

Sign Variance - 371 Bloor St W

Date:	January 15, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	P:\2010\Cluster B\BLD\Toronto and East York\2010TE025 09 188104 ZSV 00 ZR

SUMMARY

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

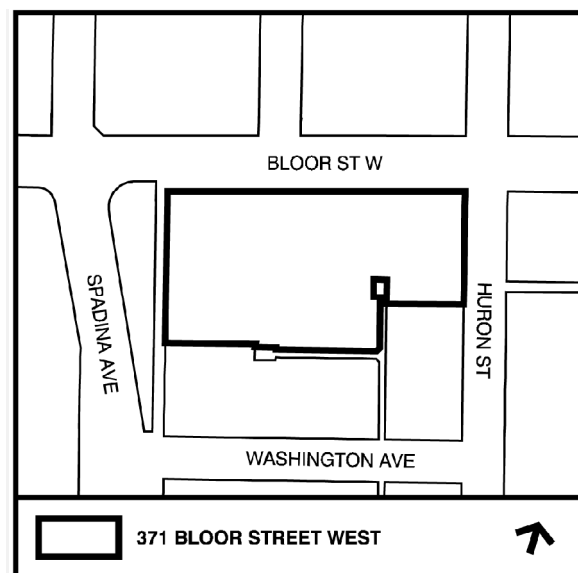
This report reviews and makes recommendations on a request by Willy Wong, on behalf of University of Toronto, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to extend the permission to maintain, for the University of Toronto Schools, two temporary non-illuminated first party fascia signs for Centennial celebrations, on the north and west elevations of the building at 371 Bloor Street West for a period of 18 months from the date of approval.

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 requested variance to extend the permission to maintain, for the University of Toronto Schools, two temporary non-illuminated first party fascia



- signs for Centennial celebrations, on the north and west elevations of the building at 371 Bloor Street West for a period of 18 months from the date of approval; and
2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant:
 - a. upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official;
 - b. that the sign permit application related to this approval be filed with the Toronto Building Division prior to April 6, 2010; and
 - c. that the signs be removed after the 18-month temporary approval.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The listed historic building is located east of Spadina Avenue, on the south side of Bloor Street West in a CR zone. The property contains a one-storey building, which is being occupied by University of Toronto Schools. The applicant is requesting permission to extend the permission period to maintain, two non-illuminated temporary fascia signs (banners) located on the north and west elevations of the building at 371 Bloor Street West for a period of 18 months from the date of approval in order to continue the University of Toronto Schools Centennial Celebrations until June 2011. The sign located on the north elevation of the building is 4.27m wide and 0.3m high with an area of 1.28m². The sign located on the west elevation of the building is 2.70m wide and 9.14m high with an area of 24.68m² (See attached graphics).

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 297-9C (1)(d)	To maintain two first party, non-illuminated temporary fascia signs on the north and west elevations of the building for an extended period of 18 months from the date of approval.	The request to maintain the signs is for until June 2011, a maximum period of 18 months from the date of approval. Where as the Municipal Code permits the signs advertising the charitable event by a not for profit institutions for a period of three months only.
2. Chapter 297-10D(5)(e)	The signs are located slightly higher than 10.0m above grade.	The first party fascia signs are permitted to

		locate within the first two storeys of a building or at a height of not more than 10.0m above grade which ever is less.
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COMMENTS

The sign were installed under the provisions of the sign by-law permitting temporary signs for a period of 90 days. The applicants wish to extend this time period until June 2011. The variances noted above reflect the deficiencies to the by-law for the signs as permanent signs.

Although, the signs do not meet the Municipal Code requirements, the temporary non-illuminated signs are designed to blend in well with the building façades. The temporary, non-illuminated first party fascia signs would be there for a period of not more than 18 months and they would be removed after the Centennial Celebrations of the University of Toronto Schools ends in June 2011. It is staff's opinion that the signs do not adversely impact the architectural elements of the heritage building, surrounding uses and the streetscape.

Staff at the Heritage preservation Services have reviewed the plans and have advised that the signs are acceptable.

