

Sign Variance - 1025 Kingston Road

Date:	May 13, 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:	08-104500

SUMMARY

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

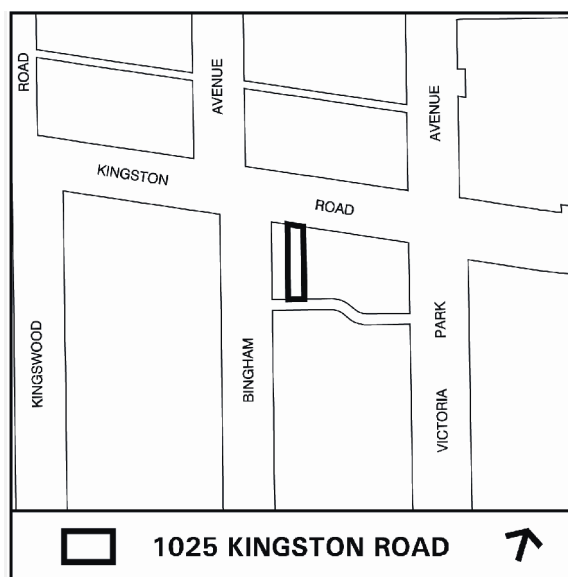
This report reviews and makes recommendations on a request by Svetlana Levant of Permit World, on behalf of Kingston Road Animal Hospital, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign in the form of a corporate name and a logo to represent “Kingston Road Animal Hospital” on the front elevation of the building at 1025 Kingston 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 fascia sign in the form of a corporate name and a logo to represent “Kingston Road



Animal Hospital” on the front elevation of the building at 1025 Kingston Road 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 west of Victoria Park Avenue on the south side of Kingston Road in a “CR” zone. The property contains a two-storey building, which is occupied by Kingston Road Animal Hospital. The applicant is requesting permission to install an illuminated fascia sign in the form of a corporate name and a logo to represent “Kingston Road Animal Hospital” on the front elevation of the building. The fascia sign at the first floor level is 5.49m wide and 0.30m high with an area of 1.65m². The area of fascia sign at the second floor level is approximately 6.69m².

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 297-10D-(5)(d)	The proposed fascia sign would be located at the second floor level of the building.	The proposed identification fascia sign at the second floor level is not permitted because the Building Division Records indicates that the second floor contains a dwelling unit.
2. Chapter 297-10D-(5)	The aggregate area of the sign at the second floor level would be 30% of the area of the business unit frontage located on the second floor level of the building.	The Municipal Code requires that the area of an identification fascia sign located on the second floor level of the building must not exceed 15% of the area of the business unit frontage of the second floor tenant in the building.

COMMENTS

With regards to the first variance, although the Building Division Records indicates that the second floor contains a dwelling unit, a site visit by planning staff has confirmed that the second floor is occupied by the Kingston Road Animal Hospital.

With respect to the second variance, the aggregate area of first party fascia signs must not exceed 30% of the commercial unit frontage area of the business at the first floor level of the building and the aggregate area of first party fascia signs for the second floor business tenant not to exceed 15% of the commercial unit frontage of the business unit at the second floor level of the building. The entire building is occupied by the Kingston Road Animal Hospital. The owner is requesting to place its' primary signage on the second floor. The percentage of signage displayed on the second floor level is 30%, equal to the sign area permitted for the first floor, therefore effectively moving the permitted area of the first floor signs to the second floor. It is staff's opinion that the proposed sign at the second floor level would not significantly impact the building, surrounding uses and 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

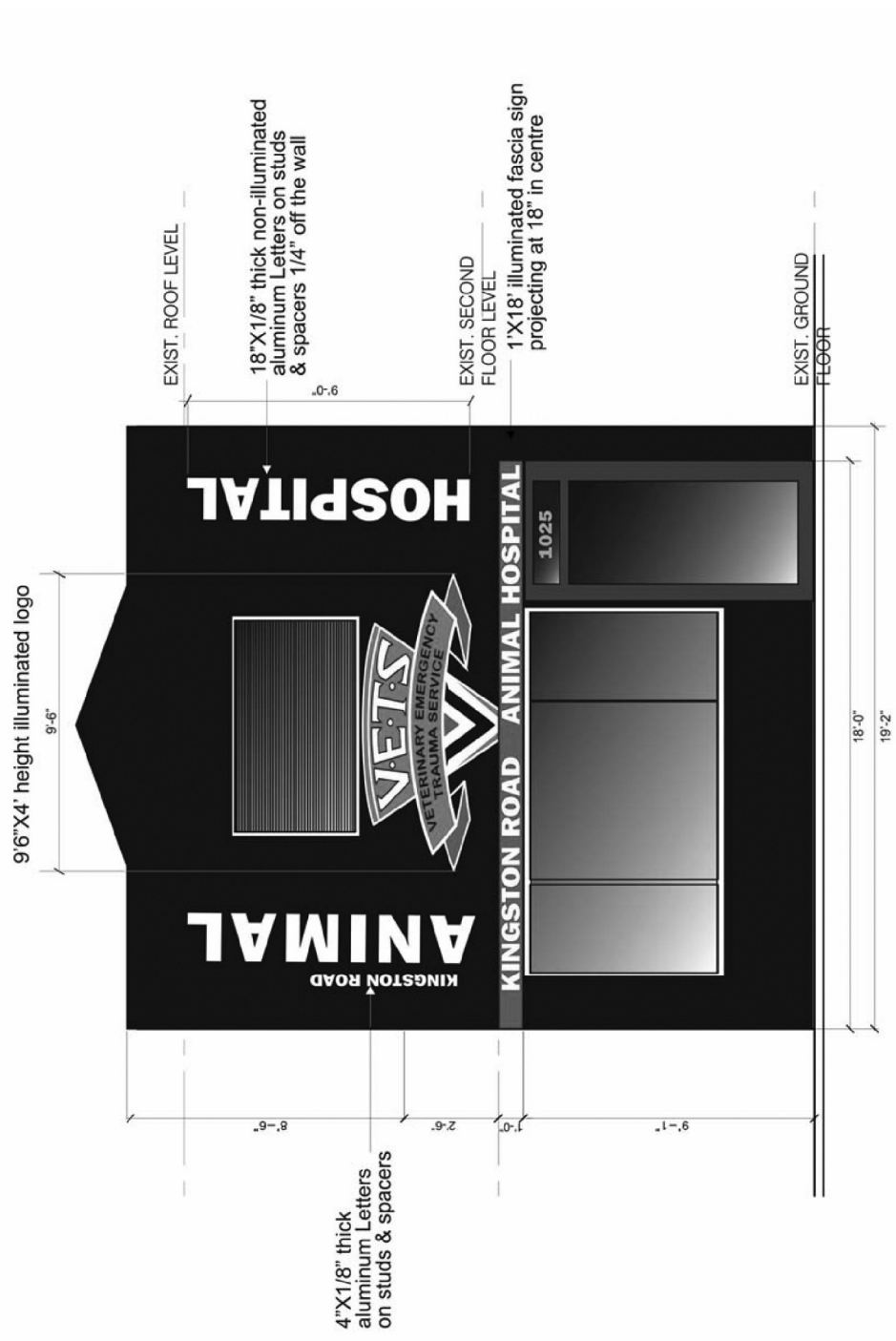
Raymond David, Acting Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Elevation

