

Sign Variance - 518 Danforth Avenue

Date:	May 8, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 29 – Toronto-Danforth
Reference Number:	08-117299

SUMMARY

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

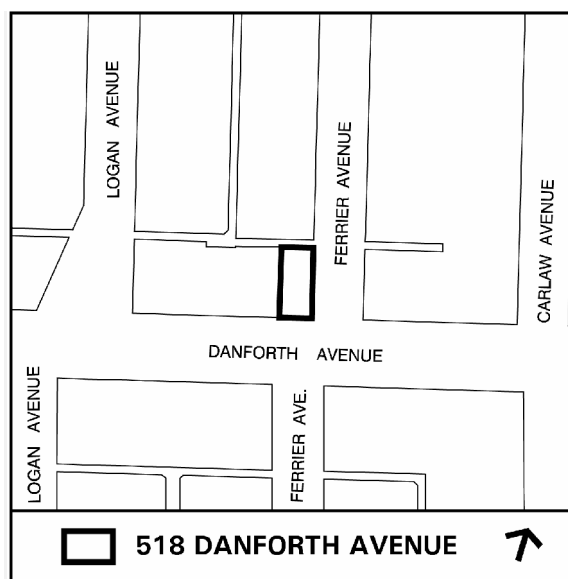
This report reviews and makes recommendations on a request by John David Adam of Zip Signs Ltd., on behalf of BMO Financial Group for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, a non-illuminated fascia sign comprised of blue wall panels on the front elevation of the building at 518 Danforth Avenue.

Staff recommends approval of this 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 request for a variance to maintain, for identification purposes, a non-illuminated fascia sign comprised of blue wall panels on the front elevation of the building at 518



Danforth 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 northwest corner of Danforth Avenue and Ferrier Street in a MCR zone. The property contains a two-storey building and is occupied by a Bank of Montreal branch. The applicant is seeking permission to maintain a non-illuminated fascia sign comprised of blue wall panels on the front elevation of the building. A fascia sign approved under Permit # 05-173861 SGN that identifies Bank of Montreal is also located on the front elevation of the building. The blue panel fascia sign is 3.61m wide and 4.25m high with an area of 15.43m².

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)(c)	The aggregate area of the fascia sign on the first floor commercial unit is 29.41m ² .	The 29.41m ² aggregate area of the fascia signs on the first floor commercial unit exceeds by 13.87m ² , the maximum 15.54m ² signage area permitted.
2. Chapter 297-10D(5)(g)	The aggregate area of fascia signs on the front elevation of the building is 29.41m ² .	The 29.41m ² sign area on the front elevation of the building exceeds by 4.41m ² , the maximum 25.0M ² sign area permitted.

COMMENTS

The size of signs is regulated in order to minimize the visual impact of signs on the buildings to which they are attached, surrounding uses and the streetscape. The variances are required because the blue wall panels on the front elevation of the building are considered a fascia sign. The blue panels identify the Bank of Montreal's corporate colour (see Attachment 1). The Municipal Code defines a Sign as any device, fixture or

structure that uses colour, form, graphics, illumination, symbols or writing to advertise, identify, announce the purpose of or identify the purpose of entity and may include flags, banners or pennants.

In this instance, although the aggregate area of the signs exceeds the permitted area, the blue wall panels complement the existing illuminated signs and the architectural composition of the front facade of the building.

