

**Sign Variance Report
2300 Danforth Avenue**

Date:	July 10, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 31 – Beaches-East York
Reference Number:	File No. 07-224909

SUMMARY

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

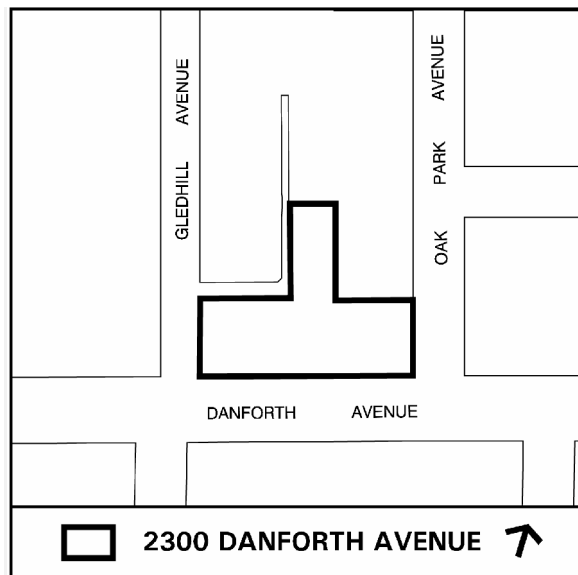
This report reviews and makes recommendations on a request by Michael Heney, with Provincial Sign Systems for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, to illuminate the two existing non-illuminated fascia signs, on the east elevation of the building at 2300 Danforth Avenue.

Staff recommends approval of this 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 variances to permit, for identification purposes, to illuminate the two existing non-illuminated fascia signs “Parts &



Service” and “Express Service” located on the east elevation of the building at 2300 Danforth Avenue, conditional upon: the signs being turned off from 10:00 p.m. and 7:00 a.m. by means of an automated timing device, and 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 a variance, 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 two existing fascia signs “Parts & Service” and “Express Service” are located on the east elevation of the building. These signs were granted a sign permit # 07-110911 on April 26, 2007. In order to help the business customers identify the location after the daylight hours during the late fall, winter and the early spring season, the applicant is now seeking permission to illuminate these signs.

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

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter 297-10E (7) (b)	The illuminated signs would be located 10.2m from a lot in “R” zone.	The 10.20m separation distance for an illuminated sign from a lot in “R” zone would be 9.80m less than the required 20.0m.

COMMENTS

The two fascia signs are located on the east elevation of the building and the nearest residential building in the R zone is located to the north of this property. The illuminated signs would not be directly visible from adjacent residences located to the north. In case of any concerns about illumination onto adjacent residential uses, staff has required that the signs be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. It is staff's opinion that with this condition in place, the proposed illumination of the signs would not adversely impact the building, surrounding uses or streetscape.

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

CONTACT

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SIGNATURE

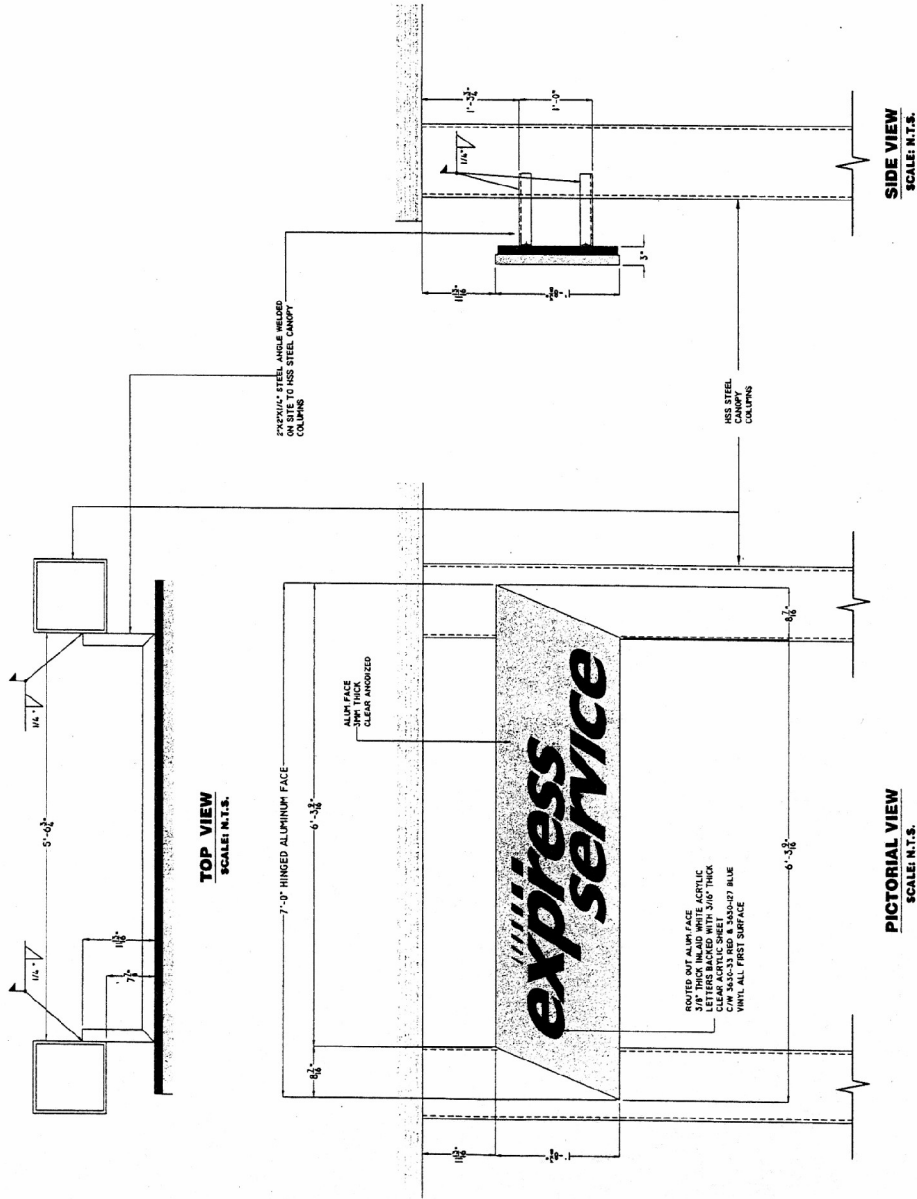
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