Attachment 1: Elevation

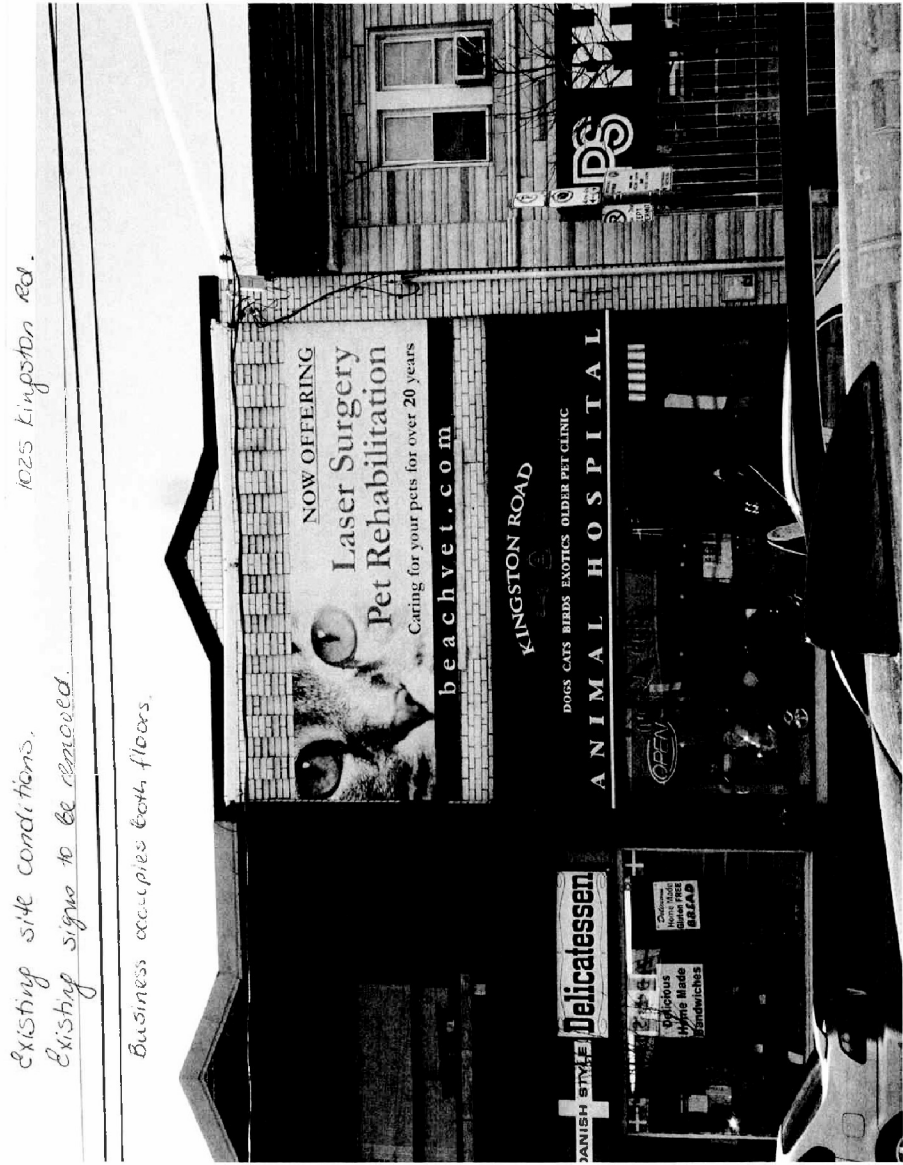


Elevation
Applicant's Submitted Drawing
Not to Scale
04/14/08

1025 Kingston Road

File # 08_104500

Attachment 2: Elevation



Elevation

1025 Kingston Road

Applicant's Submitted Drawing

Not to Scale
02/1/08

File # 08_104500