Staff recommends approval of this 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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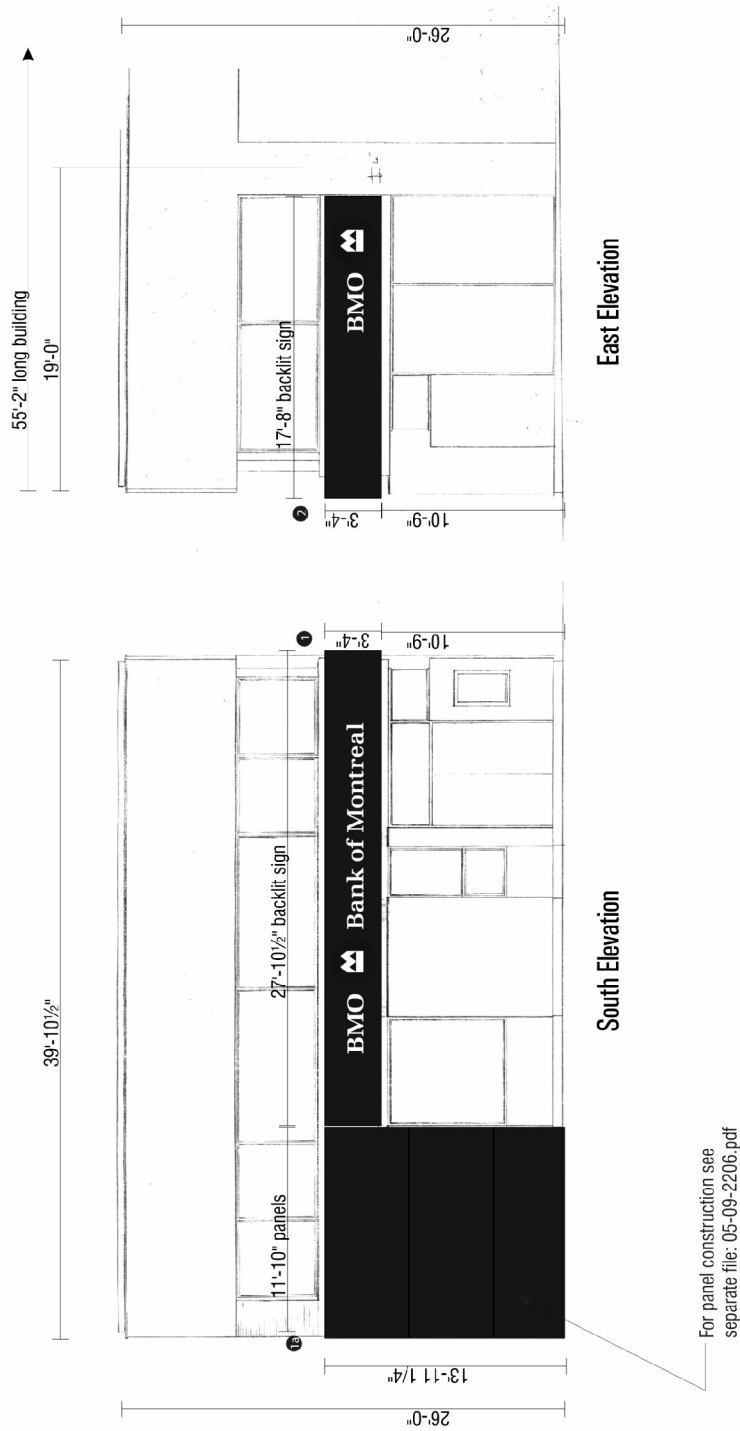
ATTACHMENTS

