

**Sign Variance Report - Supplementary
9 Tennis Crescent**

Date:	January 17, 2008
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 30 – Toronto-Danforth
Reference Number:	07-264914

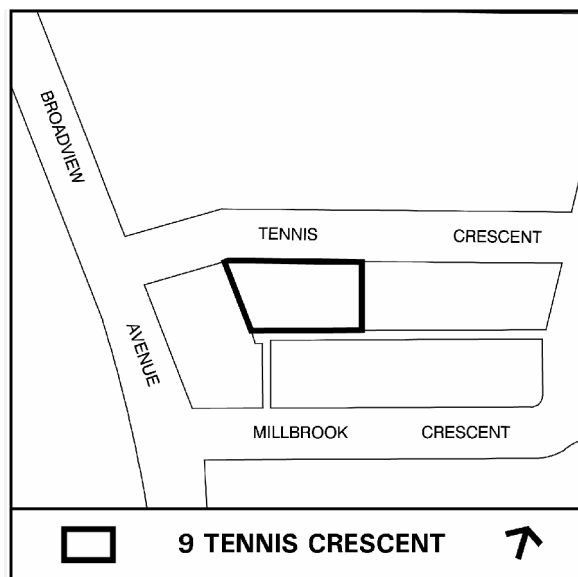
SUMMARY

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 9 Tennis Crescent.

Staff recommends approval of this 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 request for a variance to permit, for identification purposes, a non-illuminated awning sign on the front elevation of the building at 9 Tennis Crescent; 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 just east of Broadview Avenue, on the south side of 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, a non-illuminated awning sign on the front elevation of the building. The awning is 1.79m wide and 0.76m high with an area of 1.36m². The copy area of the sign is 0.17m².

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. Chapter 297-9D (1)(b)	The non-illuminated awning sign is 1.79m wide and 0.76m high with an area of 1.36m ² .	The 1.36m ² sign area would exceed by 1.11m ² , the maximum 0.25m ² sign area permitted.

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. Although the area of the non-illuminated awning exceeds the maximum size permitted, by 1.11m², the actual copy area of the sign is only 0.17m². The awning is designed and sized to compliment the building façade. It is staff's opinion that the sign 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

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

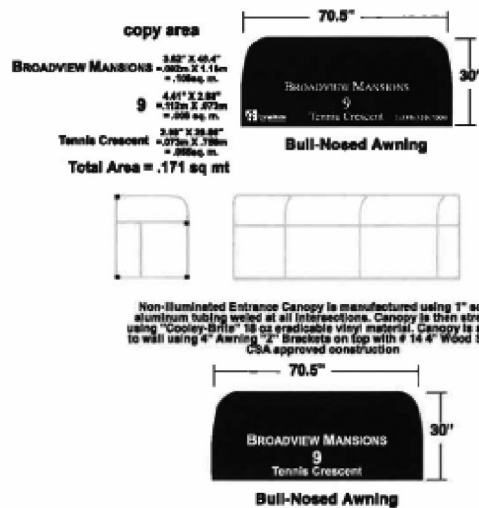
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ATTACHMENTS

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

Attachment 1: Elevation & Sign Details

Re-Stretch Canopy with New Black Material, change Font to Times Roman



Elevation & Sign Details

Applicant's Submitted Drawing

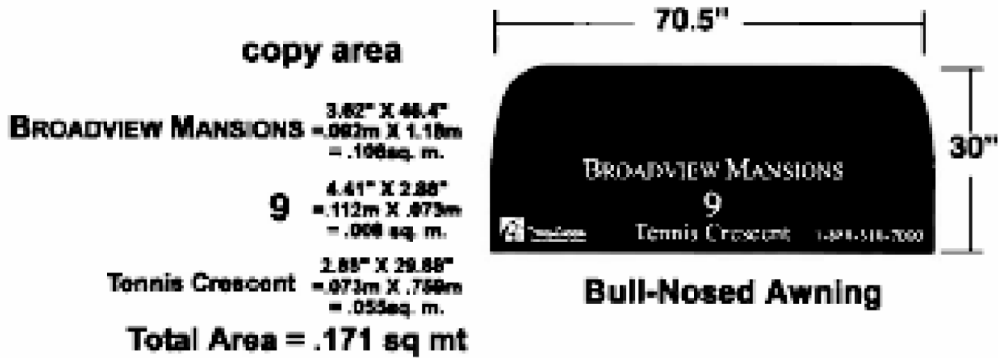
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9 Tennis Crescent

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Attachment 2: Sign Details

Re-Stretch Canopy with
New Black Material, change Font to Times Roman



Non-Illuminated Entrance Canopy is manufactured using 1" square aluminum tubing welded at all intersections. Canopy is then stretched using "Cooley-Brife" 18 oz eradicable vinyl material. Canopy is secured to wall using 4" Awning "Z" Brackets on top with # 14 4" Wood Screws. CSA approved construction

Sign Details

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Not to Scale
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