

Sign Variance - 273 Bloor St W

Date:	February 18, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	2010TE043 10 116231 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.

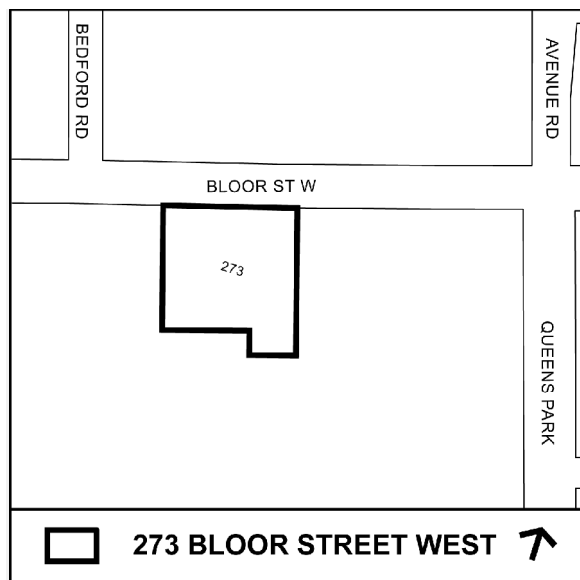
To review and make recommendations on a request by Robert Sims KPMB Architects on behalf of Royal Conservatory for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, four illuminated ground signs along Bloor Street West frontage of the property at 273 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 permit, for identification purposes, four illuminated ground signs along Bloor Street West frontage of the



- property at 273 Bloor Street West and requires energy efficient lights are used;
2. Direct the City Clerk's Office to advise the applicant:
 - a. upon approval of variances, 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.
 3. Prior to the issuance of the building permit for the sign approval from the Manager of Heritage Preservation Services be obtained;

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

This property is located west of Avenue Road on the south side of Bloor Street West in split zone, east portion of the lot is in Q zone and west portion of the lot is in CR zone. The property contains a five-storey listed historic building which is being occupied by Royal Conservatory of Music. The applicant is requesting permission to permit, for identification purposes, four, two sided, illuminated ground signs along Bloor Street West frontage of the property at 273 Bloor Street West. Each sign is 1.54m wide and 2.18m high with an area of 3.36m². The vertical clearance from grade to the bottom of sign is 0.43m. Each sign set backs 4.0m from the curb line (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
Signs located on the lot portion in Q zone:		
Chapter 297-9D (6)	Each sign has an area of 3.36m ² .	The 3.36m ² sign area exceeds by 0.8m ² , the maximum 2.5m ² sign area permitted in Q zone.
Chapter 297-9D (6)	The height from grade to the top of each sign is 2.68m.	The 2.68m sign height exceeds by 0.68m, the maximum 2.0m sign height permitted in a Q zone.

Chapter 297-9D (6)	Four ground signs are proposed along the Bloor Street Wes frontage of the property.	Only one sign per lot frontage is permitted.
Signs located on the lot portion in CR zone: Chapter 297-10D (12)	Four ground signs are proposed along the Bloor Street Wes frontage of the property.	Only one sign per lot frontage is permitted.
Chapter 297-10D (8)(b)	The signs set back 0.78m and 0.86m from the property line.	The signs would set back 1.22m less and 1.14m less than the 2.0m sign set back required.

COMMENTS

The variances in Q zone required because signs in Q (Institutional) zone districts are required to be small and low in order to limit any adverse impact the signs may have on the property, surrounded uses or the streetscape. Although, in this case, the proposed signs are slightly larger than permitted, it is staff’s opinion that the proposed illuminated ground signs are designed, sized and positioned to blend in well with the property and streetscape.

With regards to the first variance in the CR zone, only one ground sign per lot frontage is permitted. The intent of the by-law is to avoid sign clutter. In this case, proposed signs are relatively small, well positioned and positioned and the lot frontage is long enough to accommodate these signs without causing a sense of clutter.

