

**Sign Variance Report  
1015 Broadview Avenue**

<b>Date:</b>	May 7, 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>	07-100314

**SUMMARY**

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

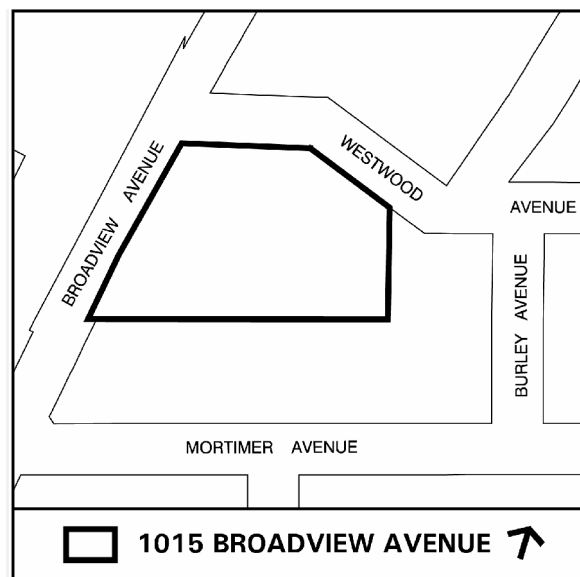
This report reviews and makes recommendations on a request by Dan Bovair, with Jones Neon Displays Limited, Sobeys Capital Incorporated for approval of variances from By-law No. 64-87 of the former Borough of East York to maintain, for identification purposes, two illuminated fascia signs on the west elevation and two illuminated fascia signs on an angled wall at the southwest corner of the building at 1015 Broadview Avenue.

Staff recommends approval of the application. The variances are 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 variances to maintain, for identification purposes, two illuminated fascia signs on the west



elevation and two illuminated fascia signs on an angled wall at the southwest corner of the building at 1015 Broadview Avenue with a condition to dim the illumination of the signs between 11:00 p.m. to 7:00 a.m. by means of an automated dimming device and require that energy efficient lights be used; 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 southeast corner of Broadview and Westwood Avenues. A single storey, free standing building located on the property is occupied by the Sobeys grocery store. The applicant is requesting permission to maintain, for identification purposes, two illuminated fascia signs on the west elevation and two illuminated fascia signs located on an angled wall at the southwest corner of the building. These signs replaced the old existing “Sobeys” and “Open 24 Hours” signs. The “Sobeys” sign located on the west elevation is 7.62m wide and 2.13m high with an area of 16.23m<sup>2</sup>. The “Sobeys” sign located on the angled wall at the southwest corner of the building is 4.44m wide and 1.21m high with an area of 5.37m<sup>2</sup>. Each “Open 24 Hours” fascia sign is 2.43m wide and 1.21m with an area of 2.94m<sup>2</sup>.

The signs do 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. By-law No. 64-87	The signs located on the angled wall at the southwest corner of the building set backs 25.6m from a residential zoned property located to the south of this property.	The 25.6m set back distance from a residential property is 14.4m shorter than the required 40.0m.
2. By-law No. 64-87	Two fascia signs are located on the west elevation and two fascia signs are located on the angled wall at the southwest corner of the building.	Only one fascia sign per elevation of the building is permitted.
3. By-law No. 64-87	The “Sobeys” sign on the west elevation is 7.62m wide and 2.13m high.	The 2.13m sign height would exceed by 0.93m, the maximum 1.20m sign height permitted.

## **COMMENTS**

Although, the illuminated signs located on the angled wall at the southwest corner of the building are not set back 40.0m from a residential zoned property, the signs are not directly visible from the nearest residential property to the south. The Ward Councillor has advised that they spoke to the residents and that they do not object to the existing signs.

With regards to the second variance, only one fascia sign per elevation of the building is permitted. In this instance, the west and south building façades are large enough to accommodate the existing signs without causing a sense of clutter.

