

**Sign Variance Report
569 Broadview Avenue**

Date:	October 30, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 30 – Toronto-Danforth
Reference Number:	07-264913

SUMMARY

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

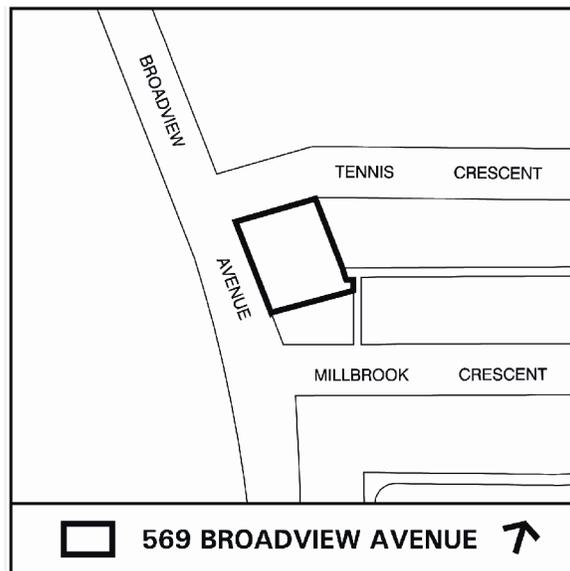
This report reviews and makes recommendations on a request by Svetlana Levant, with Permit World, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two non-illuminated fascia signs on the north and south elevations of the building at 569 Broadview Avenue.

Staff recommends approval of the application. The requested 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 requested variance to permit, for identification purposes, two non-illuminated fascia signs on the north and south elevations of the building at 569 Broadview Avenue; 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 on the southeast corner of Broadview Avenue and Tennis Crescent in an R zone. The property contains a three-storey residential apartment building. The applicant is requesting permission to erect, for identification purposes, two non-illuminated fascia signs, for identification and municipal address purposes, on the north and south elevations of the building. Each fascia sign would have an area of 1.24m².

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
1. Chapter 297-9D (5)(a)	Each non-illuminated fascia sign would have an area of 1.24m ² .	The 1.24m ² sign area of each sign would exceed by 0.99m ² , the maximum 0.25m ² sign area permitted.

COMMENTS

The permitted signs in residential areas are required to be small and low in order to limit any adverse impact the signs may have on the neighbouring residential uses or on the streetscape. In this instance, the signs have been sized and designed to blend in well with the building façade. It is staff’s opinion that the signs would not adversely impact the building, surrounding uses or the streetscape.