With regards to the second variance, the Municipal Code requires a pedestal sign to set back 2.0m from the property line in order to ensure that view corridors are preserved and that sight lines for motorists, cyclists and pedestrians are maintained. Although, the proposed sign would set back 0.78m and 0.86m from the property line, the signs would set back 4.0m from the curb line. It is staff’s opinion that the proposed signs would not obstruct the view corridor, or obscure sight lines. The signs are consistent with other existing similar signs located in the general vicinity.

At the time of Building Permit application, sign permits will be subject to the approval by the Manager of Heritage Preservation Services.

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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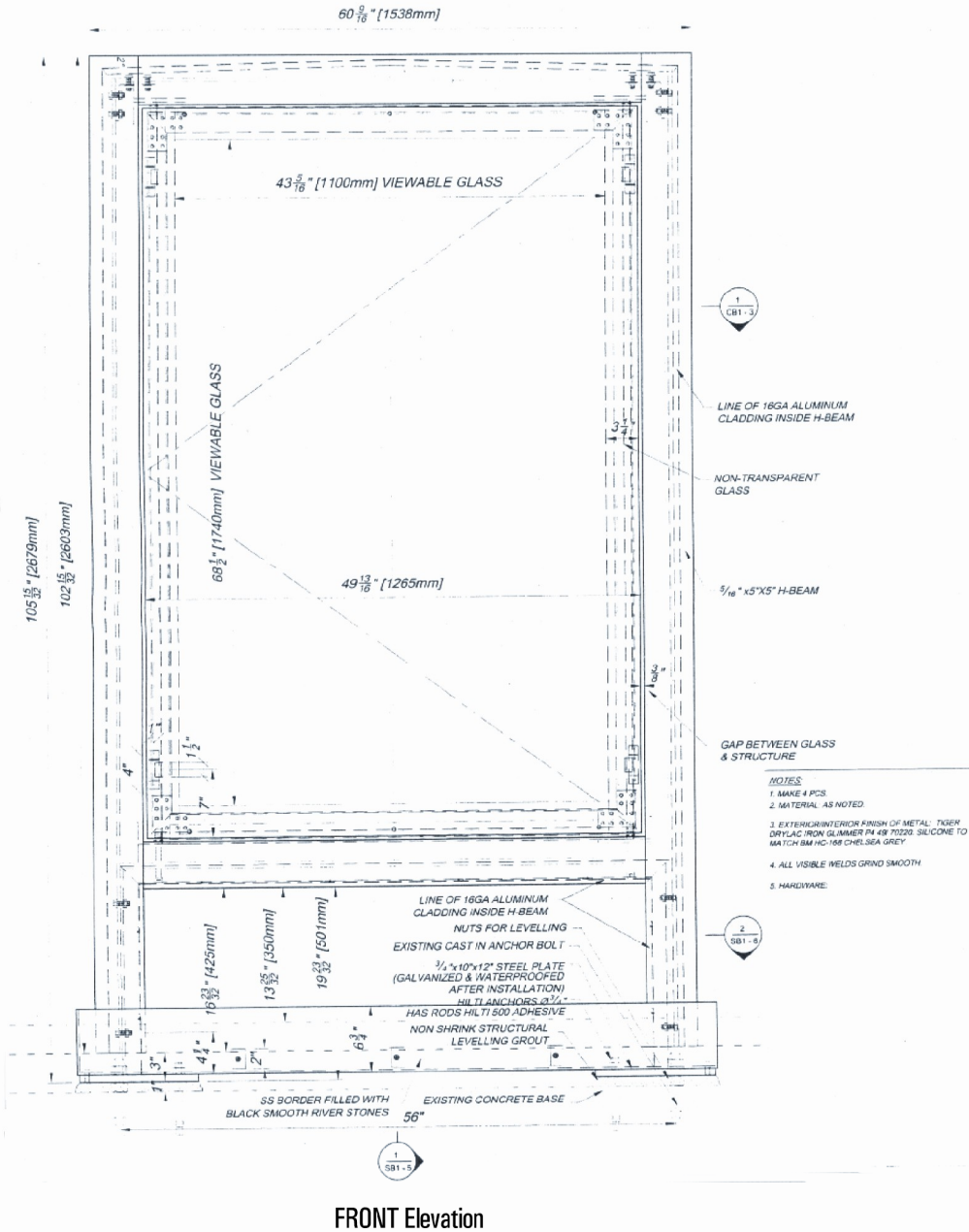
SIGNATURE