Although, the height of Sobeys sign on the west elevation exceeds the permitted height, the sign is designed to complement the building façade. It is staff's opinion that the sign does not adversely impact the building or streetscape.

This store is open 24 hours a day and therefore the signs remain lit all night. In order to mitigate any future concerns about the illumination from the signs, planning staff recommends that the applicant be required to dim the signs illumination level between 11:00 p.m. and 7:00 a.m. by means of an automated dimming device. With this condition in place, planning staff consider the signs acceptable.

## **CONTACT**

Norm Girdhar, Assistant Planner  
Telephone: 416-392-7209  
Fax No. 416-392-1330  
E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

---

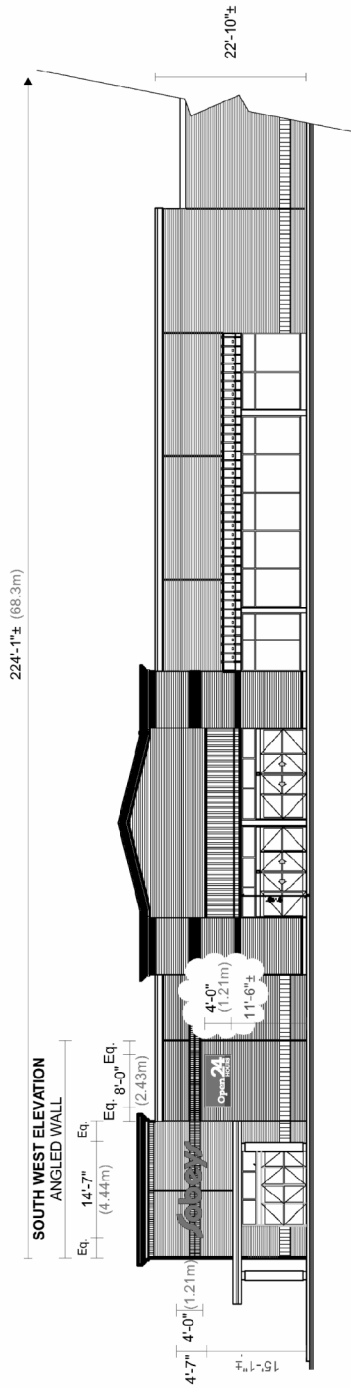
Gary Wright, Director  
Community Planning, Toronto and East York District

(P:\2007\Cluster B\pln\teycc6620093072.doc) - smc

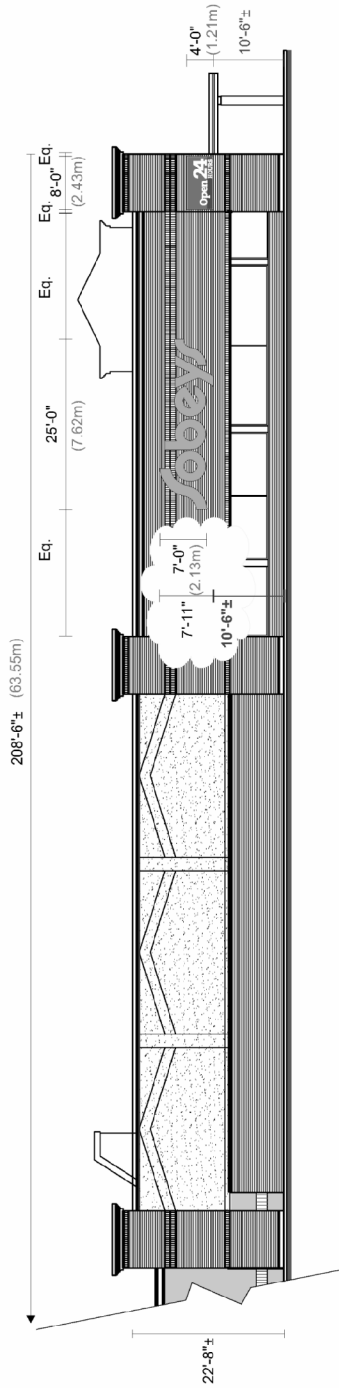
## **ATTACHMENTS**

Attachment 1: Elevations  
Attachment 2: Sign Details  
Attachment 3: Sign Location Plan