Attachment 1: South & East Elevations

Attachment 2: Elevations & Sign Locations

Attachment 3: Sign Details

Attachment 1: South & East Elevations



518 Danforth Avenue

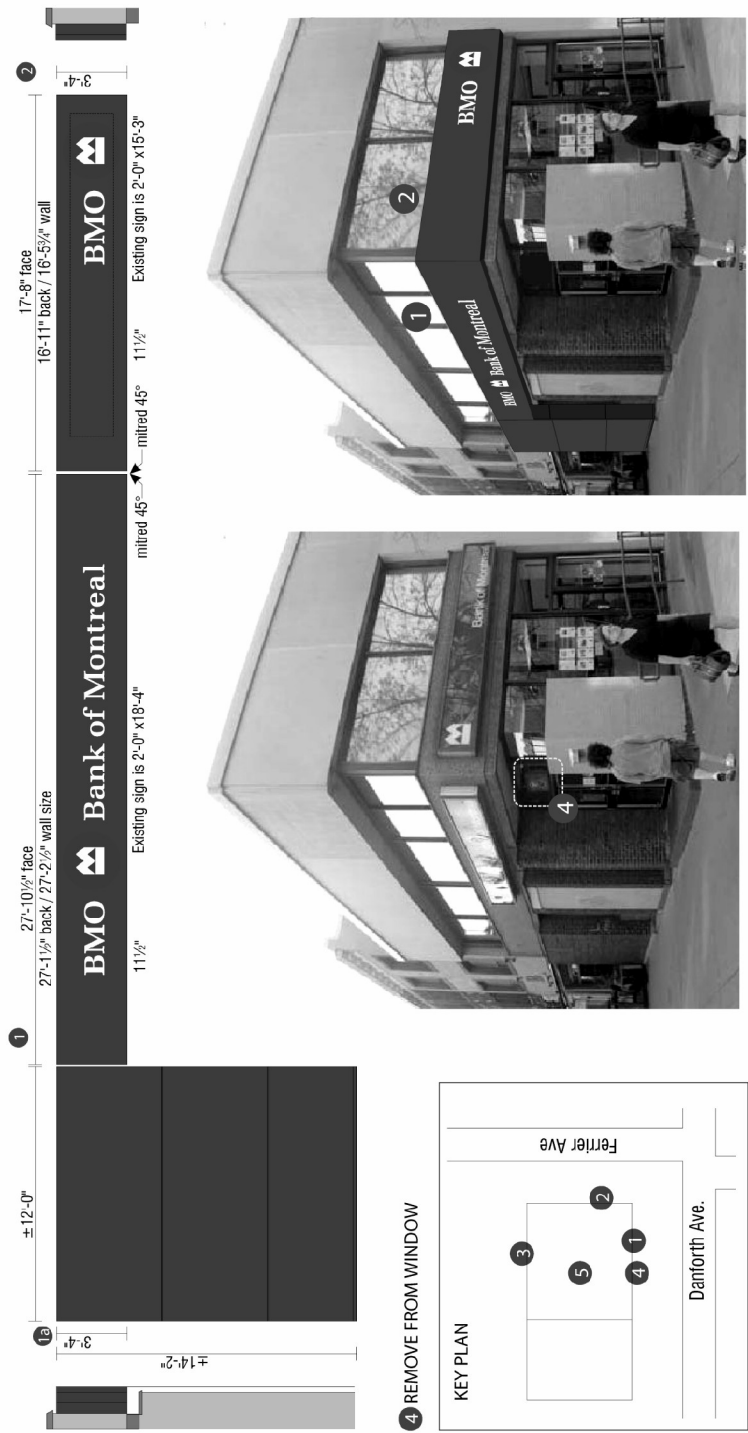
South & East Elevations

Applicant's Submitted Drawing

Not to Scale
04/22/08

File # 08_117299

Attachment 2: Elevations & Sign Locations



Elevations & Sign Locations

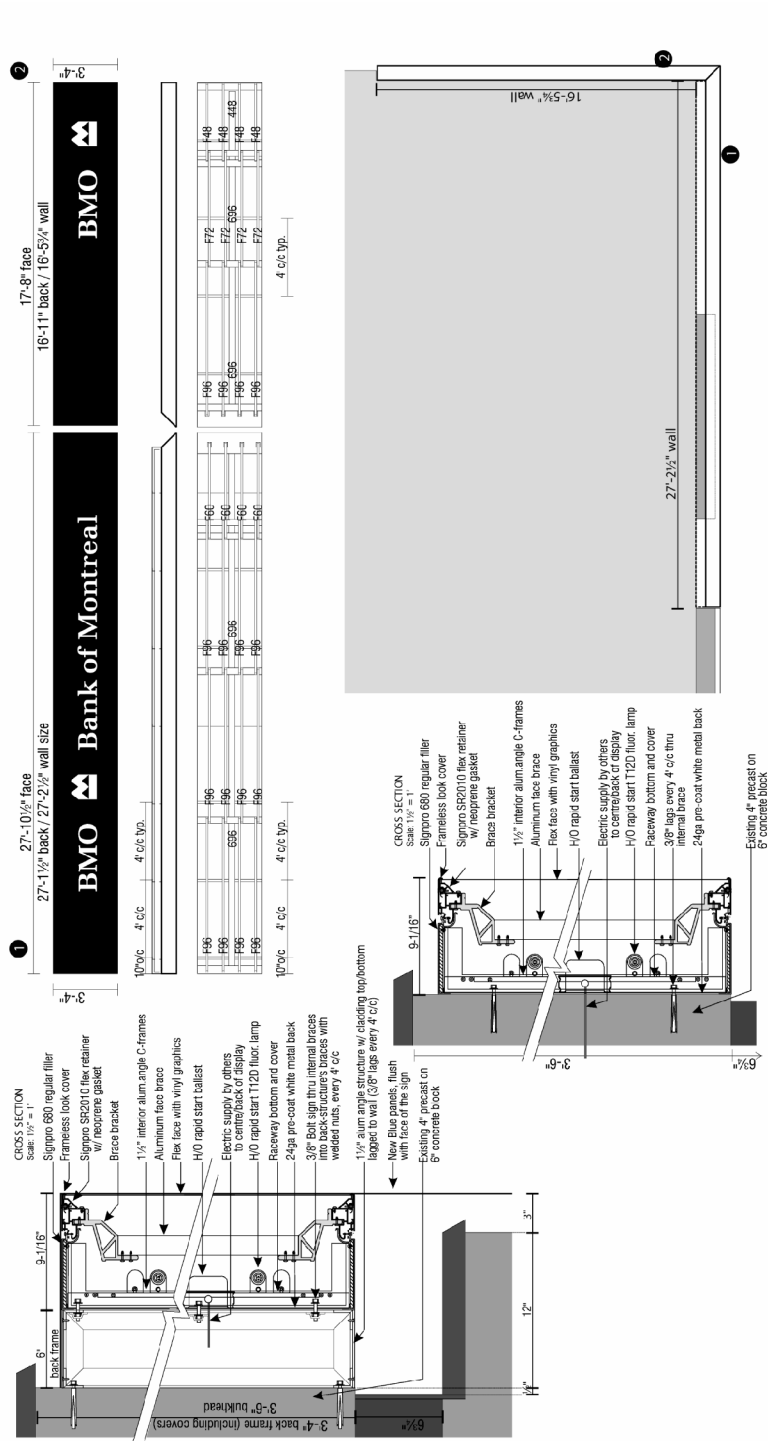
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Attachment 3: Sign Details



Sign Details
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