

**Sign Variance Report  
359 Davenport Road**

<b>Date:</b>	September 6, 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 20 – Trinity-Spadina
<b>Reference Number:</b>	07-219662

**SUMMARY**

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

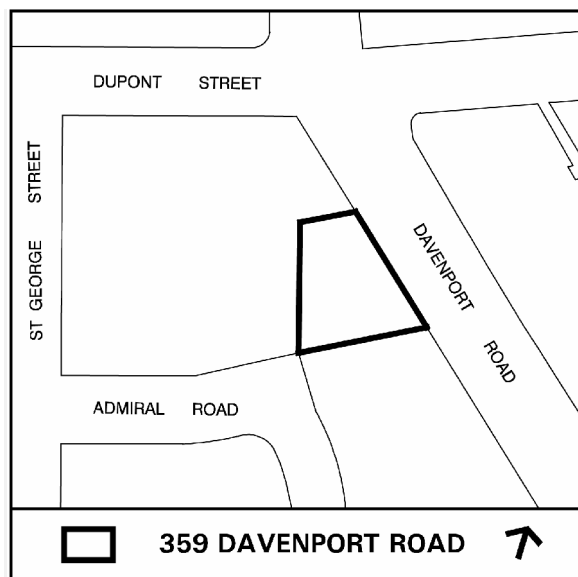
This report reviews and makes recommendations on a request by David Mackie of Titan Outdoor on behalf of 1420110 Ontario Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising purposes, a non-illuminated fascia sign located on the north elevation of the building at 359 Davenport Road.

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 maintain, for third party advertising purposes, a non-illuminated fascia sign on the north elevation of the building at 359



Davenport Road.

### **Financial Impact**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

The property is located south of Dupont Street on the west side of Davenport Road in a “CR” zone. The property contains a four-storey residential building. The applicant is seeking permission to maintain, for third party advertising purposes, a non-illuminated fascia sign on the north elevation of the building. The sign is 4.57m wide and 8.23m high with an area of 37.61m<sup>2</sup>.

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>
1. Chapter 297-10D (5) (g)	The proposed sign would have an area of 37.61m <sup>2</sup> .	The 37.61m <sup>2</sup> sign area would exceed by 12.61m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.
2. Chapter 297-10F (1)	The sign is located less than 60m from the existing third party sign located in the general vicinity.	A separation distance of 60.0m from other third party signs in the vicinity is required.

### **COMMENTS**

The third party fascia sign located on the north elevation of a residential building is directed on Davenport Road southbound traffic. 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. In this case, the area of the sign exceeds by 12.61m<sup>2</sup> the permitted 25.0m<sup>2</sup>.

In order to prevent sign clutter in the area, the Municipal Code requires that a separation distance of minimum 60.0m must be provided from the existing third party signs in the vicinity. In this instance, a third party roof sign is located a short distance to the north of this building. It is staff’s opinion that permitting a large third party fascia sign on a residential building and within a short distance from the existing third party roof sign 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**

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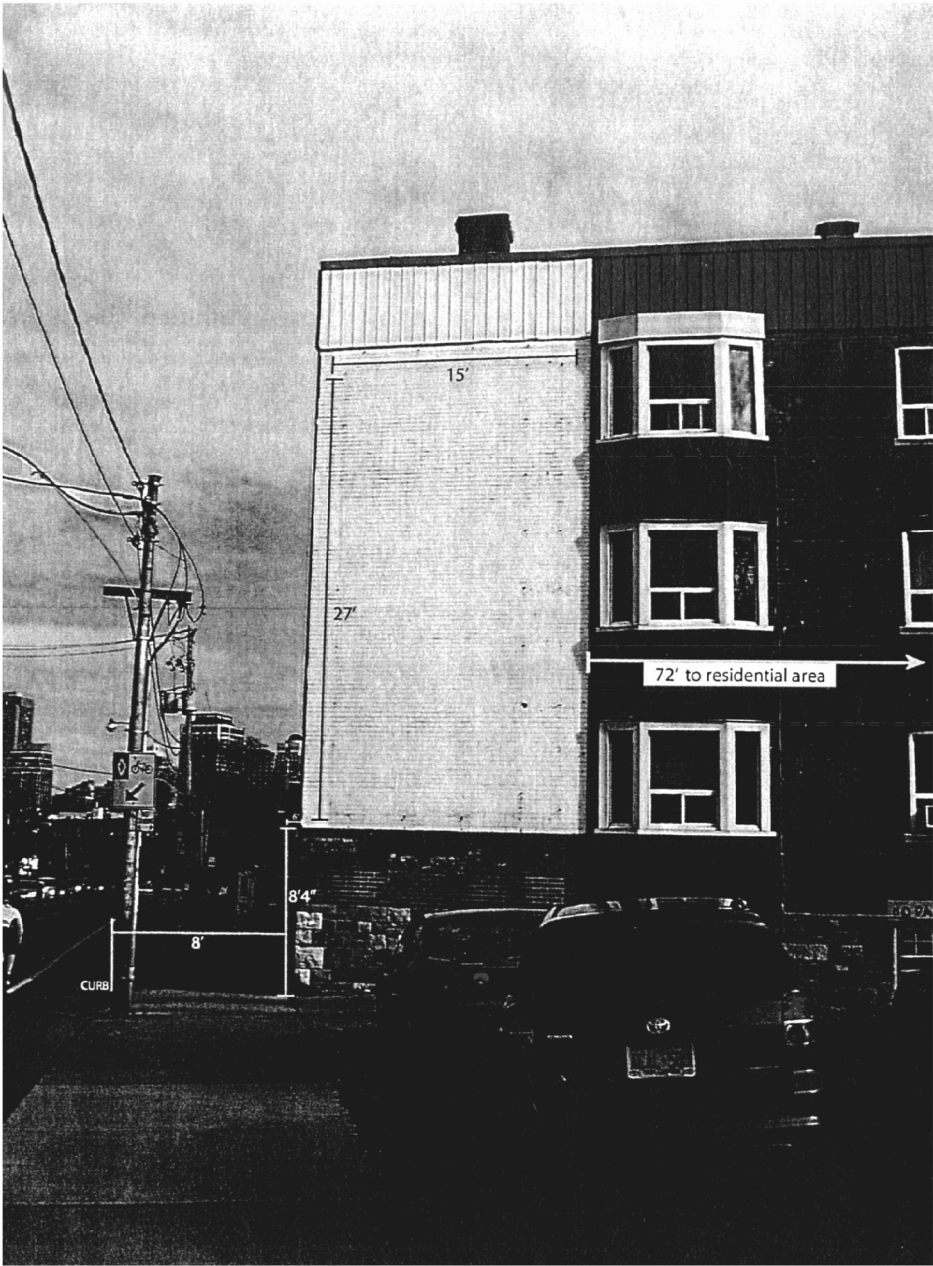
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation  
Attachment 2: Elevation

