

**TORONTO**  
**Sign Variance Report**  
**175 Avenue Road**

**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 27 – Toronto Centre-Rosedale
<b>Reference Number:</b>	06-190369

**SUMMARY**

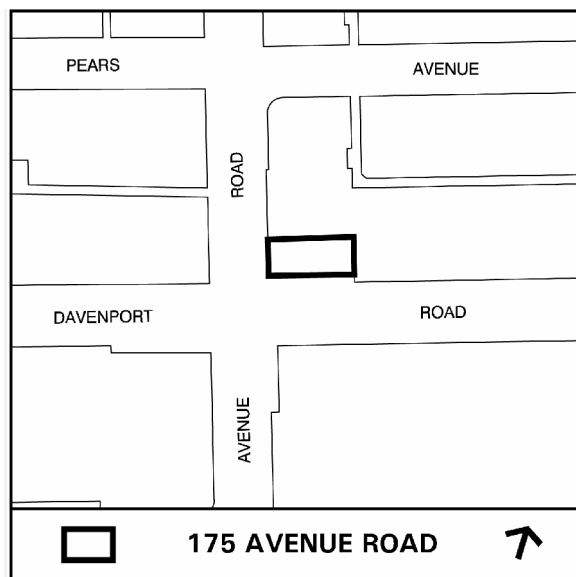
To review and make recommendations on a request by Denis Richard of Steel Art Signs on behalf of Obelysk Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a non-illuminated fascia sign in the form of individual letters to represent “XM Satellite Radio Studios” on top of the canopy located on the front elevation of the building at 175 Avenue Road.

Planning staff recommends approval of this application. The requested variance is minor and within the general intent and purpose of the sign provisions of the Municipal Code.

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. City Council approve the request for a variance to permit, for identification purposes, a non-illuminated fascia sign in the form of individual letters to represent “XM Satellite Radio Studios” on top of the canopy located on the front elevation of the building at 175 Avenue Road; and
2. City Council direct the City Clerk’s Office to advise the applicant, upon



approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

### **Financial Impact**

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

### **ISSUE BACKGROUND**

The property is located at the northeast corner of Avenue Road and Davenport Road in a CR zone. The property contains a two-storey building. The applicant is requesting permission to erect, for identification purposes, a non-illuminated fascia sign in the form of individual letters to represent “XM Satellite Radio Studios” on the front elevation of the building. The sign would be attached on top of the canopy. The proposed sign is 9.35m wide and 0.36m high with an area of 3.37m<sup>2</sup>.

The sign does 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 297-2 definitions-fascia sign.	The sign would be mounted on top of the canopy located on the front elevations of the building.	The Municipal code requires that a fascia sign be fully mounted against the wall of a building.

## **COMMENTS**

The Municipal Code requires that a fascia sign be fully mounted against the wall of a building. In this case, the sign in the form of individual letters to represent “XM Satellite Radio Studios” would be mounted on top of the canopy, located on the front elevations of the building. The sign most closely resemble a fascia sign, excepting that it would not be mounted directly against the wall of the building. Staff considers the variance to be technical and therefore acceptable.

## **CONTACT**

Norm Girdhar, Assistant Planner  
Telephone: 416-392-7209  
Fax: 416-392-1330  
E-mail: ngirdhar@toronto.ca

## **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

