

**Sign Variance - 82 Bloor Street West**

<b>Date:</b>	April 4, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Acting Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 27 – Toronto Centre-Rosedale
<b>Reference Number:</b>	08-101109

**SUMMARY**

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

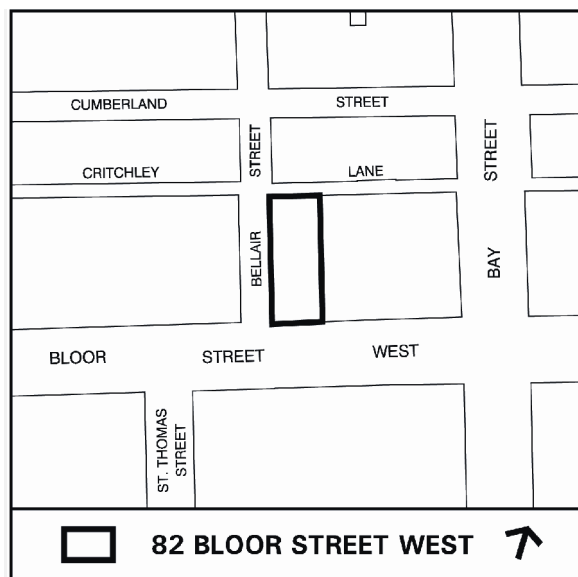
To review and make recommendations on a request by John David Adam with Zip Signs Ltd. on behalf of Harry Rosen Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs on the south elevation and two illuminated fascia signs on the west elevation of the building at 82 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. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, two illuminated fascia signs on the south elevation and two illuminated fascia signs on the west elevation of the



building at 82 Bloor Street West on condition 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 at the northeast corner of Bloor Street West and Bellair Street. The property contains a three-storey commercial building. The building is occupied by a Harry Rosen store. The applicant is requesting permission to install, for identification purposes, two illuminated fascia signs on the south elevation and two illuminated fascia signs on the west elevation of the building. Each proposed sign on the south elevation is 4.27m wide and 3.66m high with an area of 15.63m<sup>2</sup>. The aggregate area of the proposed signs on the south elevation would be 31.26m<sup>2</sup>. The proposed “Harry Rosen” sign located at the north end of the third floor level, on the west elevation is 4.88m wide and 1.35m high with an area of 6.59m<sup>2</sup>. The proposed “Harry Rosen” sign located at the south end of the third floor level, on the west elevation is 7.82m wide and 1.35m high with an area of 10.56m<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 297-10D(5)(e)	The proposed fascia signs on the west elevation would be located at the third floor level of the building.	A fascia sign, for identification purposes, located above the second floor level of the building is not permitted.
2. Chapter 297-10D(5)(d)	The proposed signs located at the second floor level, on the south elevation of the building would have an aggregate area of 31.26m <sup>2</sup> .	<p>The 31.26m<sup>2</sup> aggregate area of the signs would exceed by 18.13, the maximum 13.13 signage area permitted.</p> <p>The Municipal Code requires that the aggregate area of fascia signs located at the second storey of a building must not exceed 0.15 times of the building face of the commercial unit frontage at the second floor level.</p>

## **COMMENTS**

The variances relate to the area and height of the proposed signs. The area and height of signs are regulated in order to reduce their visual impact on the building to which they are attached, surrounding uses and on the streetscape. In this instance, the proposed signs are sized, positioned and designed to complement the south and west elevations of the building. It is staff's opinion that the proposed sign would not adversely impact the building to which they are attached, surrounding uses and the streetscape.

