

Sign Variance - 1670 Bayview Avenue

Date:	May 1, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 22 – St. Paul's
Reference Number:	08-143139

SUMMARY

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

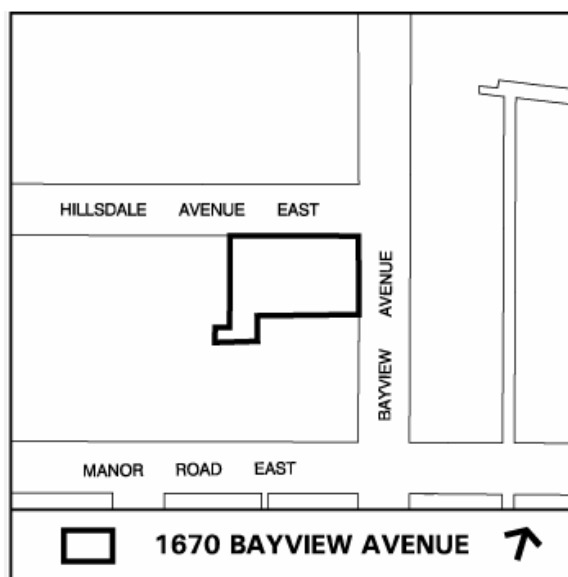
This report reviews and makes recommendations on a request by Leslie Abro of Abcon Media, on behalf of Northam Reality Advisers Ltd. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 1670 Bayview Avenue. The proposed sign is 8.38m wide and 2.74m high with an area of 22.96m².

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 third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 1670



Bayview 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

The property is located on the southwest corner of Bayview Avenue and Hillsdale Avenue East in a CR zone. The property contains a five-storey building. The applicant is seeking permission to erect, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building. The sign is 8.38m wide and 2.74m high with an area of 22.96m².

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 (5)(f)	The proposed third party non-illuminated fascia sign would be 19.08m high above grade.	The 19.08m height above grade for the proposed sign would exceed by 4.08m, the maximum 15.0m sign height above grade permitted.

COMMENTS

The height of signs above grade is regulated in order to minimize the negative impact of the signs on the building to which they are attached, surrounding uses and on the streetscape. Given that the sign is proposed to be located higher than permitted to avoid covering the building windows, staff consider this variance acceptable. The applicant has confirmed that there are no third party signs located within 60 metres from this sign and it meets the required separation distance from the residential uses in the vicinity. Also, while materials are not regulated by the Sign By-law, the applicant has requested that we inform Community Council that the sign would contain Douglas Fir Plywood backing, paper fascia and would not contain any non-degradable vinyl material. It is staff's opinion that the sign at this height would not adversely impact the building, surrounding uses or the streetscape.

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

CONTACT

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SIGNATURE

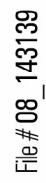
Raymond David, Acting Director
Community Planning, Toronto and East York District

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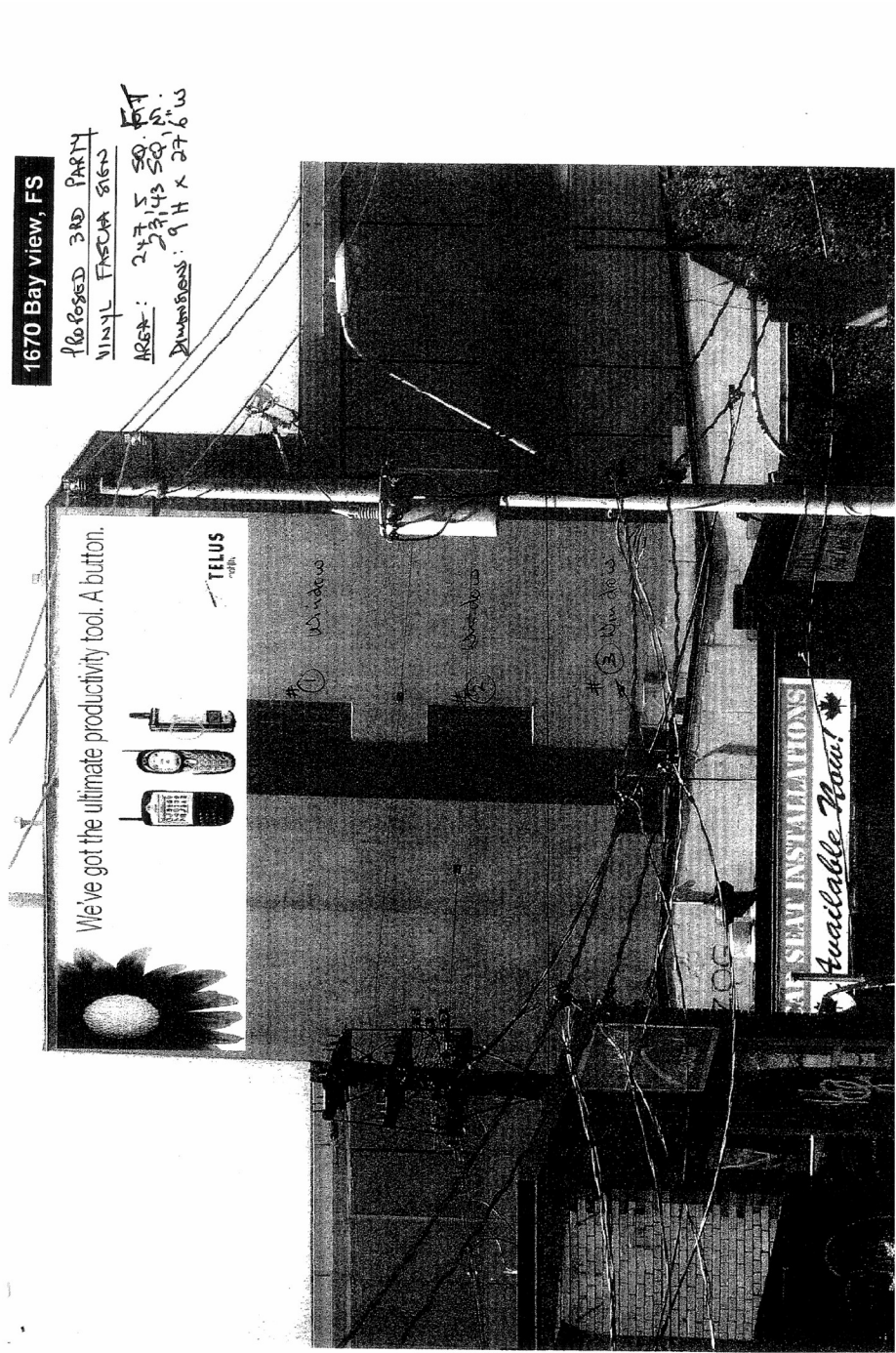
ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Sign Details

Staff report for action – Sign Variance – 1670 Bayview Avenue



Attachment 2: Sign Details



Sign Details

Applicant's Submitted Drawing

Not to Scale
04/21/08

1670 Bayview Avenue

File # 08_143139