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

Attachment 1: Elevation & Sign Details



2300 Danforth Avenue

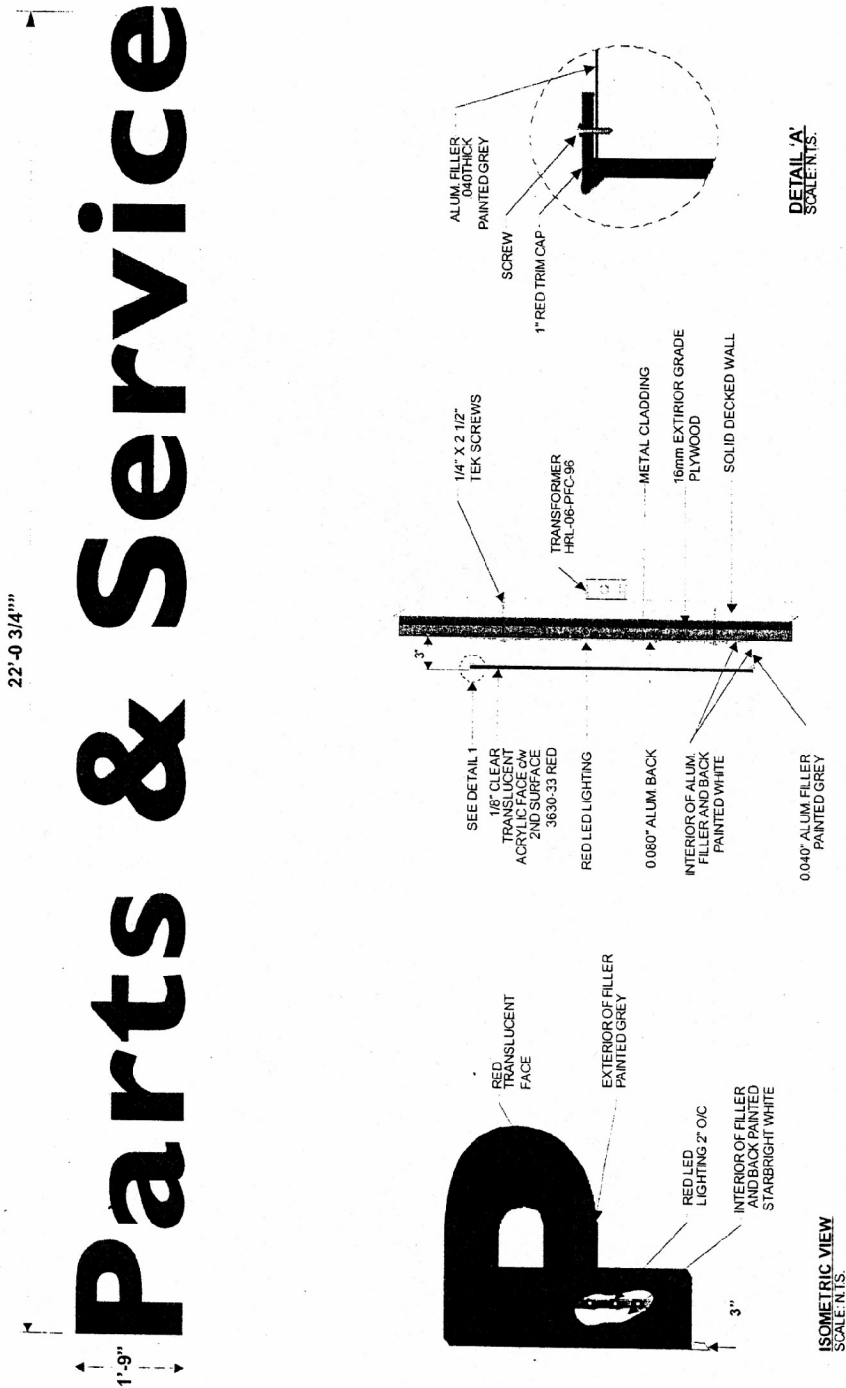
Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale
07/10/07

File # 07_224909

Attachment 2: Elevation & Sign Details



2300 Danforth Avenue

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