



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 740 Dundas Street East

<b>Date:</b>	July 31, 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 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	07-226356

### SUMMARY

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

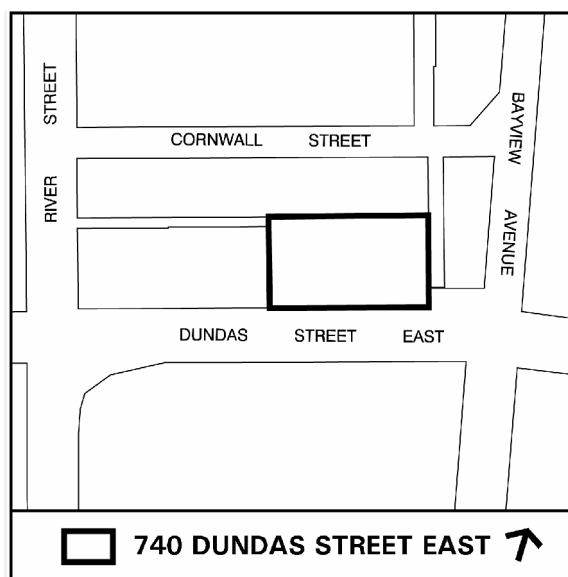
This report reviews and makes recommendations on a request by Denis Richard, with Steel Art Signs Corp. for Dundas Realty Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign on the south elevation of the building and one illuminated ground sign along the south frontage of the property for direction purposes at 740 Dundas Street East.

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. Toronto and East York Community Council approve the request for variances to permit, for identification purposes, an illuminated fascia sign on the south



- elevation of the building and one illuminated ground sign along the south frontage of the property for direction purposes at 740 Dundas Street East, 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 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 property is located east of River Street and immediately west of Bayview Avenue and the Don Valley, on the north side of Dundas Street East. This property is zoned "I2 D3". The building is occupied by an auto showroom, sales and repair service shop and an office for a Volvo car dealership. The proposed ground sign is 1.07m wide and 1.31m high with an area of 1.40 m<sup>2</sup>. The top of the sign is 1.50m above grade. The proposed fascia sign on the south elevation of the building is 3.66m wide and 4.57m high with an area of 16.73m<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. Chapter 297-10D(6)(d)	The proposed fascia sign on the south elevation extend above the second storey of the building.	A fascia sign is not permitted above the second storey of a building
2. Chapter 297-10D(9)(c)	The ground sign would set back 0.5m from the property line.	The 0.5m sign setback from the property line would be 1.50m less than the required 2.0m.

### **COMMENTS**

Signs are permitted within the first two storeys of a building. The intent of the By-law is to minimise the adverse impact of signs on the building to which they are attached, on the streetscape and on upper floor residential units in the immediate vicinity. In this case, the sign would not be facing a residential building.

With regards to the second variance, the 2.0 metre setback requirement from the property line for a ground sign is to ensure that the view corridors are preserved and enhanced, and sight lines for motorists, cyclists and pedestrians are maintained. The proposed sign would be located within the existing planter box and would not block the view corridor or sight lines for motorists, cyclists or pedestrians.

It is staff's opinion that the proposed signs would not adversely impact the building, surrounding uses or the streetscape.

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

## **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: Elevations  
Attachment 2: South Elevation on Dundas Street East Looking North East  
Attachment 3: South Elevation & Sign Details  
Attachment 4: East Elevation & Sign Details  
Attachment 5: Sign Details

## Attachment 1: Elevations



### Elevations

740 Dundas Street East

Applicant's Submitted Drawing

Not to Scale  
06/21/07

File # 07\_226356

**Attachment 2: South Elevation on Dundas Street East Looking North East**



**South Elevation on Dundas St East looking North East**

**740 Dundas Street East**

Applicant's Submitted Drawing

Not to Scale  
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