

**Sign Variance - 280 Bloor St W**

<b>Date:</b>	February 17, 2010
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	2010TE042 10 110268 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.

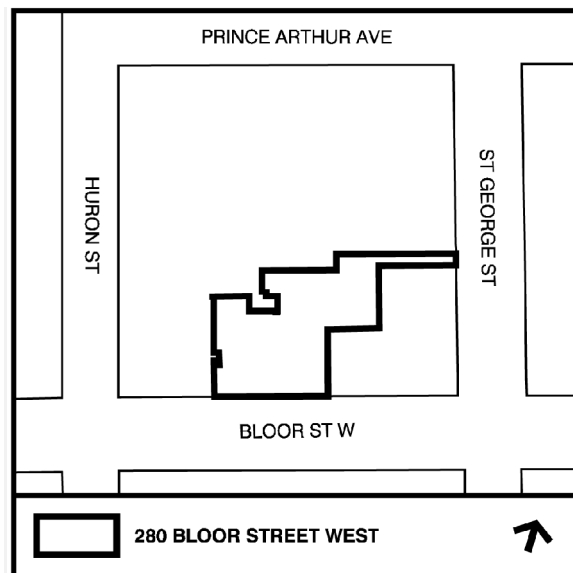
This report reviews and makes recommendations on a request by Leslie Abro of Abcon Outdoor Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated mural sign painted directly onto the west elevation of the building at 280 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 Toronto Building Division recommends that:**

1. Toronto and East York Community Council approve the request for a variance to permit, for third party advertising purposes, a non-illuminated mural sign painted directly onto the west elevation of the building at 280 Bloor Street



West; and

2. 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.

### **Financial Impact**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

The property is located west of Avenue Road on the north side of Bloor Street West in a CR zone. The property contains a fourteen storey building, which is occupied by a Hotel. The applicant is seeking permission to paint a non-illuminated mural sign directly on the west elevation of the building for third party advertising purposes at 280 Bloor Street West. The proposed mural sign is 9.85m wide and 6.8m high with an area 66.98m<sup>2</sup>.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. Chapter 297-10D (11)	To paint non-illuminated murals sign would be located above the fourth storey or 15.0m above grade on the west elevation of the building.	A third party mural sign located above fourth storey or more than 15.0m above grade is not permitted.

### **COMMENTS**

This proposal is for a painted mural sign having an area of 66.98m<sup>2</sup> and at a height of less than 15.0m above grade. This third party mural is a permitted type sign in this area of the City. In this case, the only variance is required that the sign would be located at the fifth storey level instead of the required height of fourth storey or 15.0 m above grade whichever is less. In this case west portion of the building is configured in such a way that the sign would not be visible if it were painted at the permitted height of fourth floor level or 15.0m above grade. Although, the sign would be painted at a slightly higher level, the sign would not adversely impact, the building, surrounding uses or the streetscape.

It is staff's opinion that permitting a non-illuminated mural sign painted directly on the wall at this location would not result in adverse impact on the building, surrounding uses

or the streetscape. Staff considers that the proposed non-illuminated mural sign at this location is 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**

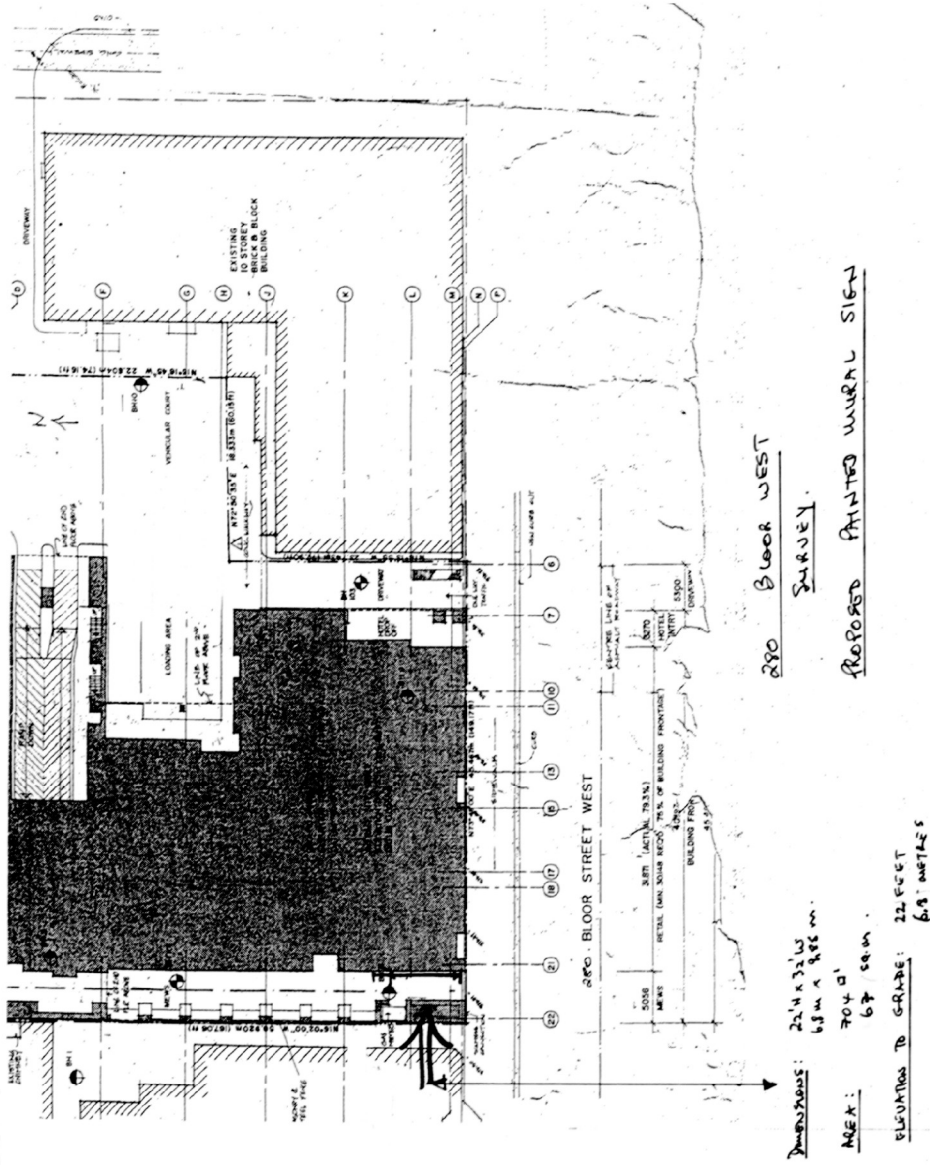
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Mario Angelucci, Acting Director, Toronto Building  
Toronto and East York District