Staff recommends approval of the application with the condition that the permission lapse at the expiration of an 18 month period from the date of approval. The variances are minor and 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

ATTACHMENTS

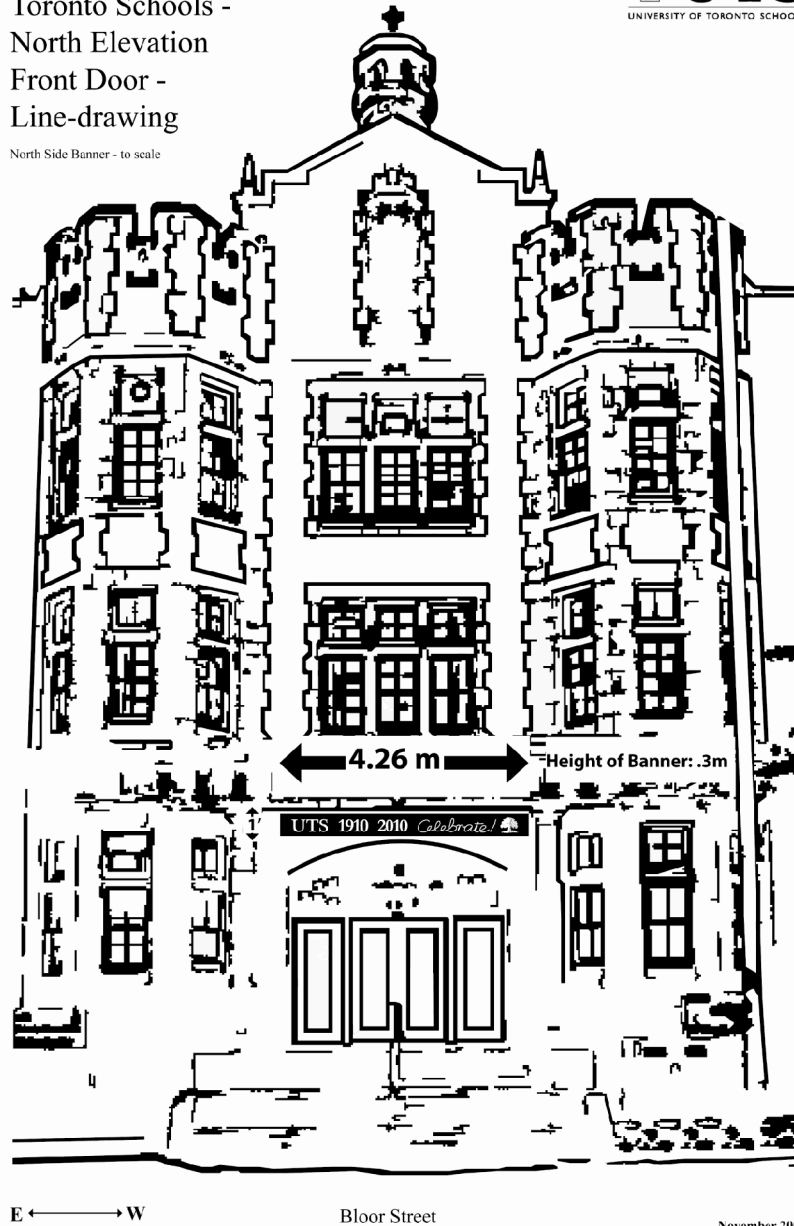
Attachment 1: North Elevation - Front
Attachment 2: North Elevation
Attachment 3: West Elevation

