

**TORONTO**  
**Sign Variance Report**  
**41 Fraser Avenue**

**STAFF REPORT**  
**ACTION REQUIRED**

<b>Date:</b>	January 16, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 14 – Parkdale-High Park
<b>Reference Number:</b>	06-187623

**SUMMARY**

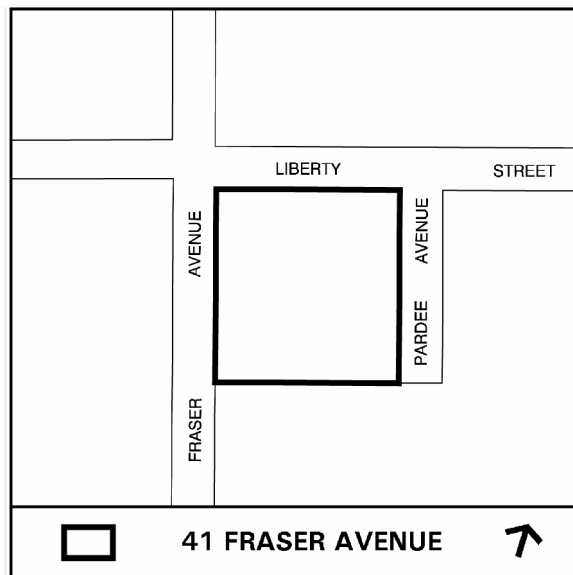
To review and make recommendations on a request by John David Adam of Zip Signs Ltd. on behalf of 1302201 Ontario Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to represent “SIRIUS” Satellite Radio on the north and south elevations, at the top of an architectural tower located on top of the building at 41 Fraser Avenue (135 Liberty Street).

Staff recommends approval of this application. The variances are minor and within the general intent and purpose of the Municipal Code.

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. City Council approve the request for variances to permit, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to represent “SIRIUS” Satellite Radio on the north and south elevations at the top of an architectural tower located on top of the building at 41 Fraser Avenue (135 Liberty Street) with



a condition that the signs are turned off from 11:00 p.m. to 7:00a.m. by means of an automated timing device; and

2. City Council direct the City Clerk’s Office to advise the applicant, upon approval of a variance, of the requirement to obtain the necessary.

**FINANCIAL IMPACT**

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

**ISSUE BACKGROUND**

The property is located at the southeast corner of Fraser Avenue and Liberty Street in a CR zone. The property contains a four storey building. The applicant is seeking permission to erect, for identification purposes, two illuminated fascia signs in the form of a corporate name and a logo to represent “SIRIUS” Satellite Radio on the north and south elevations at the top of an architectural tower located on top of the building. Each sign is 4.19m wide and 1.44m high with an area of 6.03m<sup>2</sup>.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

<b>Sign By-law Section and Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
Chapter 297-10D(6)(d)	The signs would be located at a height of 26.38m above grade.	An identification fascia sign above the second storey level or more than 10.0m above grade is not permitted.

## **COMMENTS**

The height and area of signs are regulated in order to reduce their visual impact on the buildings to which they are attached, surrounding uses or on the streetscape. In this instance, the proposed corporate logo signs are designed to complement the brick building structure. It is staff's opinion that the proposed signs would not adversely impact the building to which they are attached, surrounding uses or the streetscape. To mitigate any concerns from their illumination, staff recommends approval of this application with a condition that the signs be turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. With the condition in place, staff considers the variances are minor and acceptable.

