

Sign Variance - 1987 Queen Street East

Date:	April 9, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 32 – Beaches-East York
Reference Number:	08-108259

SUMMARY

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

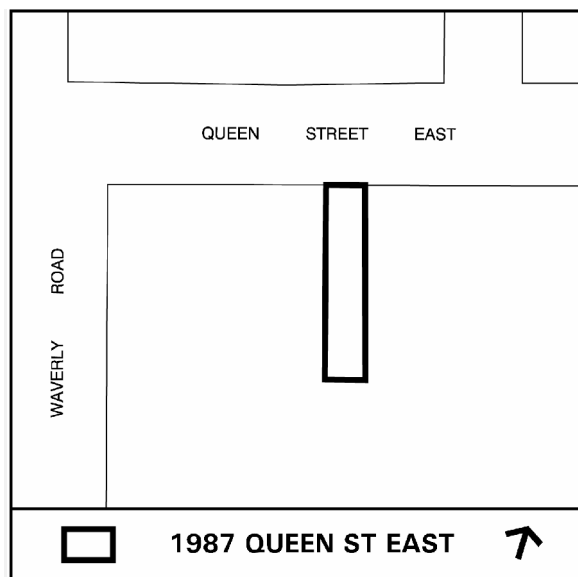
This report reviews and makes recommendations on a request by Ian Cooper-Planning and Development Consultant, on behalf of The Mars Diner, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, an illuminated fascia sign in the form of a corporate name and a logo, to represent “Mars Beach Diner” on the front of the steel trellis structure which is located on the front of the building at 1987 Queen Street East.

Staff recommends approval of the application. The variances are 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 maintain, for identification purposes, an illuminated fascia sign in the form of a corporate name and a logo, to



represent “Mars Beach Diner” on the front of the steel trellis structure which is located on the front of the building at 1987 Queen Street East on condition 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 east of Woodbine Avenue, on the south side of Queen Street East in a CR zone. The property contains a 2 ½ - storey building and it is occupied by the Mars Beach Diner restaurant. The building sets back 4.85m from the front property line. A steel trellis structure is located over the front patio of the building and an illuminated sign “Mars Beach Diner” in the form of a corporate name and a logo is attached to the face of steel trellis structure. The sign has an approximate area of 1.50m².

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 sign sets back 0.30m from the property line.	The 0.30m sign set back is 1.70m less than the 2.0m set back required.
2. Chapter 297-10D(8)(f)	The ground sign is not of single or double pole construction.	A ground sign is required to have a single or double pole construction.
3. Chapter 297-10E(3)	The sign overhangs more than one metre over a walkway into the restaurant.	A sign overhanging more than one metre over a pedestrian walkway is not permitted.
4. Chapter 297-10E(5)	The sign has a vertical clearance of 2.46m from grade to the bottom of the sign.	The 2.46m vertical clearance from grade to the bottom of sign is 0.04m less than the 2.50 vertical clearance required.

COMMENTS

The existing illuminated sign “Mars Beach Diner” is attached to the steel trellis structure located in front of the building and not to the building itself. Therefore, while it has the appearance of a fascia sign, it is an unidentified sign type due to the manner in which it is affixed to the building. This generates a number of technical variances. It is staff’s opinion that the sign does not adversely impact the property, surrounding uses or the streetscape.

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

CONTACT

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SIGNATURE

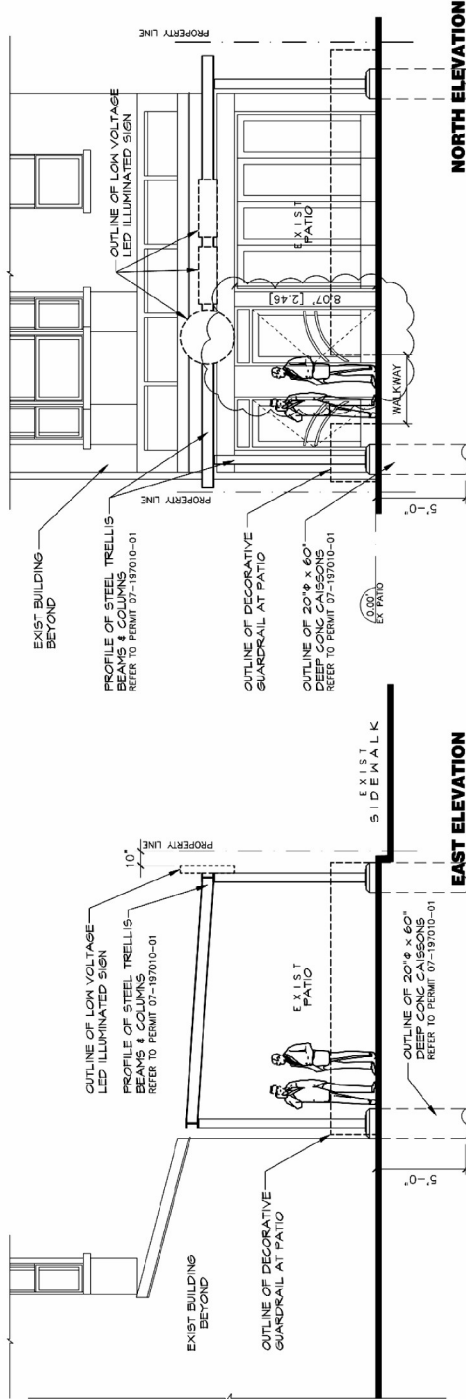
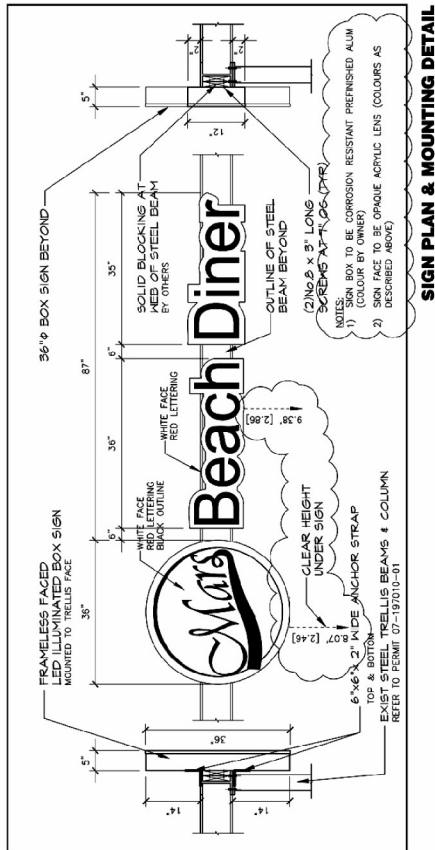
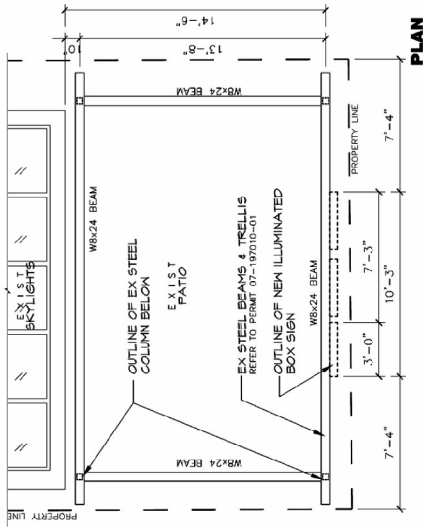
Raymond David, Acting Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations & Sign Details

Attachment 1: Elevations & Sign Details



1987 Queen Street East

Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale
02/28/08

File # 08_108259