



STAFF REPORT ACTION REQUIRED

Sign Variance Report 658 Danforth Avenue

Date:	August 13, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 29 – Toronto-Danforth
Reference Number:	07-186253

SUMMARY

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

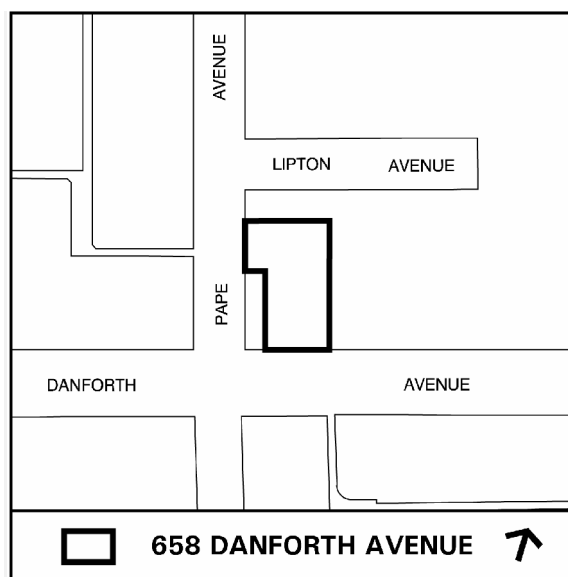
This report reviews and makes recommendations on a request by David Mackie of Titan Outdoor on behalf of Danforth Properties Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the north elevation of the building at 658 Danforth Avenue.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, a non-illuminated fascia sign on the north



elevation of the building at 658 Danforth Avenue.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the northeast corner of Danforth and Pape Avenues in a “CR” zone. The building fronts on both Danforth and Pape Avenues. The property contains a four-storey building with retail uses at grade level. The applicant is seeking permission to erect, for third party advertising purposes, a non-illuminated fascia on the north elevation of the building. The sign would be directed to south bound traffic on Pape Avenue. The proposed sign is 5.79m wide and 7.62m high with an area of 44.12m².

The sign does 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
1. Chapter 297-10D (5)(g)	The proposed sign would have an area of 44.12m ² .	The 44.12m ² sign area would exceed by 19.12m ² , the maximum 25.0m sign area permitted.
2. Chapter 297-10F (1)	The proposed fascia sign would be located less than 60m from another existing third party roof sign located at the southwest corner, on top of this building.	A third party sign requires a minimum separation distance of 60.0m from other third party signs located in the vicinity.

COMMENTS

The proposed third party fascia sign is too large. The size of signs is regulated in order to minimize the negative impact of signage on the building to which they are attached, surrounding uses and on the streetscape. The sign would be located less than 60.0m from the existing “V” shape roof sign located at the southwest corner of the building. The separation distance of 60.0m from other existing third party signs is required in order to prevent sign clutter in the general vicinity. It is staff's opinion that the proposed sign at this location is not appropriate. The sign would diminish the objectives for quality urban design in this area.

Staff recommends refusal of this application. The variances are major and not 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
Attachment 2: Sign Details

Attachment 1: Elevation



Elevation

658 Danforth Avenue

Applicant's Submitted Drawing

Not to Scale
06/15/07

File # 07_186253

Attachment 2: Sign Details

