



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report - Supplementary 569 Broadview Avenue

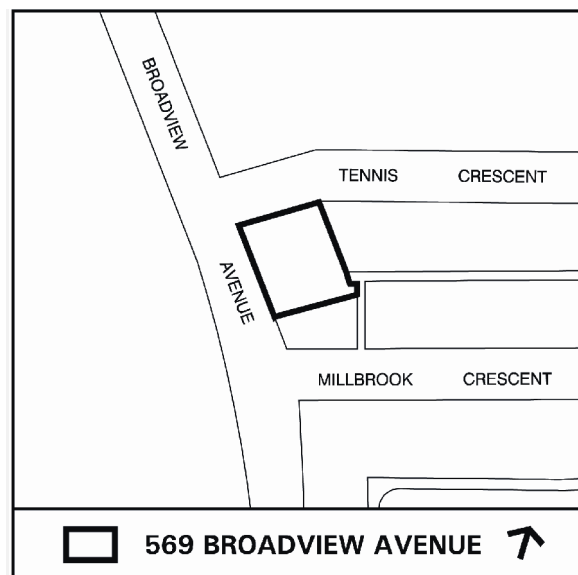
<b>Date:</b>	January 18, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 30 – Toronto-Danforth
<b>Reference Number:</b>	07-264913

### SUMMARY

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

The Toronto and East York Community Council, at its meeting on November 27, 2007 deferred the sign variance report of October 30, 2007, from the Director, Community Planning, Toronto and East York District and requested the Director, Policy and Research, City Planning Division to meet with the applicant regarding the appropriate signage for the building. This supplementary sign variance report replaces the staff report dated October 30, 2007.

This report reviews and makes recommendations based on information from the applicant and additional information from the Heritage Preservation Services (the Director, Policy and Research, City Planning Division). The request is for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a non-illuminated awning sign on the front elevation of the building at 569 Broadview Avenue.



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

## **RECOMMENDATIONS**

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### **The City Planning Division recommends that:**

1. Toronto and East York Community Council approve the request for a 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**

This sign variance report replaces the staff report dated October 30, 2007. 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 is 0.76m wide and 1.22m high with an area of 0.93m<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 297-9D (5)(a)	Each non-illuminated fascia sign would be 0.76m wide and 1.22m high with an area of 0.93m <sup>2</sup> .	The 0.93m <sup>2</sup> sign area of each sign would exceed by 0.68m <sup>2</sup> , the maximum 0.25m <sup>2</sup> sign area permitted in an "R" zone.

## **COMMENTS**

The applicant and the Heritage Preservation Services staff met and resolved the signage design issues. The revised sign graphics are attached with this report (see Attachments 1 & 2). 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. It is staff's opinion that in this instance, the proposed signs are designed

and sized to compliment the building façade and they 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**

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

## **SIGNATURE**

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

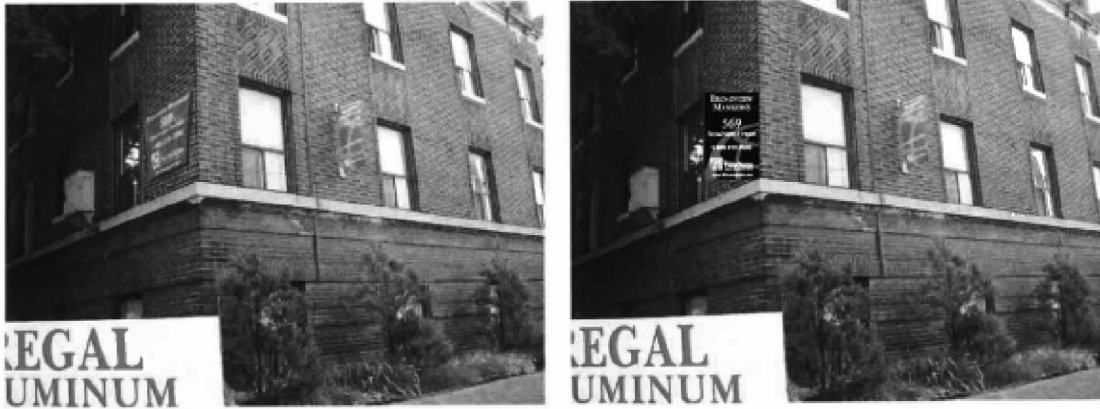
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## **ATTACHMENTS**

Attachment 1: Elevation & Sign Details  
Attachment 2: Sign Details

## Attachment 1: Elevation & Sign Details

Replace 2 A4 Wallmounts with  
new Black Material, change Font to Times Roman



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### Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale  
01/10/08

569 Broadview Avenue

File # 07\_264913

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**Attachment 2: Sign Details**

Replace 2 A4 Wallmounts with  
new Black Material, change Font to Times Roman



**Sign Details**

**569 Broadview Avenue**

Applicant's Submitted Drawing

Not to Scale  
01/10/08

File # 07\_264913