## **CONTACT**

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## **SIGNATURE**

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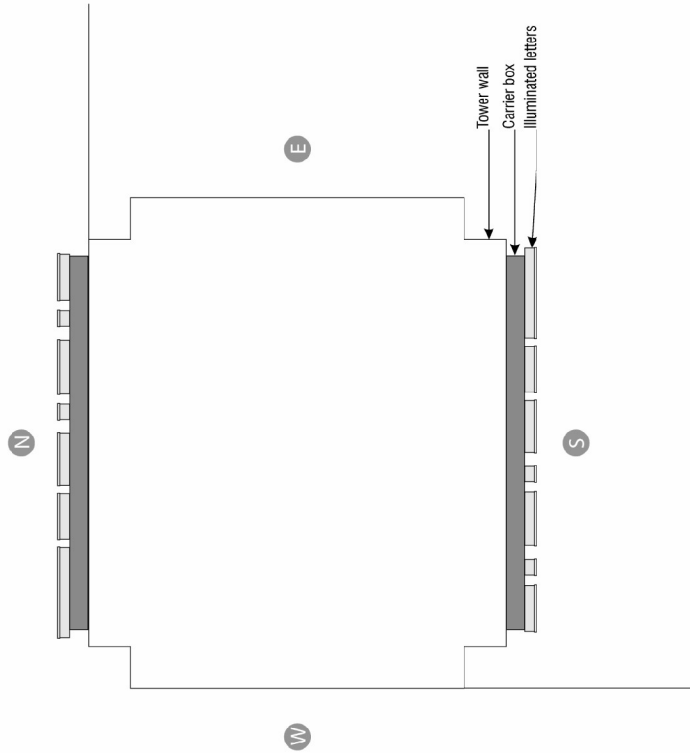
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation & Sign Details  
Attachment 2: Elevation  
Attachment 3: Elevation & Sign Details

**Attachment 1: Elevation & Sign Details**



**41 Fraser Avenue**

File # 06\_187623

**Elevation & Sign Details**

Applicant's Submitted Drawing

Not to Scale  
01/10/07

**Attachment 2: Elevation**



**Elevation**

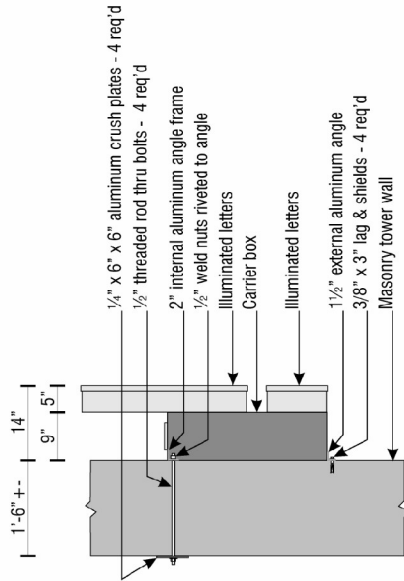
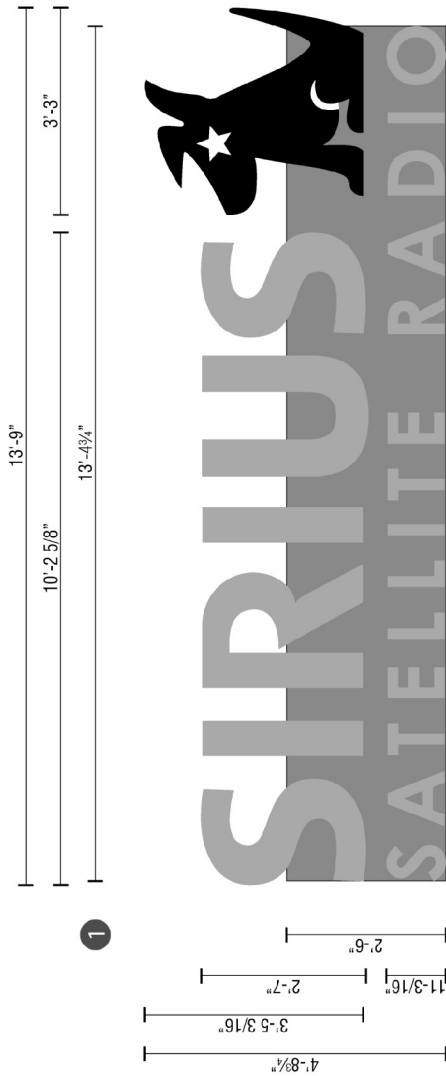
Applicant's Submitted Drawing

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**41 Fraser Avenue**

File # 06\_187623

Attachment 3: Elevation & Sign Details



Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale  
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