

**Sign Variance Report  
1196 Danforth Avenue**

|                          |  |
|--------------------------|--|
| <b>Date:</b>             | March 26, 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 29 – Toronto-Danforth                                   |
| <b>Reference Number:</b> | 07-113016  |

**SUMMARY**

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

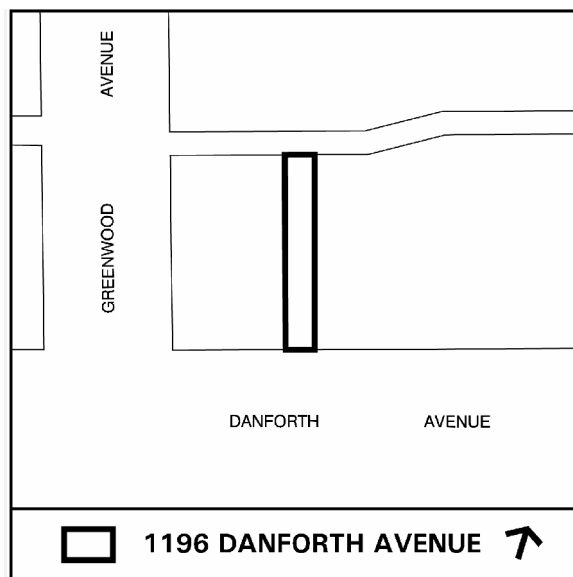
This report reviews and makes recommendations on a request by Bernadette Kong for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, a non-illuminated fascia sign on the front elevation of the building at 1196 Danforth Avenue.

Staff recommends approval of the application. The variance is minor and within the general intent and purpose of the Municipal Code.

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. Toronto and East York Community Council approve the request for a variance to maintain, for identification purposes a non-illuminated fascia sign on the front elevation of the building at 1196 Danforth Avenue; and



2. Toronto and East York Community 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**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

The property is located on the northside of Danforth Avenue in a CR zone. The property contains a two-storey building with retail/commercial uses at the grade level and residential uses at the second floor level of the building. The applicant is seeking permission to maintain, for identification purposes, an existing non-illuminated fascia sign located on the front elevation of the ground floor commercial unit at 1196 Danforth Avenue.

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>   |
|---|---|--|
| Chapter 297-10D (5) (C) 1                   | To maintain an existing non-illuminated 5.18m wide and 0.86m high with an area of 4.45m <sup>2</sup> fascia sign located at the first floor level on the front elevation of the building. | A portion of the sign extends over the stairway entrance to the second floor residential unit. |

## **COMMENTS**

The Municipal Code requires signs to be located on the wall of same unit frontage of their related business to ensure that each tenant has an opportunity to display adequate signage in front of their unit. In this case, entire ground floor retail space is occupied by the Apexx Injury Rehab Centre. The second floor is being used for residential purposes. The sign extends over the stair entrance to the second floor residential unit in the building. The sign is not depriving the second floor tenant to display its signage and therefore it is acceptable.

## **CONTACT**

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## **SIGNATURE**

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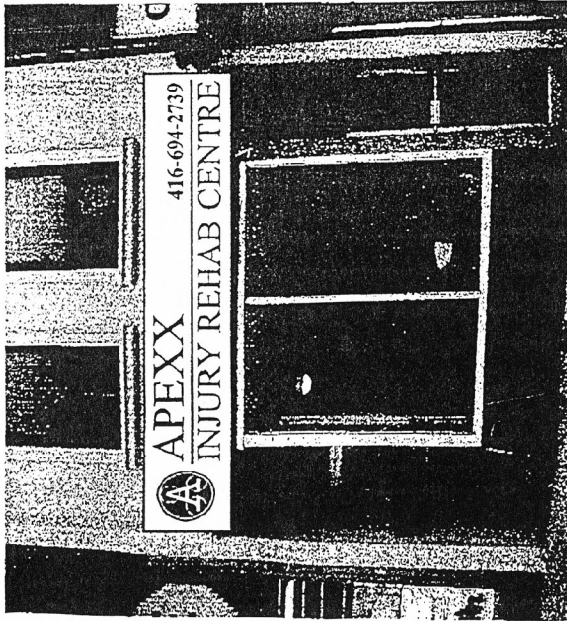
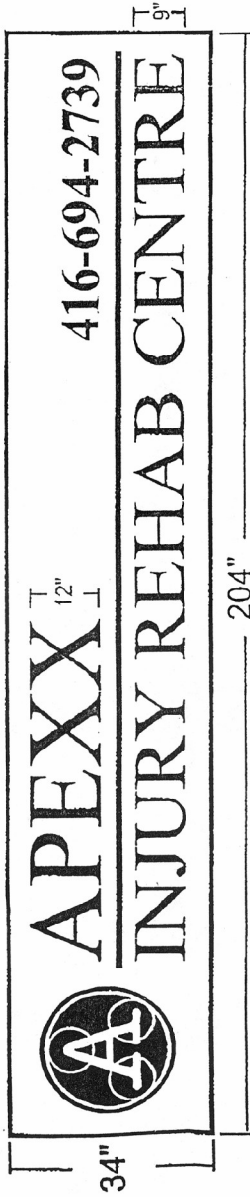
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation  
Attachment 2: Elevation

