

Variances from Chapter 297, Signs, of the Former City of Toronto Municipal Code - (Don River, High Park)

(City Council on December 14, 15 and 16, 1999, adopted this Clause, without amendment.)

The Toronto Community Council recommends the adoption of the following reports from the Acting Commissioner of Urban Planning and Development Services:

(October 27, 1999)

Purpose:

To review and make recommendations for an application for minor variances to permit the replacement of an existing non-conforming illuminated projecting sign, for identification purposes, on the front porch of the building at 1055 Gerrard Street East.

Financial Implications:

There are no financial implications resulting from the adoption of the report.

Recommendations:

It is recommended that:

- (1) City Council approve Application No. 999079 for minor variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit the replacement of an existing non-conforming illuminated projecting sign, for identification purposes, on the front porch of the building at 1055 Gerrard Street East.
- (2) The applicant be advised, upon approval of Application No. 999079, of the requirement to obtain the necessary permits from the Commissioner of Urban Planning and Development Services.

Comments:

The property is located west of Jones Avenue, on the south side of Gerrard Street East, in a (MCR) mixed-use zone district. The property contains a two-storey building used as a funeral home and chapel. The applicant is requesting permission to replace an existing illuminated projecting sign, on the front porch of the building. The sign is 2.50 metres long and 1.92 metres high, with an area of 3.73 m² (see Figure 1 & 3).

The sign does not comply with Chapter 297 of the Municipal Code in the following ways:

1. signs erected on the roof of a building are not permitted in this area;
2. the area of the projecting sign (3.7 m²) exceeds by 1.90 m², the maximum 1.8 m² sign area permitted;
3. the sign projects 1.93 metres over the public sidewalk, which exceeds by 0.93 metre the maximum 1.0 metre sign projection permitted;
4. the sign is required to be a minimum of 0.6 metre from the curb line; and
5. the encroaching sign will require approval from the City Works Department.

The existing “Ingram Funeral Home” illuminated projecting sign, with a time and temperature unit, has been at this location for over fifteen years. Due to a recent ownership change, the proposal is to replace the sign to incorporate a new corporate name “Cheung-On Chapel, Ingram Funeral Home” and also to change the shape of the sign (see Figure 3). The shape and copy on the proposed sign is slightly modified, but the set back, location, position and overall size of the rectangular core of the sign remains unchanged. The modified sign will not adversely impact the building, streetscape or the surrounding uses. The slight modifications proposed are acceptable.

I am recommending approval of this application, as I find the variance requested to be minor and within the general intent and purpose of the sign provisions of the Municipal Code.

Contact:

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Insert Table/Map No. 1
1055 Gerrard Street East

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1055 Gerrard Street East

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1055 Gerrard Street East

Map No. 4
1055 Gerrard Street East

(November 9, 1999)

Purpose:

To review and make recommendations for an application for a minor variance to permit an illuminated fascia sign, for identification purposes, on the front elevation of the 4-storey "Four Points Hotel Sheraton" building at 1926 Lakeshore Boulevard West.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of the report.

Recommendations:

It is recommended that:

- (1) City Council approve Application No. 999088 for a minor variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign at the fourth floor level on the front elevation of the building at 1926 Lakeshore Boulevard West.
- (2) The applicant be advised, upon approval of Application No. 999084, of the requirement to obtain the necessary permits from the Commissioner of Urban Planning and Development Services.

Comments:

The property is located on the north side of Lakeshore Boulevard West in a (CR) mixed-use zone district. The property contains the newly renovated "Four Points Hotel Sheraton". The applicant is requesting permission to erect, for identification purposes, an illuminated fascia sign at the fourth floor level on the front elevation of the building. The sign is 2.86 metres long and 0.79 metres high, with an area of 2.26 m² (see Figure 1 & 2).

The sign does not comply with Chapter 297 of the Municipal Code in that the proposed illuminated fascia sign will be located above the second storey of the building.

Fascia signs are permitted to be located only within the first two storeys of a building. This provision restricts signs to their traditional locations in order to minimize the impact of signage on the building, on the streetscape and on upper floor residential units in the immediate vicinity.

The block long hotel building is facing Lakeshore Boulevard West and Lake Ontario. The surrounding uses are not residential in nature. In my opinion, the proposed modest-sized sign on the fourth floor level will not adversely impact the building, surrounding uses or the streetscape.

I am recommending approval of this application as I find the variance requested to be minor and within the general intent and purpose of the sign provisions of the Municipal Code.

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Insert Table/Map No. 1
1926 Lakeshore Boulevard West

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Insert Table/Map No. 3
1926 Lakeshore Boulevard West

(November 9, 1999)

Purpose:

To review and make recommendations for an application for a minor variance to maintain, for identification purposes, two illuminated fascia signs at 1938 Bloor Street West.

Financial Implications:

There are no financial implications resulting from the adoption of this report.

It is recommended that:

- (1) City Council approve Application No. 999080 for a minor variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, two illuminated fascia signs at 1938 Bloor Street West.
- (2) The applicant be advised, upon approval of Application No. 999080, of the requirement to obtain the necessary permits from the Commissioner of Urban Planning and Development Services.

Comments:

The property is located on the north side of Bloor Street West, in a residential zone district. The property contains a two-storey building with a drug store “I.D.A. - High Park Pharmacy ” at grade level.

The applicant is requesting permission to maintain two backlit illuminated fascia signs, one on the Bloor Street West elevation and the other on the Quebec Avenue elevation of the building. The fascia sign on the Bloor Street West elevation is 7.01 metres long and 0.87 metre high with an area of 6.10 m². The fascia sign on the Quebec Avenue elevation is 1.83 metres long and 0.87 metre high with an area of 1.59 m² (see Figure 1).

The signs do not comply with Chapter 297 of the Municipal Code in the following way:

1. the fascia signs are not permitted in an (R) residential zone district.

The drug store is a legal non-conforming use in this residential district. The proposal is to maintain two backlit illuminated fascia signs with the corporate marketing image of red, blue and white “I.D.A.- High Park Pharmacy”. There is no impact on adjacent residential uses. These are replacement signs for an existing commercial use. Both signs are consistent with many of the other existing signs along this portion of Bloor Street West.

I am recommending approval of this application, as I find the variances requested to be minor and within the general intent and purpose of the sign provisions of the Municipal Code.

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1938 Bloor Street West

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