

Sign Variance Report 84 Avenue Road

Date:	January 9, 2008
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-285685

SUMMARY

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

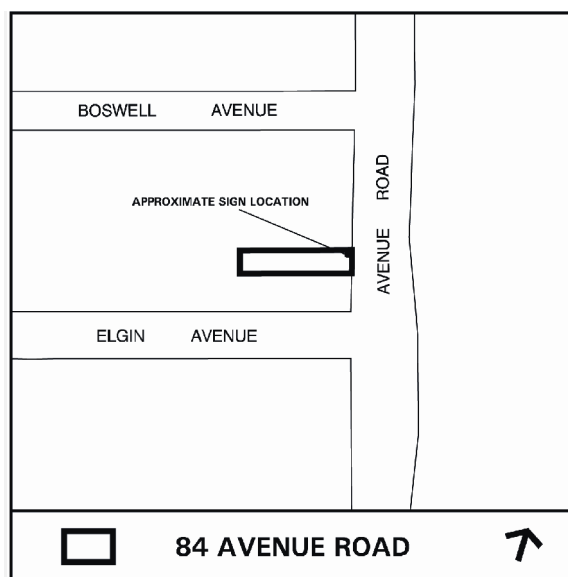
This report reviews and makes recommendations on a request by Dominic Rotundo with Pattison Sign Group, on behalf of PSTG Consulting Inc., for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated double-sided ground sign along the east frontage of the property at 84 Avenue Road.

Staff recommends approval of the 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 requested variance to permit, for identification purposes, an illuminated double-sided ground sign along the east frontage of the property at 84



Avenue Road 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 north of Bloor Street West on the west side of Avenue Road in a CR zone. The property contains a two-storey building, which is being used for office purposes. The applicant is requesting permission to erect, for identification purposes, an illuminated ground sign near the main entrance to the building, along the east frontage of the property. The sign is 1.22m wide and 1.04m high with an area of 1.27m². The height from grade to the top of the sign is 2.26m. The vertical clearance from grade to the bottom of the sign is 1.22m.

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 (8)(b)	The proposed sign would be set back 0.0m from the property line.	The 0.0m sign set back from the property line is 2.0m less than the 2.0m sign set back required.

COMMENTS

The 2.0m set back requirement for a ground or pedestal sign is to ensure that streetscape and view corridors are preserved and that sight lines for motorists, cyclists and pedestrians are maintained. The proposed sign would have no setback, but it is relatively small and it would not obstruct the view corridor, or obscure sight lines. It is staff's opinion that the sign would not adversely impact the property, surrounding uses or the streetscape.

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

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax No. 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

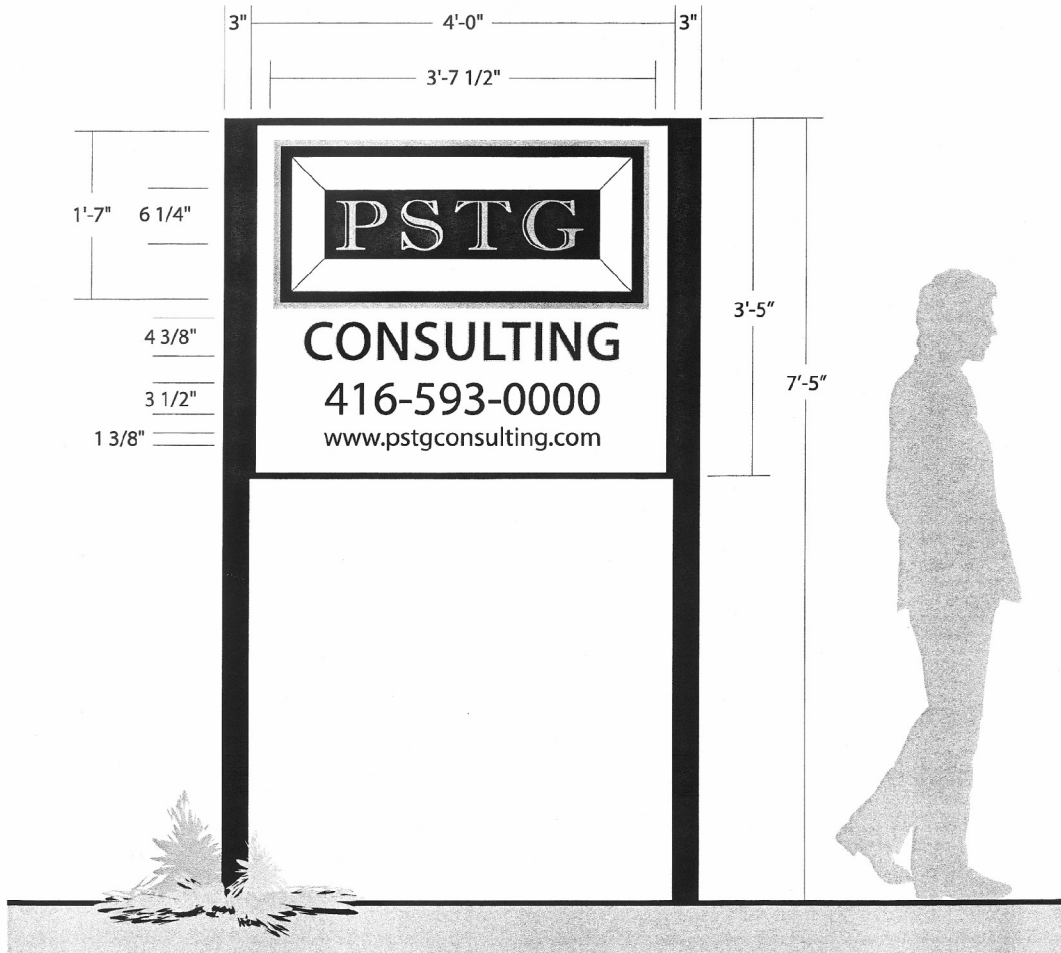
Gary Wright, Director
Community Planning, Toronto and East York District

(P:\2008\Cluster B\pln\teycc33296506045.doc) - smc

ATTACHMENTS

Attachment 1: Sign Detail

Attachment 1: Sign Detail



Sign Detail

Applicant's Submitted Drawing

Not to Scale
01/21/03

84 Avenue Road

File # 07_285685