Attachment 1: North Elevation - Front

University of
Toronto Schools -
North Elevation
Front Door -
Line-drawing



North Side Banner - to scale



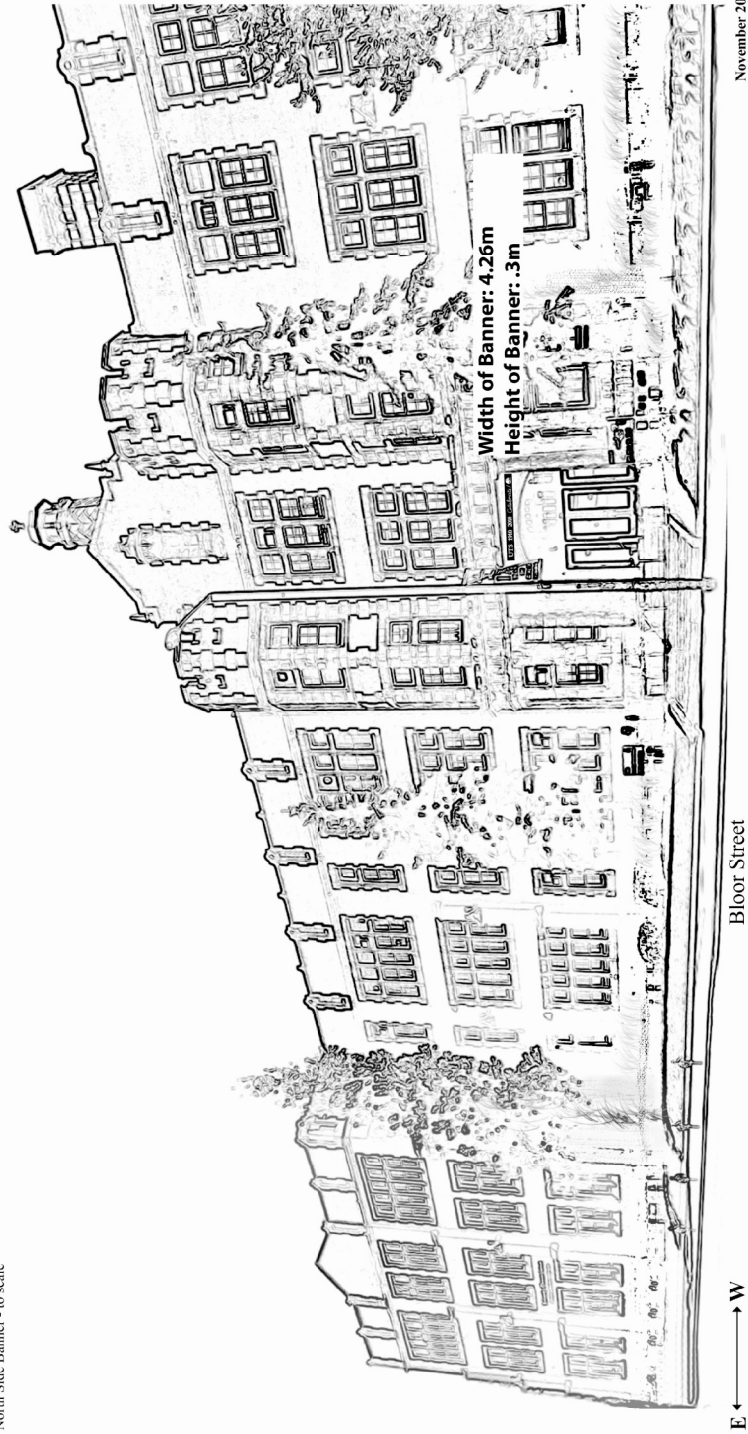
Elevations

Applicant's Submitted Drawing

Not to Scale
01/06/10

371 Bloor Street West

File # 09_188104



Elevations

371 Bloor Street West

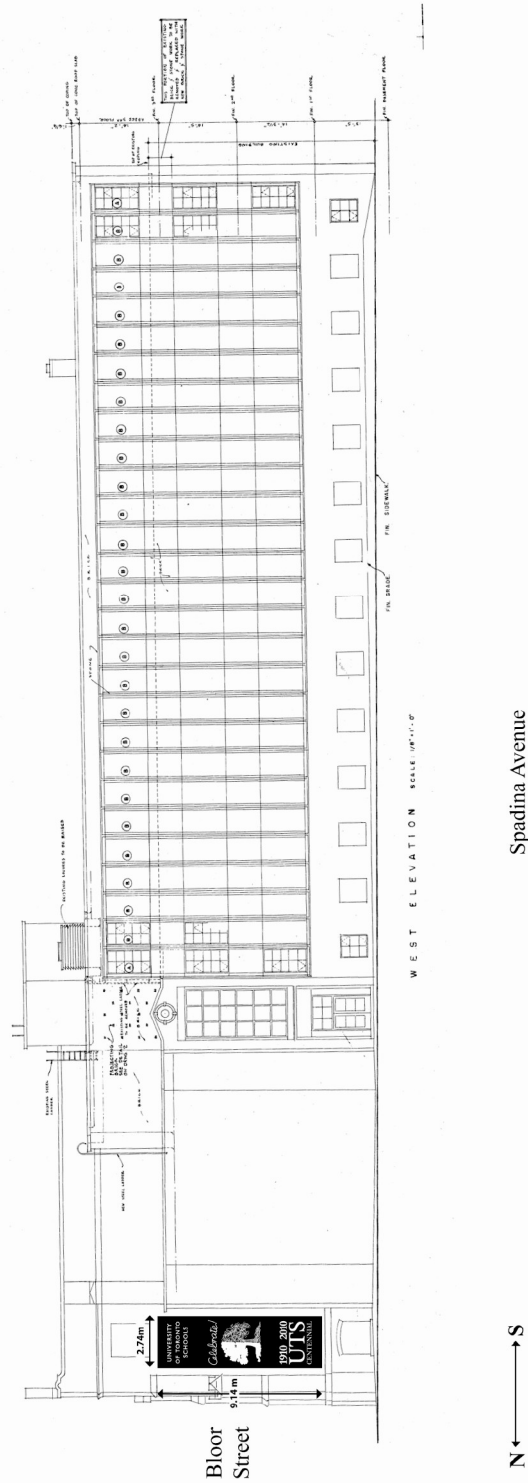
Applicant's Submitted Drawing

Not to Scale
01/06/10

File # 09_188104

University of Toronto Schools - West Elevation

West Side Banner - to scale



November 2009

Elevations

Applicant's Submitted Drawing

Not to Scale
01/06/10

371 Bloor Street West

File # 09_188104