

Sign Variance - 50 Bloor Street West

Date:	April 30, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	08-112693

SUMMARY

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

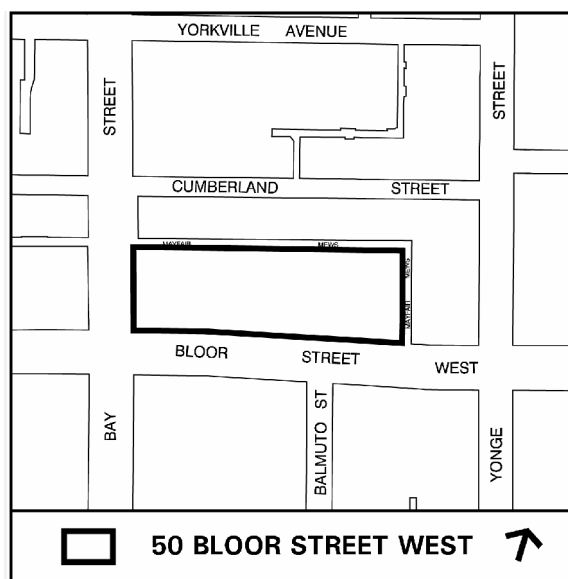
This report reviews and makes recommendations on a request by Marcel Vatasescu of Forrec Ltd., on behalf of Morguard Investments, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign in the form of individual letters to represent “HMV” on the front elevation of the building at 50 Bloor Street West.

Staff recommends approval of the application. The variance is 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 variance to permit, for identification purposes, an illuminated fascia signs in the form of individual letters to represent “HMV” on the front elevation of the building at 50



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 a variance, 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 Yonge Street on the north side of Bloor Street West in a CR zone. The property contains a four-storey building with retail uses at grade level. The applicant is requesting permission to install, for identification purposes, an illuminated fascia sign in the form of individual letters to represent "HMTV" Over the newly renovated main entrance to an existing lobby for the Holt Renfrew Centre building at 50 Bloor Street West. The sign is 1.60m wide and 0.61m high with an area of 1.56m².

The sign does 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
Chapter 297-2-(Definition of a fascia sign)	The sign would be mounted against the glazing over the entrance to the lobby of the building.	A fascia sign is required to be mounted against the wall of a building.

COMMENTS

The Municipal Code requires that a fascia sign be mounted against the wall of a building. In this case, the sign would be mounted onto the glazing over the main entrance to the lobby of the building, and not totally fixed directly against the wall of the building. The variance is considered to be technical and therefore acceptable.

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

CONTACT

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SIGNATURE

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

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ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Sign Details
Attachment 3: Sign Details
Attachment 4: Sign Details

Attachment 1: Elevation



Elevation

50 Bloor Street West

Applicant's Submitted Drawing

Not to Scale
04/22/08

File # 08_112693

File # 08_112693



Not to Scale
04/22/08

File # 08_112693



Not to Scale
04/22/08