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

CONTACT

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E-mail: ngirdhar@toronto.ca

SIGNATURE

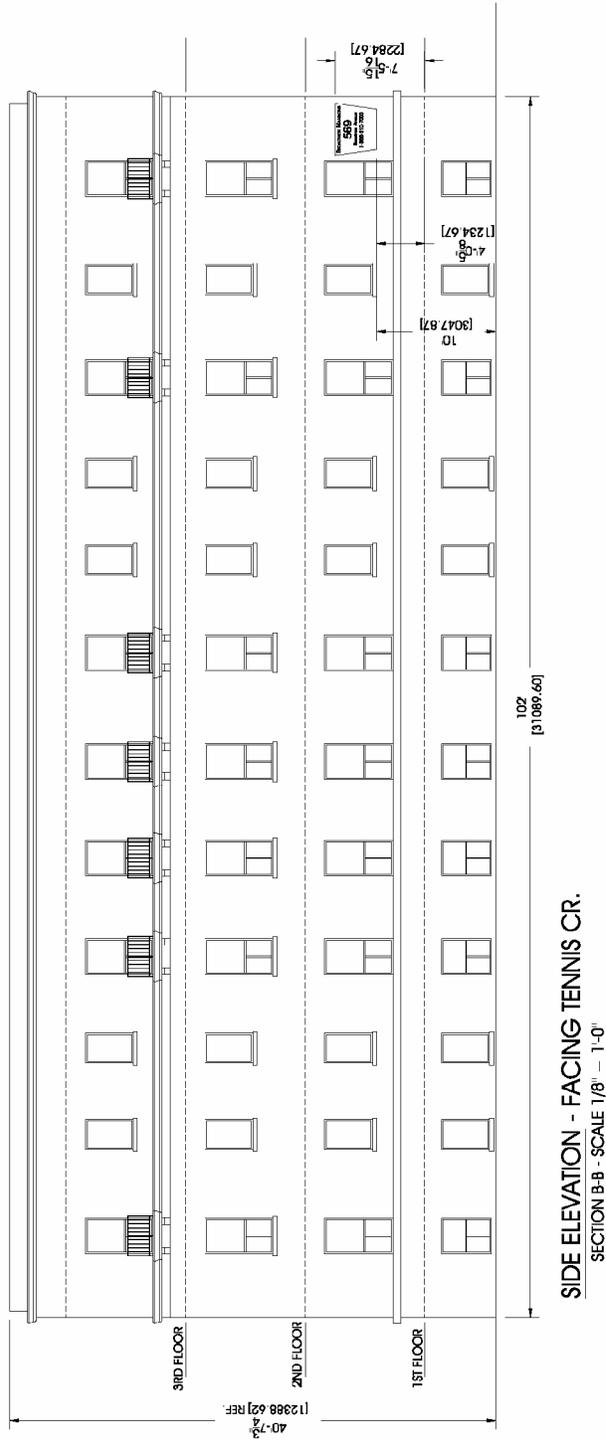
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations
Attachment 3: Elevations
Attachment 4: Sign Details