**Attachment 1: Elevation**



**Elevation**

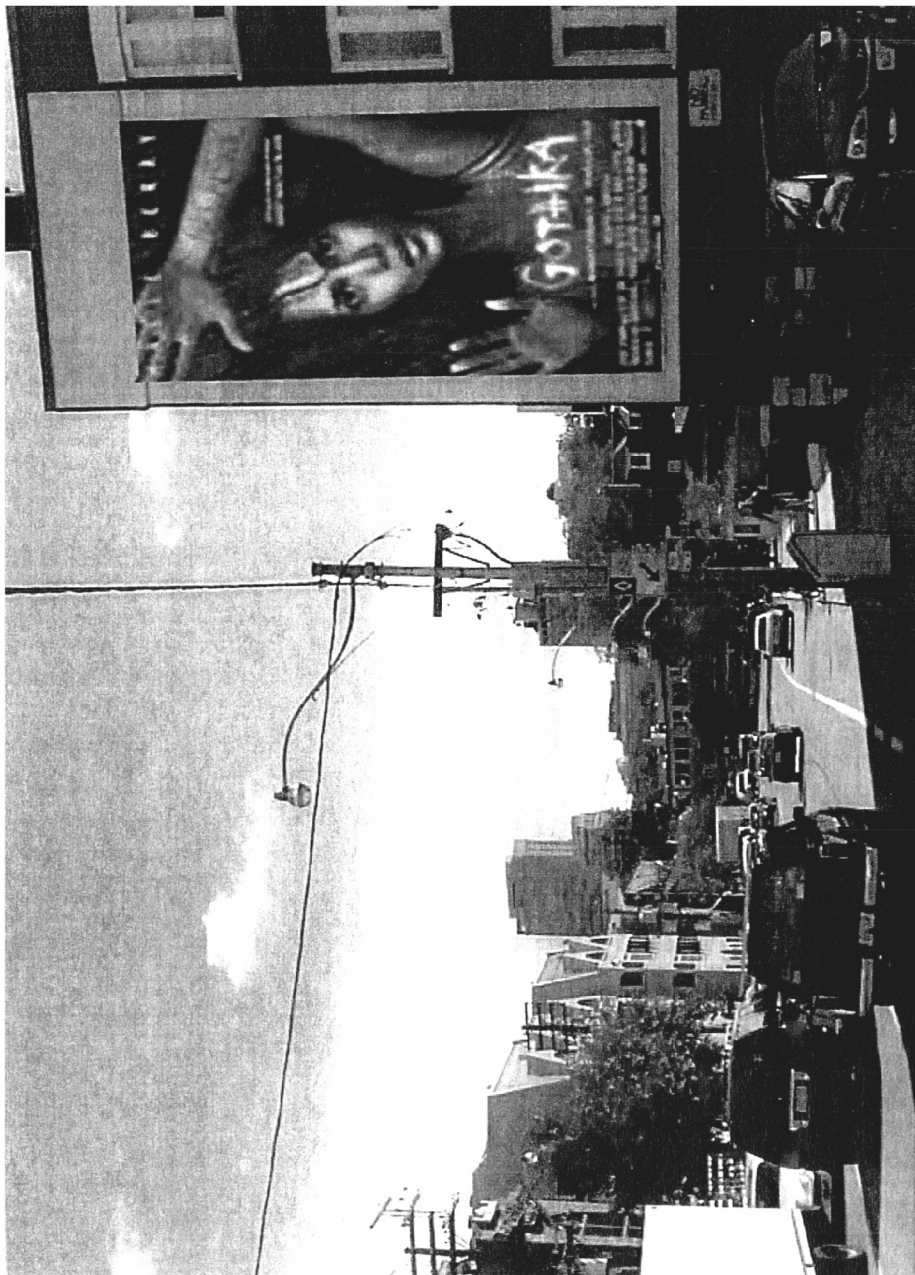
Applicant's Submitted Drawing

Not to Scale  
07/05/07

**359 Davenport Road**

File # 07\_219662

**Attachment 2: Elevation**



**359 Davenport Road**

File # 07\_219662

**Elevation**

Applicant's Submitted Drawing

Not to Scale  
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