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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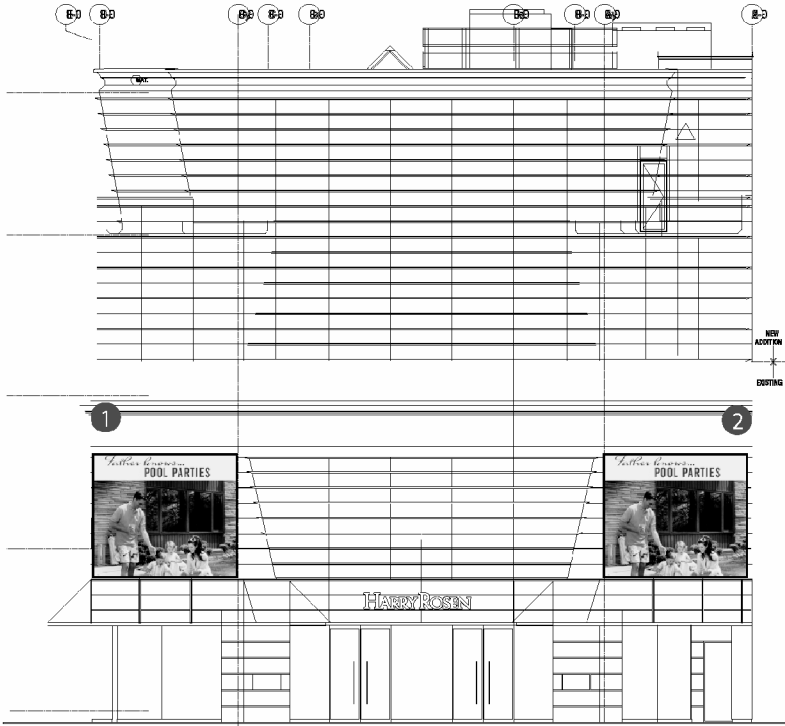
Raymond David, Acting Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation & Sign Detail  
Attachment 2: Elevation & Sign Detail

**Attachment 1: Elevation & Sign Detail**



FRONT ELEVATION

Scale: 1/16"=1'

**Elevation & Sign Detail**

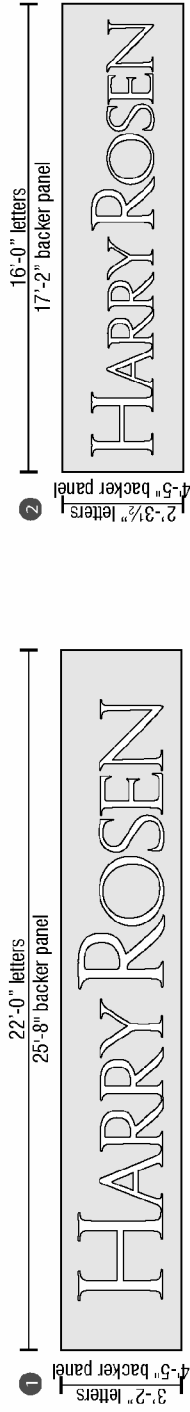
**82 Bloor Street West**

Applicant's Submitted Drawing

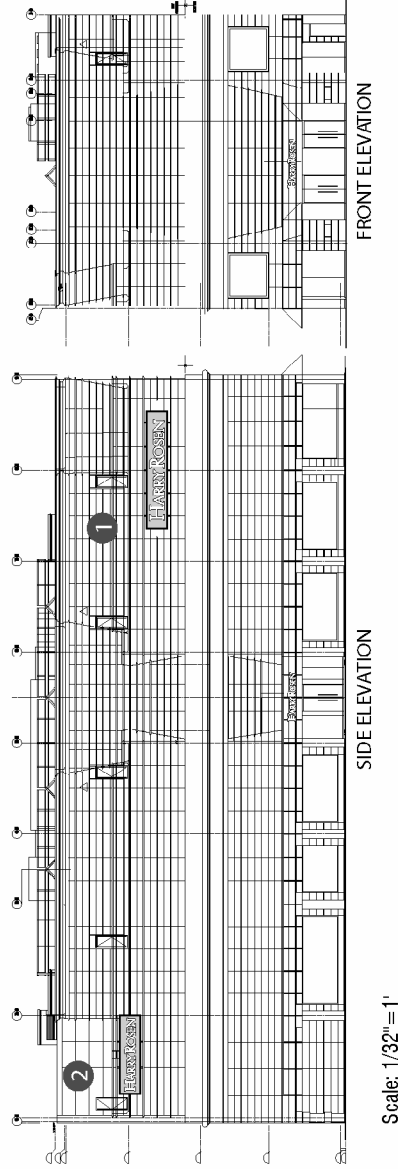
Not to Scale  
02/11/08

File #08\_101109

Attachment 2: Elevation & Sign Detail



Scale: 3/16" = 1'



Elevation & Sign Detail

Applicant's Submitted Drawing

Not to Scale  
02/1/08

82 Bloor Street West

File # 08\_101109