

Sign Variance - 11 Bloor Street West, Unit Floor 01

Date:	November 26, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	2008TE046

SUMMARY

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

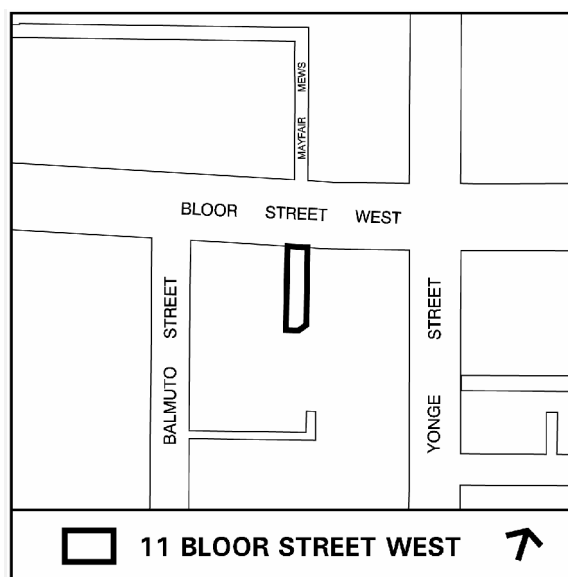
This report reviews and makes recommendations on a request by Fred Tang of Forward Signs Inc., on behalf of Frank Stollery Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code and from former Metropolitan Toronto By-law No. 118 to maintain, for identification purposes, an illuminated projecting sign on the front elevation of the building at 11 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 Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the request for variances to maintain, for identification purposes, an illuminated projecting sign on the front elevation of the building at 11 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 west of Yonge Street on the south side of Bloor Street West in a CR zone district. The property contains a two-storey commercial building which is being occupied by a retail fashion store operated by French Connection UK. The Municipal Licensing and Standards Division has opened an investigation file on this property related to the installation of this projecting fascia sign contrary to the by-law. Approval of this application will permit the sign to be maintained and legalized. The projecting sign is located on the front elevation of the building. The sign projects 0.91 metres from the face of the wall of the building. The sign is 0.61 metres wide and 2.46 metres high with an area of 1.50 m².

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 (14) (C)	The sign is 0.61m wide and 2.46m high with an area of 1.50m ² .	The 1.50m ² sign area exceeds by 0.76m ² , the maximum 0.74m ² sign area permitted.
4. Former Metro Toronto By-law No. 118 (2)(A)(1)	The sign projects 0.91m from the building face to over the public walkway.	The 0.91m sign projection over the public walkway of a former Metro Road would exceed by 0.46m, the maximum 0.45m sign projection permitted.

COMMENTS

With regards to the first variance, the permitted size of projecting signs is based on 0.1m² for each metre of the business unit frontage is on the street. In this case, the area of the sign exceeds the permitted area, in part, due to the frontage of the building unit being relatively narrow. The existing sign is sized, designed and positioned to blend in well with the building façade.

With respect to the second variance, although the sign projection over the walkway does not meet the By-law requirement, the sign is consistent with other projecting signs located in this part of Bloor Street West. It is staff's opinion that the sign is designed to complement the building facade and it is not adversely impacting the building, surrounding uses or 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

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Elevation and Sign Details

Staff report for action – Sign Variance – 11 Bloor Street West, Unit Floor 01