Attachment 1: Elevations



SOUTH ELEVATION



SOUTH ELEVATION

Elevations

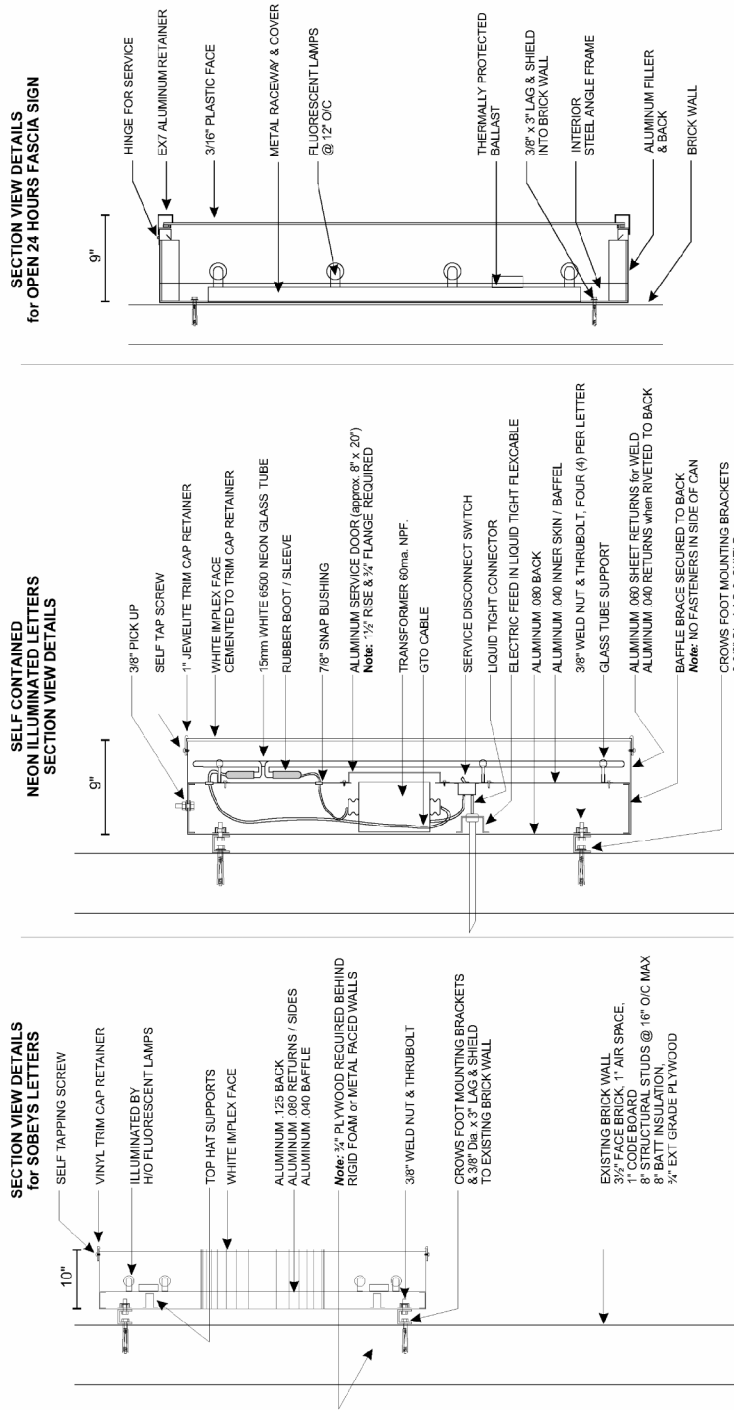
1015 Broadview Avenue

Applicant's Submitted Drawing

Not to Scale  
03/20/07

File # 07\_100314

## Attachment 2: Sign Details



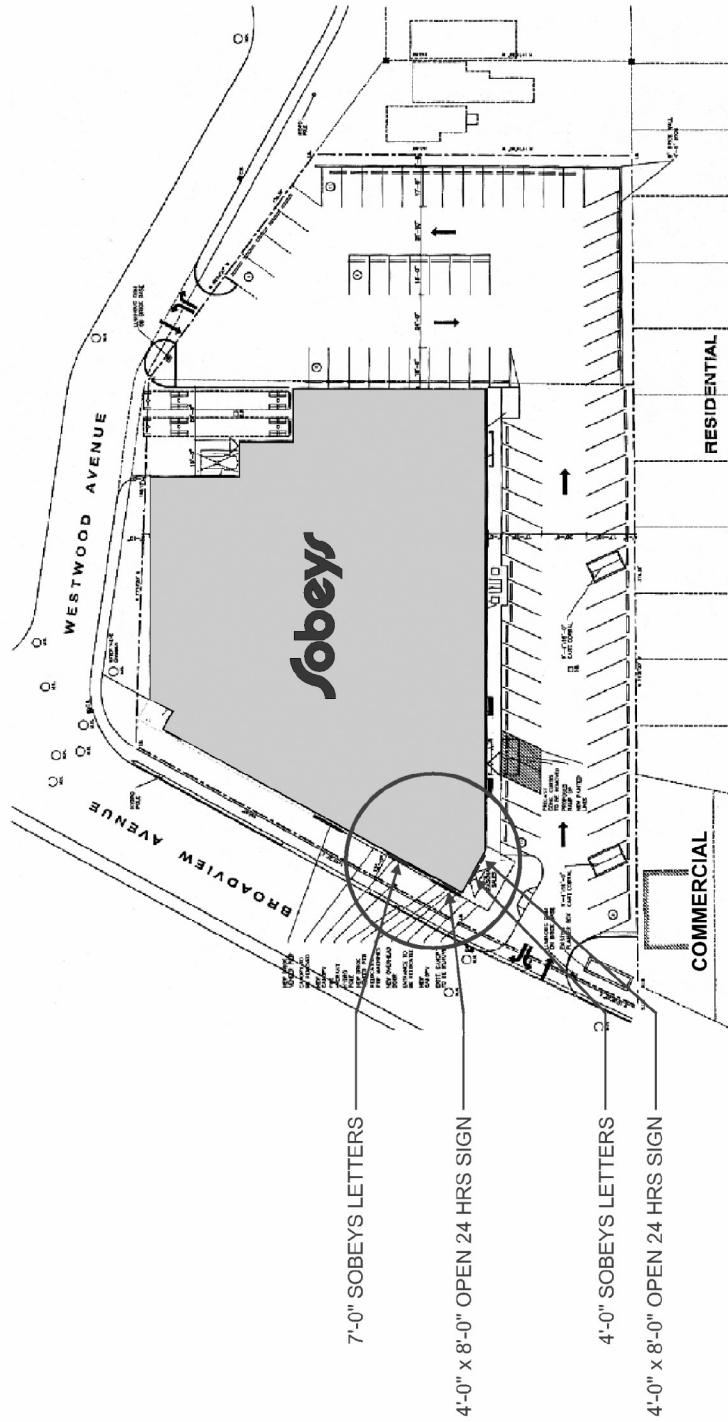
1015 Broadview Avenue

Sign Details  
Applicant's Submitted Drawing

File # 07\_100314

Not to Scale  
03/20/07

Attachment 3: Sign Location Plan



1015 Broadview Avenue

Sign Location Plan

Applicant's Submitted Drawing

Not to Scale  
03/20/07



File # 07\_100314