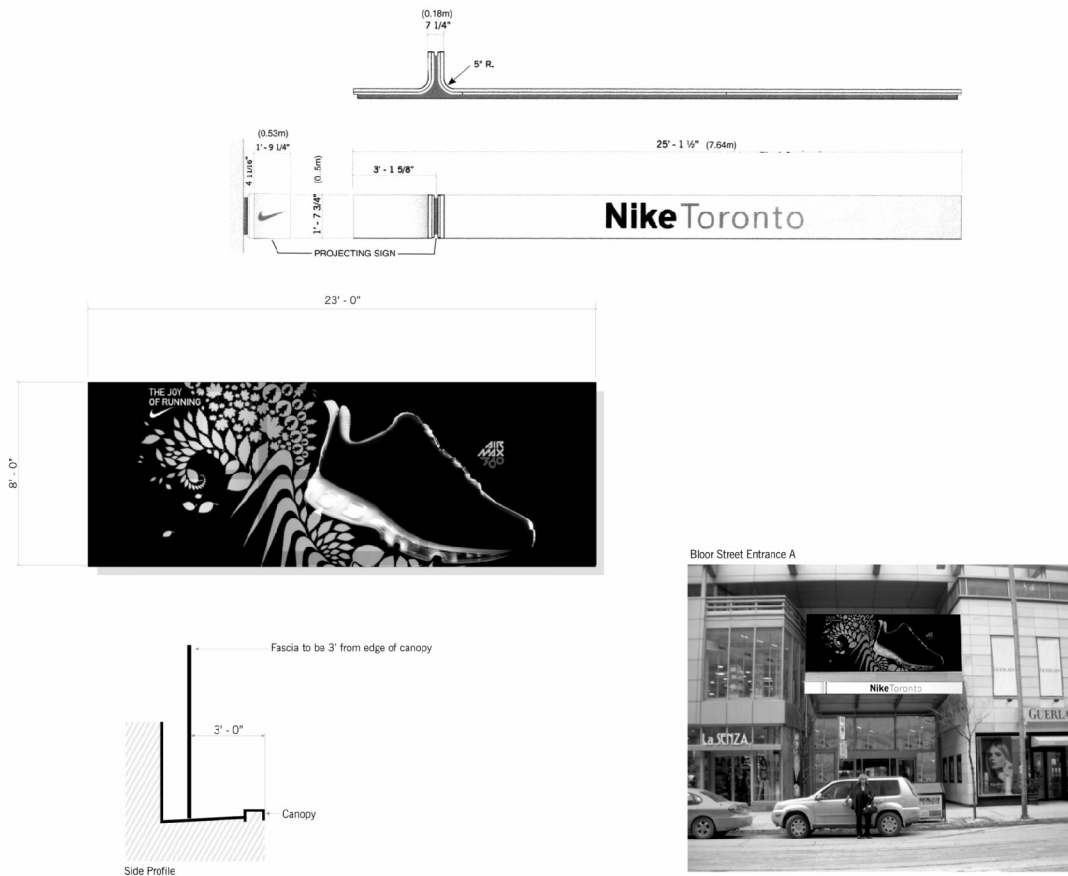
110 Bloor Street West

Applicant's Submitted Drawing

Not to Scale  
12/05/07

File # 07\_238846

## Attachment 4: Bloor Street West Entrance A Proposed Elevation



### Bloor Street West Entrance A Proposed Elevation

110 Bloor Street West

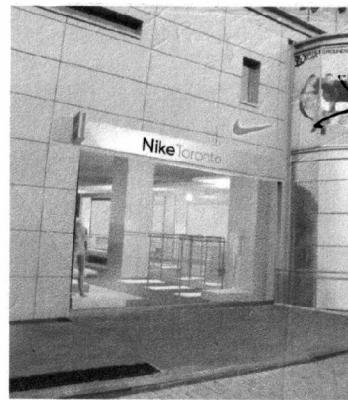
Applicant's Submitted Drawing

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## Attachment 5: Cumberland Street Entrance B Proposed Elevation



CUMBERLAND STREET ENTRANCE B PROPOSED ELEVATION

### Cumberland Street Entrance B Proposed Elevation

110 Bloor Street West

Applicant's Submitted Drawing

Not to Scale  
08/17/07

File # 07\_238846