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

ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations
Attachment 3: Site Plan

Attachment 1:



Elevations

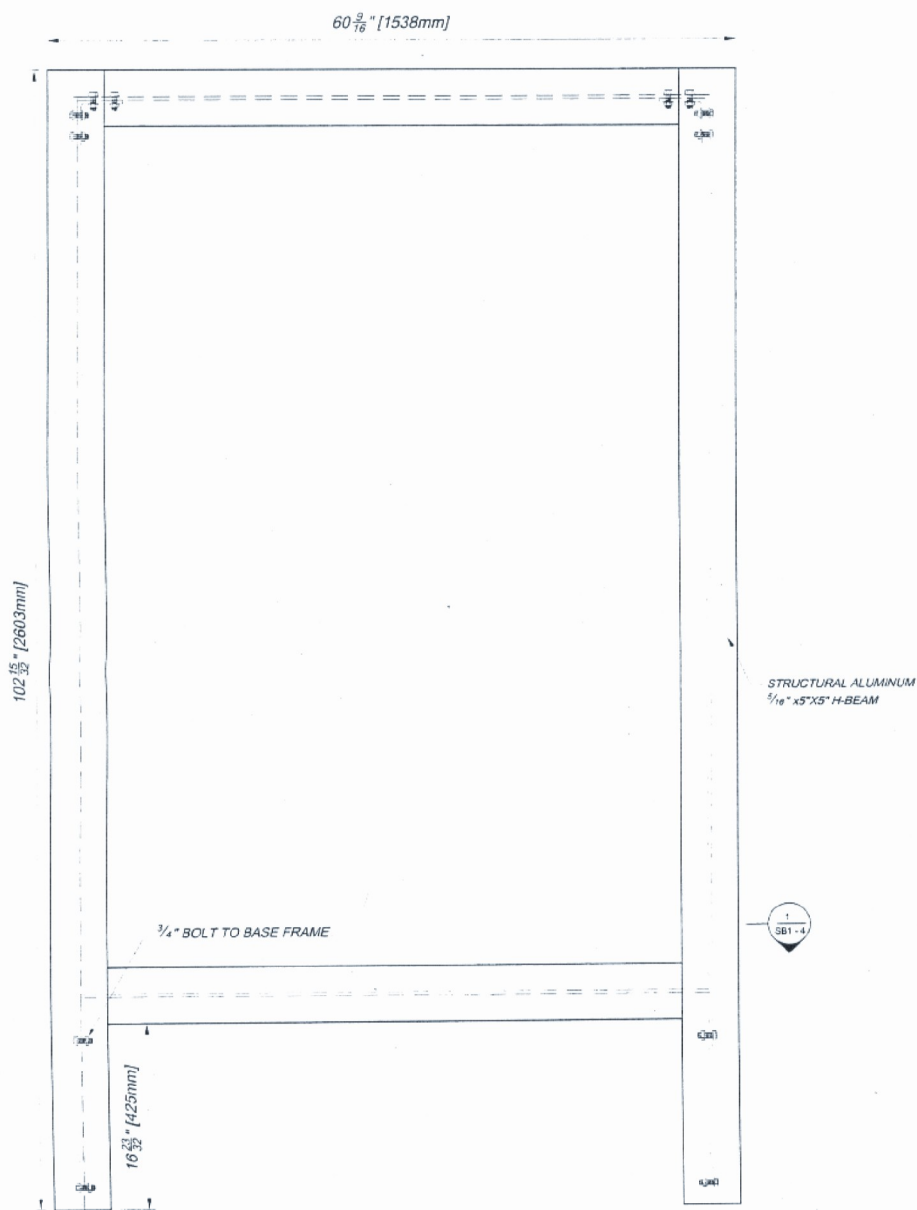
Applicant's Submitted Drawing

Not to Scale
02/17/10

273 Bloor Street West

File # 10_116231

Attachment 2:



FRONT Elevation - Main Frame Shown

Elevations

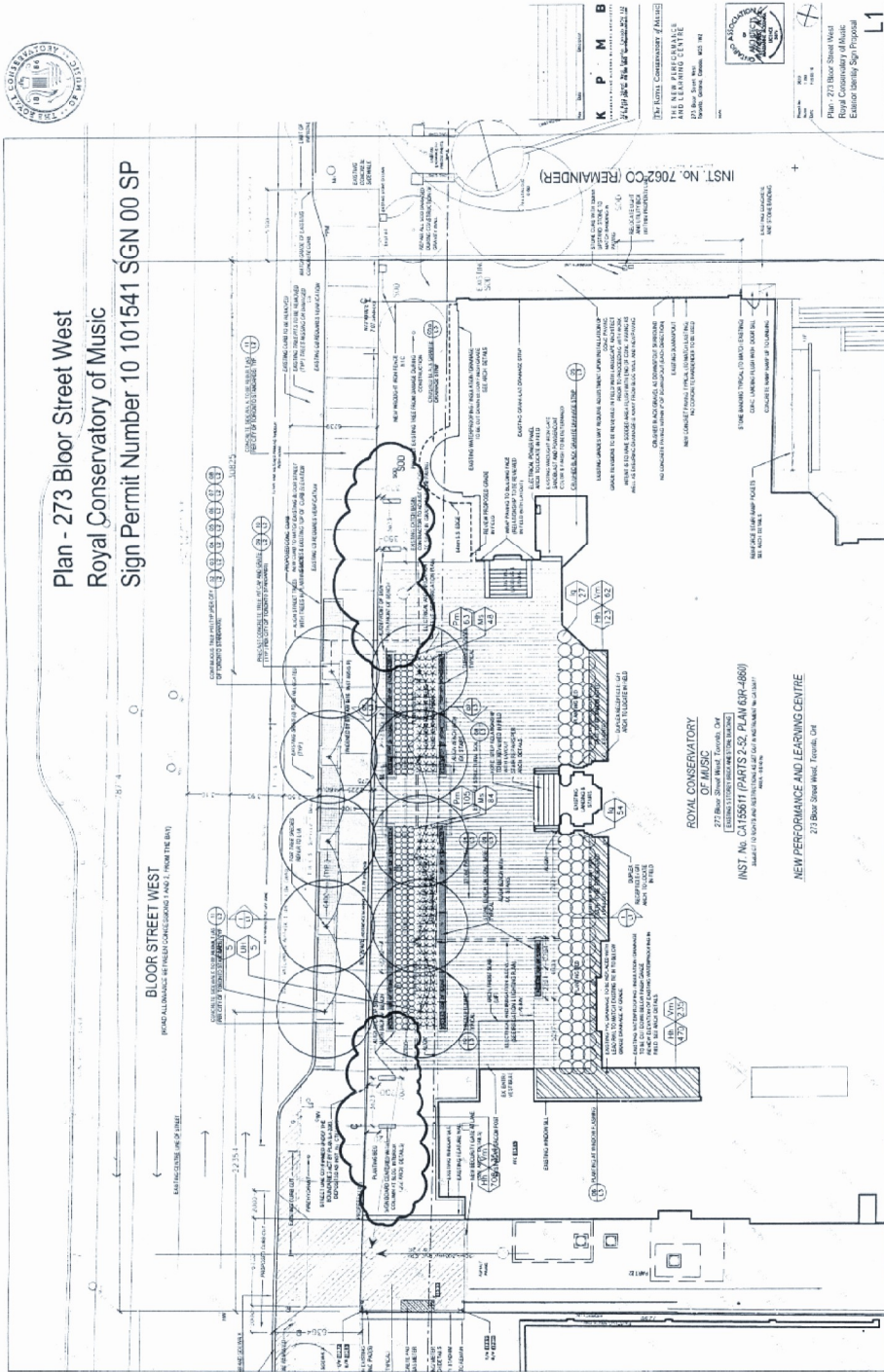
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Attachment 3:



273 Bloor Street West

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Site Plan

Applicant's Submitted Drawing

Not to Scale
 02/17/10

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