Attachment 1: Elevations



569 Broadview Avenue

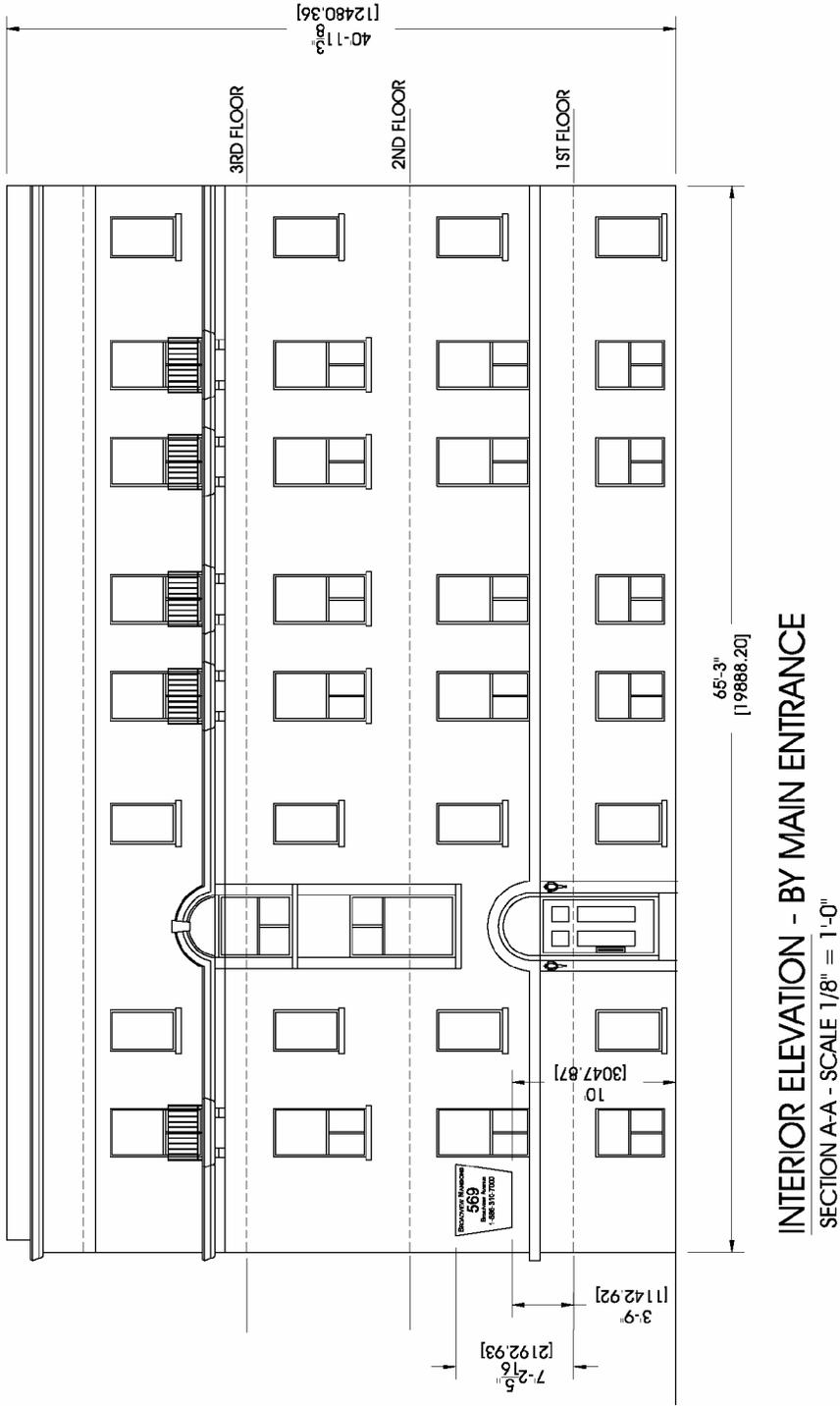
Elevations

Applicant's Submitted Drawing

Not to Scale
10/3/07

File # 07_264913

Attachment 2: Elevations



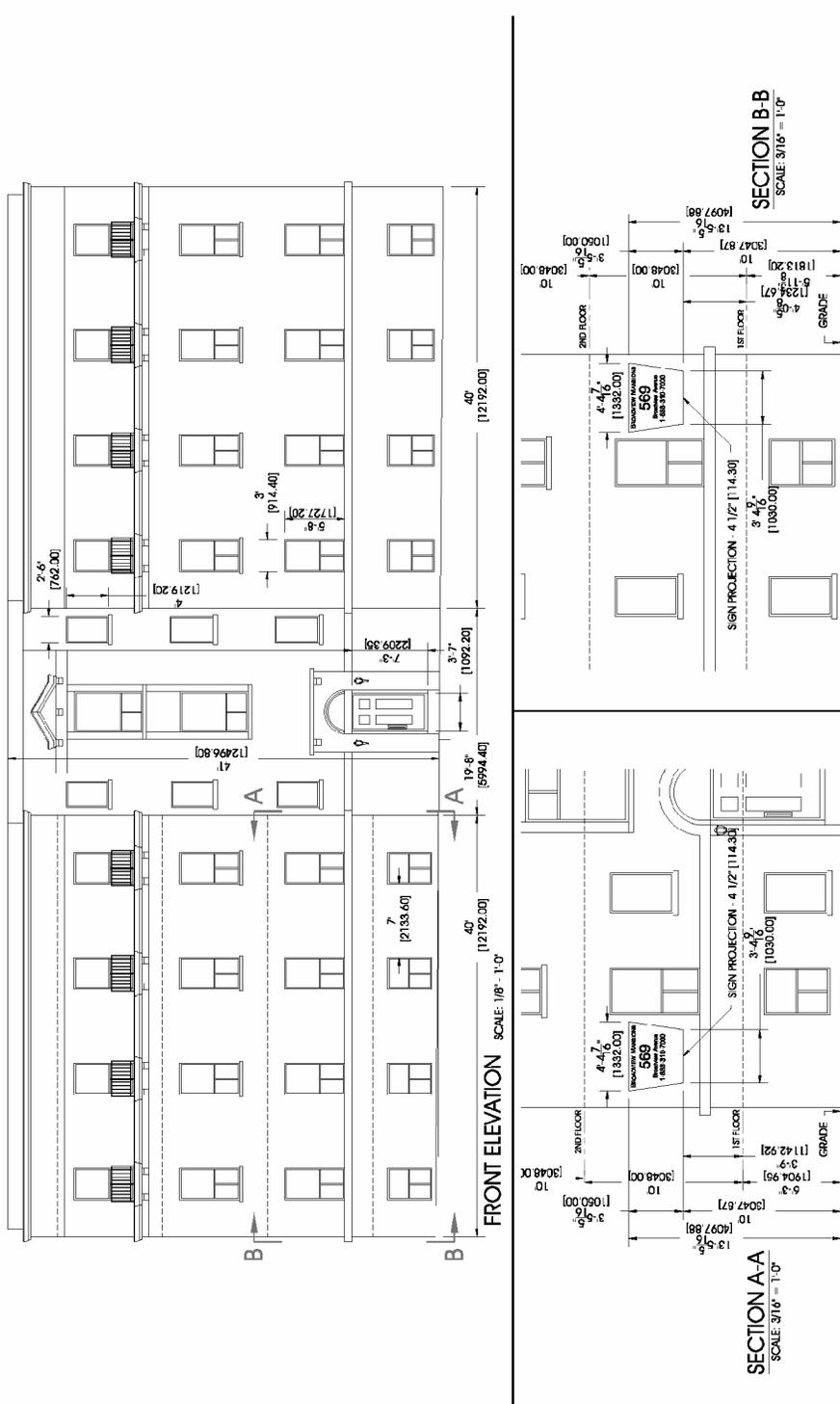
569 Broadview Avenue

Elevations
Applicant's Submitted Drawing

Not to Scale
10/3/07

File # 07_264913

Attachment 3: Elevations



569 Broadway Avenue

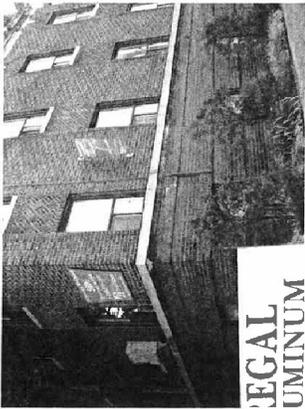
Elevations

Applicant's Submitted Drawing

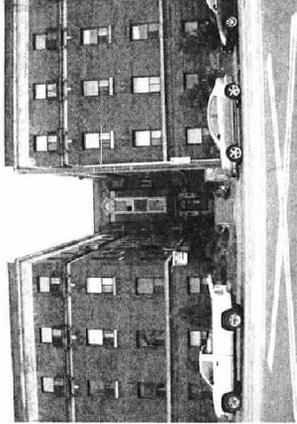