### **ATTACHMENTS**

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

Attachment 1:



280 Bloor Street West

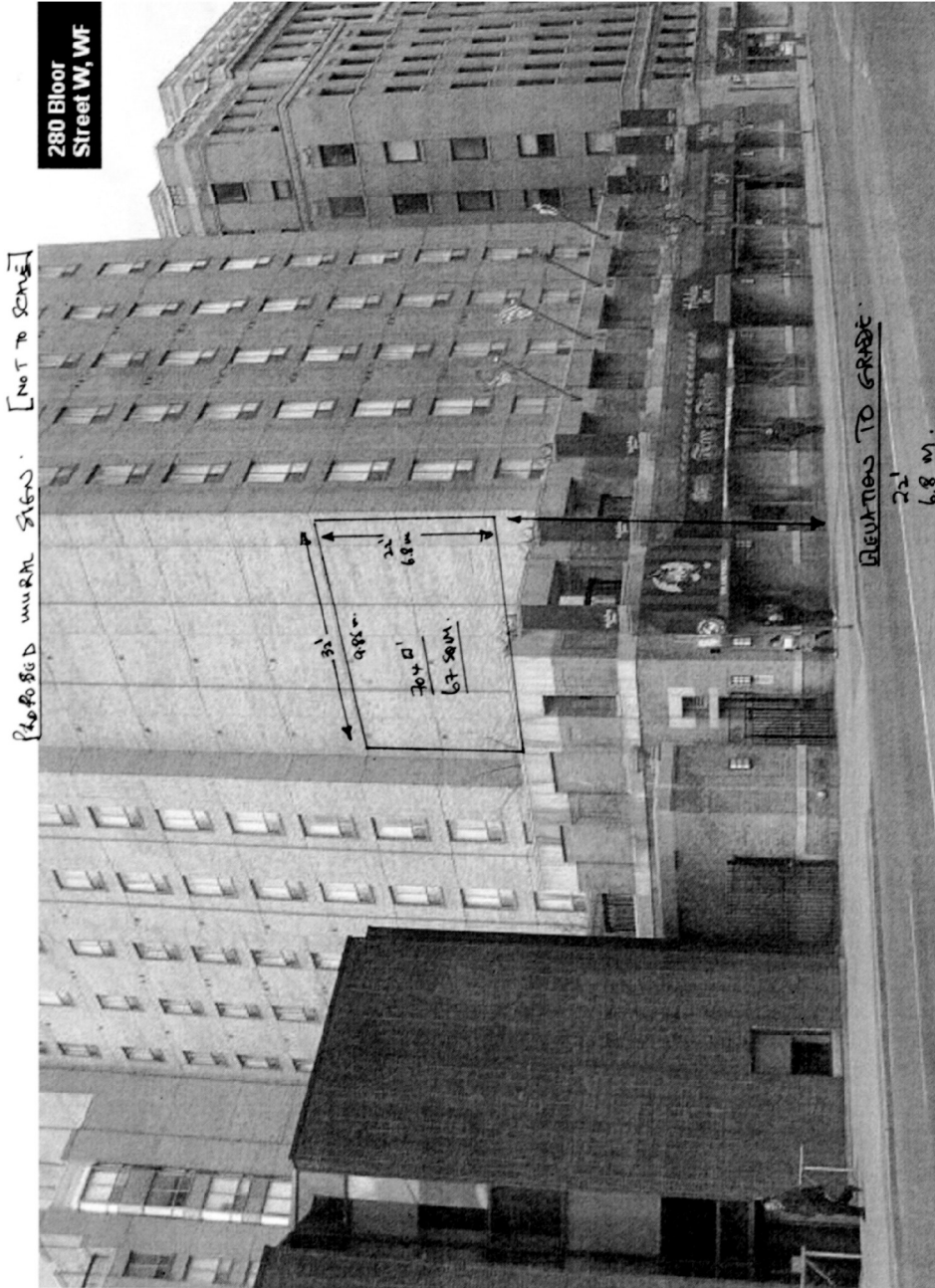
Site Plan

Applicant's Submitted Drawing

Not to Scale  
02/19/2010

File # 10\_110268

Attachment 2: Elevations



Elevations

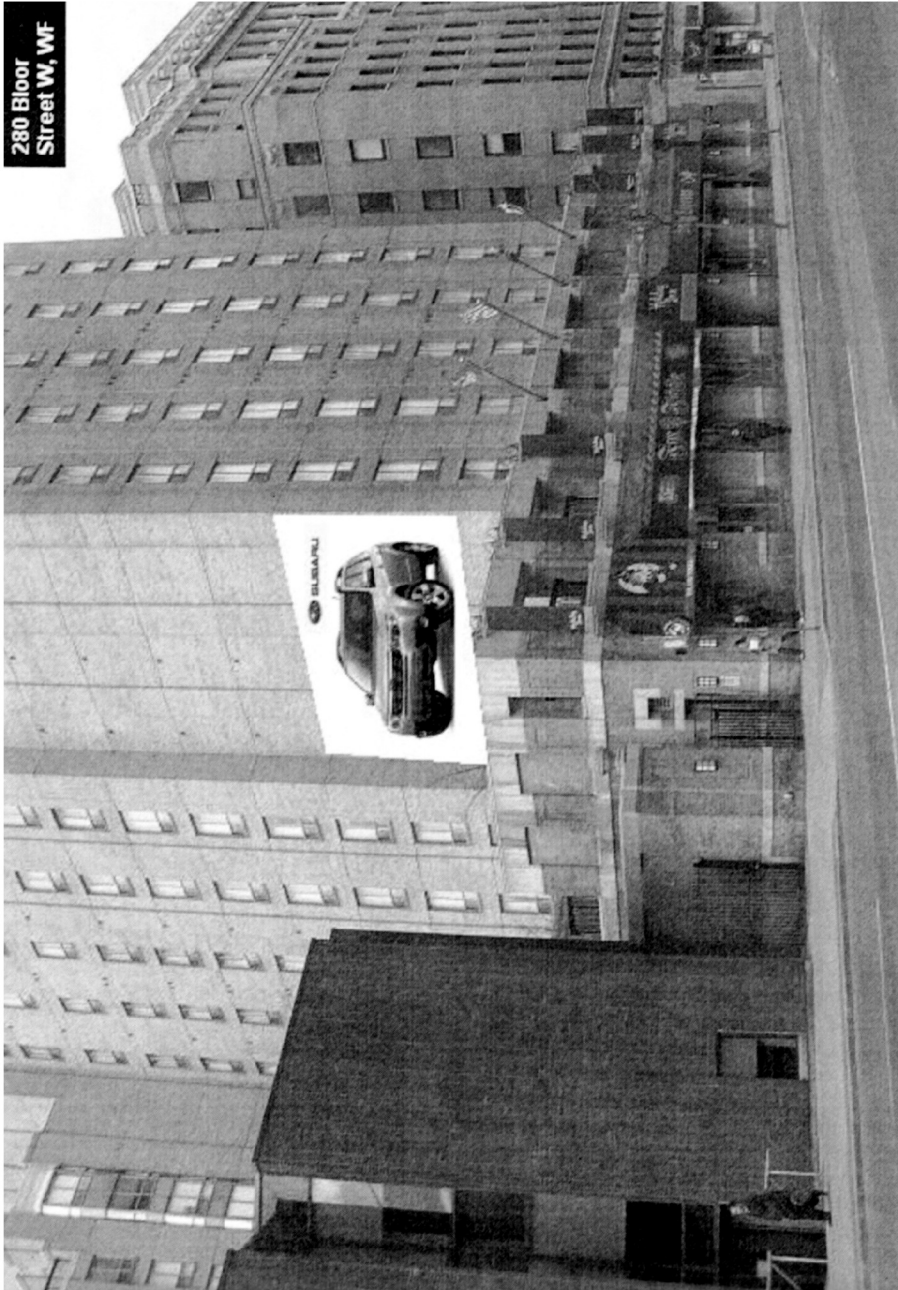
Applicant's Submitted Drawing

Not to Scale  
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280 Bloor Street West

File # 10\_110268

Attachment 3: Elevations



280 Bloor Street W, WF

**Elevations**

Applicant's Submitted Drawing

Not to Scale  
02/19/2010

**280 Bloor Street West**

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