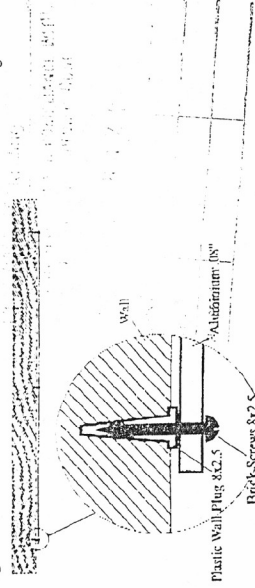
**Attachment 1: Elevation**



"GEMINI" Formed Plastic Letters:  
 Size: 12" Times Roman (Typestyle)  
 9" Times Roman (Typestyle)  
**Installation:**  
 Have Pads at the bottom and pad/stud combination at the top of the letter.  
 Sluds are metal threaded posts on the rear of the letters.  
 Pads are plastic disks on the rear of the letters.

The Sign Face is White .08" Heavy Duty Aluminium Sheet

The Sign Face is installed on the wall with concrete screws as shown on the drawing below



**Elevation**

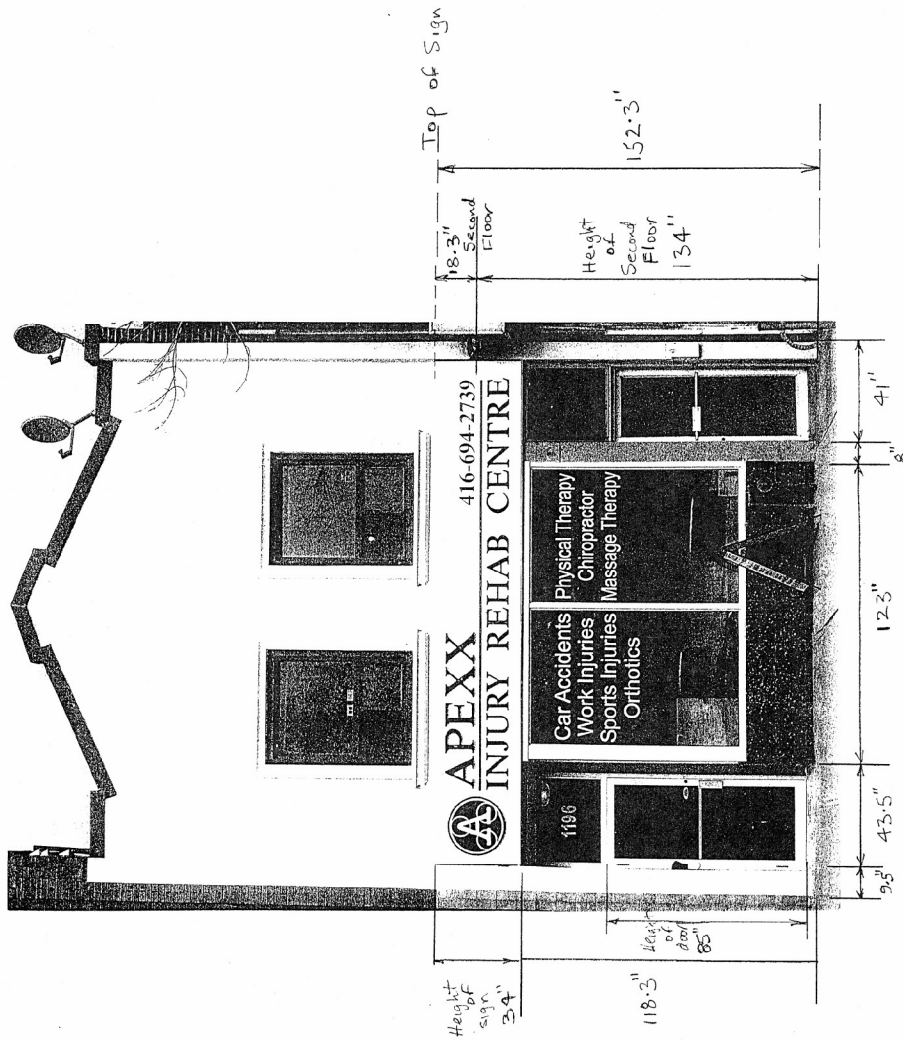
Applicant's Submitted Drawing

Not to Scale  
 03/15/07

**1196 Danforth Avenue**

File # 07\_113016

Attachment 2: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale  
03/15/07

1196 Danforth Avenue

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