

Sign Variance - 1540 Bloor Street West

Date:	September 15, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Toronto Building, Toronto and East York District
Wards:	Ward 14 - Parkdale-High Park
Reference Number:	2008TE019

SUMMARY

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

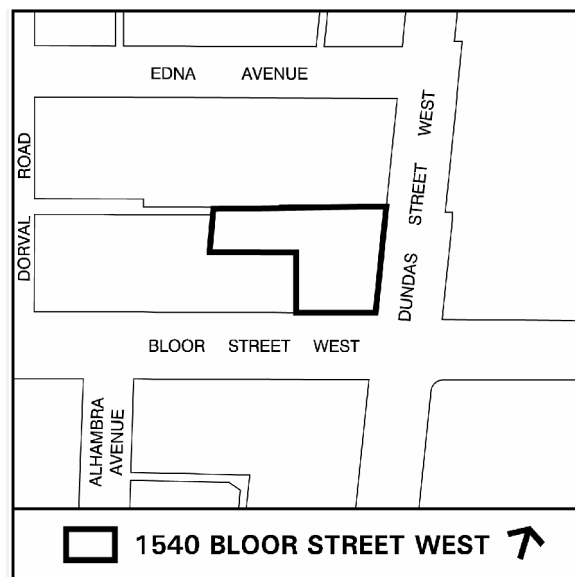
This report reviews and makes recommendations on a request by Kamyar Mortazavi on behalf of 1540 BSW Development Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, four non-illuminated fascia signs on the north, south and east elevations of the building at 1540 Bloor Street West.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council refuse the request for variances to maintain, for identification purposes, four non-illuminated fascia signs on the north, south and east elevations of



the building at 1540 Bloor Street West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the northwest corner of Bloor Street West and Dundas Street West in a CR zone. The property contains a two storey building with retail uses at grade level. The applicant is seeking permission to maintain, for identification purposes, one non-illuminated fascia sign on the north elevation, two non-illuminated fascia signs on the east elevation and one non-illuminated fascia sign on the south elevation of the building. The sign on the north elevation is 14.60m wide and 3.61m high with an area of 52.71m². The two fascia signs located on the east elevation at the second floor level, each sign is 7.31m wide and 4.98m high with an area of 36.40m². The fascia sign on the south elevation is 31.70m wide and 4.98m high with an area of 157.87m². These signs are used for the purpose of sales and marketing of residential condominiums and may be there for a period of two years. Also, a previously approved large “V” shape illuminated roof sign, for third party advertising purposes, is located on this building. These fascia signs are covering several windows on the east and south elevations of the building.

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 297-10 D(5)(g)	<p>The fascia sign located on the north elevation of the building has an area of 52.71m².</p> <p>Each fascia sign located on the east elevation of the building has an area of 36.40m².</p> <p>The fascia sign located on the south elevation of the building has an area of 157.87m².</p>	<p>The 52.71m² sign area for the sign on the north elevation exceeds by 27.71m², the maximum 25.0m² sign area permitted.</p> <p>The 36.40m² sign area of each fascia sign on the east elevation exceeds by 11.40m², the maximum 25.0m² sign area permitted.</p> <p>The 157.87m² sign area for the fascia sign on the south elevation exceeds by 132.87m², the maximum 25.0m² sign area permitted.</p>

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
2. Chapter 297-10 F(2)	The fascia sign located on the south elevation of the building has an area of 157.87m ² and it is located less than 300m from other sign of 70.0 m ² or more located in the vicinity.	The fascia sign on the south elevation of the building has an area of 157.87m ² and it does not meet the required separation distance of 300m from the other 70.0m ² sign located in the vicinity.
3. Chapter 297-10 E	The fascia signs located on the east and south elevation of the building are obstructing or interfering with the windows on the east and south elevation of the building.	A sign obstructing or interfering with a window or door of a building is not permitted.

COMMENTS

The signs located on the north, east and south elevations of the building are too large and they have been erected without obtaining sign permits from the city. The sign on the south elevation is six times larger than the permitted size of 25.0m². Also, the sign does not meet the required separation distance of 300m from the other 70.0m² or larger sign located in the vicinity. Along with the other existing large “V” shape third party roof sign; these fascia signs have created a sense of clutter on the building.

The signs are covering the entire second floor façade on the east and south elevations of the building. The signs are covering all five windows on the east elevation and all eight windows on the south elevation of the building. The pattern of windows is part of basic architectural integrity of a building and involves a two-way relationship - being able to see inside as well as to see out. Staff sees no rationale for recommending approval of variances those would set a pattern of allowing windows to be covered up, expressly contrary to the original intent of the Municipal Code.

Staff recommends refusal of this application. The requested variances are major and not within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations
Attachment 3: Elevations

Attachment 1: Elevations



North Elevation

Elevations

Applicant's Submitted Drawing

Not to Scale
09/08/08

1540 Bloor Street West

File # 08_179525

Attachment 2: Elevations



South Elevations

Elevations

1540 Bloor Street West

Applicant's Submitted Drawing

Not to Scale
09/08/08

File # 08_179525

Attachment 3: Elevations



East Elevations

Elevations

Applicant's Submitted Drawing

Not to Scale
09/08/08

1540 Bloor Street West

File # 08_179525