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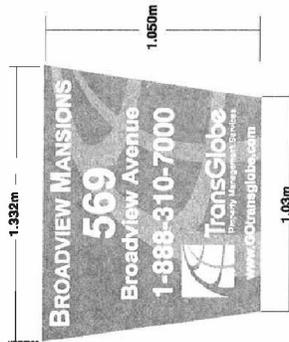
Attachment 4: Sign Details



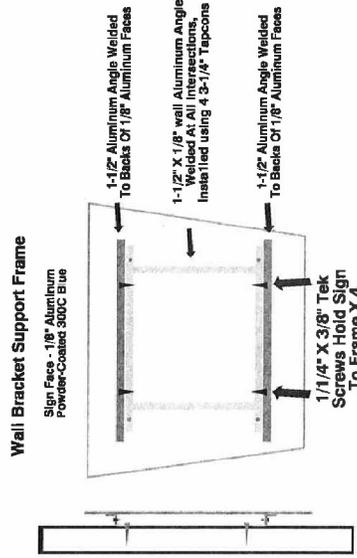
A4 Wall Mount Facing North Banner Removed



A4 Wall Mount Facing South



Use face from removed A2 Pylon and install on entrance wall facing South



Approx. weight = 40 lbs.

Sign Details

Applicant's Submitted Drawing

Not to Scale
10/3/07

569 Broadview Avenue

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