

Sign Variance - 293 Coxwell Avenue

Date:	June 2, 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:	08-155811

SUMMARY

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

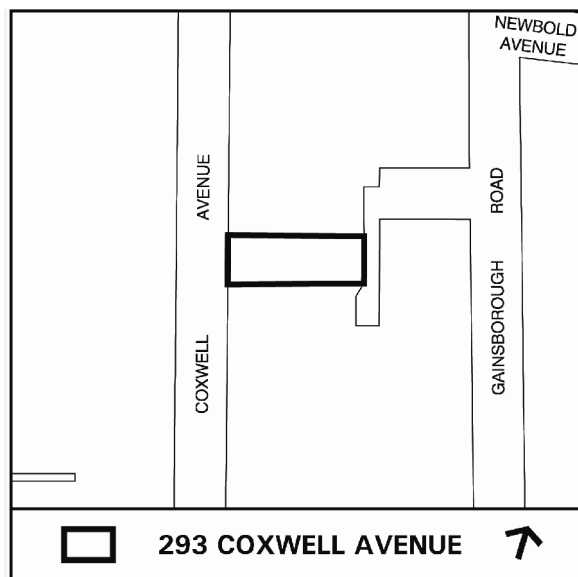
This report reviews and makes recommendations on a request by Just Cole of World Impact Inc., on behalf of Value Centres Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of an existing “Goodwill” store’s fascia sign with an illuminated fascia sign “Dollarama” on the front elevation of the building to represent the new occupant of the building at 293 Coxwell Avenue.

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, replacement of an existing fascia sign “Goodwill” with an illuminated fascia sign



“Dollarama” on the front elevation of the building to represent the new occupant of the building at 293 Coxwell Avenue on a condition that the sign be turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device and 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 north of Gerrard Street East on the east side of Coxwell Avenue in a CR zone. The property contains a single-storey commercial building. The applicant is seeking permission to replace an existing fascia sign “Goodwill” with an illuminated “Dollarama” fascia sign on the front elevation of the building to represent the new occupant of the building at 293 Coxwell Avenue. The proposed sign is 14.63m wide and 1.21m high with an area of 17.70m².

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
Chapter 297-10E (7)(C)	The proposed illuminated fascia sign would be located less than 20.0m from a residential lot in an R zone.	An illuminated fascia sign located less than 20.0m from a lot in R zone is not permitted.

COMMENTS

The Municipal Code requires that an illuminated fascia sign be located at least 20.0m from a residential lot. In this case, although the adjacent lot located to the north of this property is zoned residential, the proposed illuminated sign would not be directly visible from the adjacent building located to the north. Planning staff recommends that the sign be turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. It is staff’s opinion that with this condition in place, the proposed illuminated fascia sign for Dollarama Store would not adversely impact the building, surrounding uses or 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

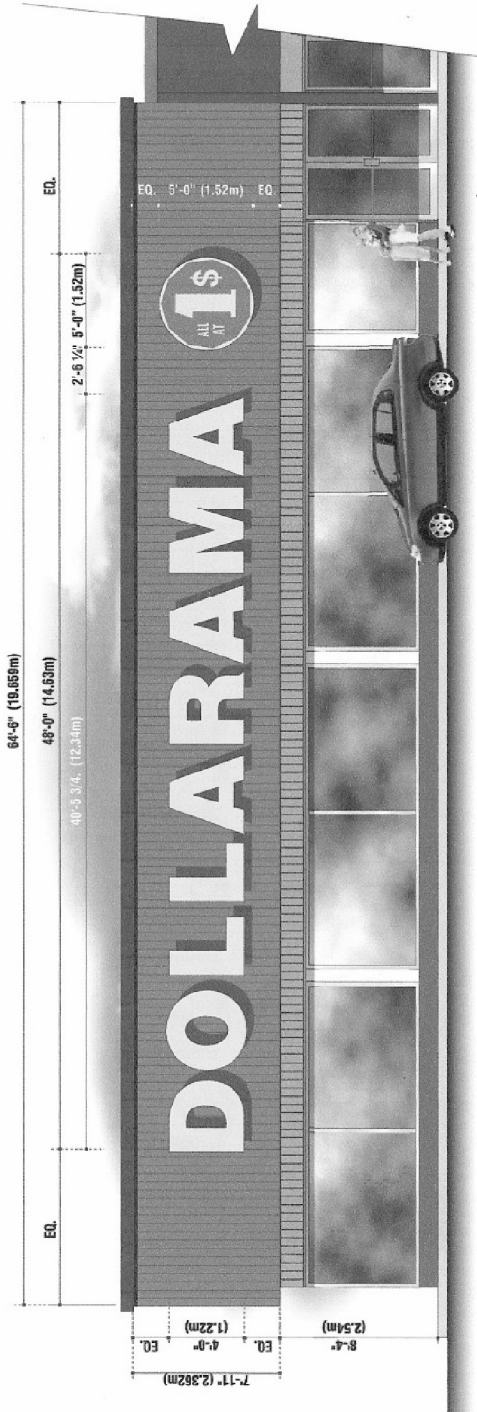
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ATTACHMENTS

Attachment 1: Elevations & Sign Details

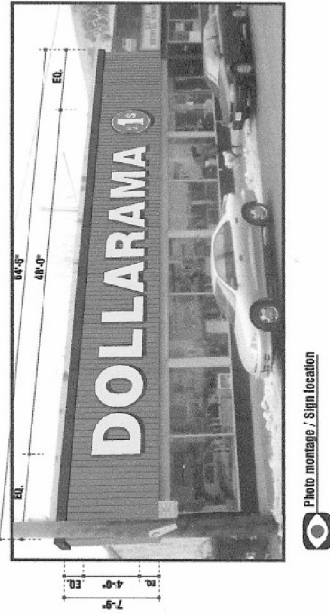
Attachment 2: Sign Details

Attachment 1: Elevations & Sign Details



Graphic Elevation / Exterior storefront
 Scale: 3/16" = 1'-0"
 INDIVIDUAL CHANNEL LETTERS & LOGO

WALL AREA: 1015.875 SQFT
 PERMITTED SIGN AREA = 30% = 304.76 SQFT
 = 28.21 SQM
 PROPOSED SIGN AREA = 17.36 SQM

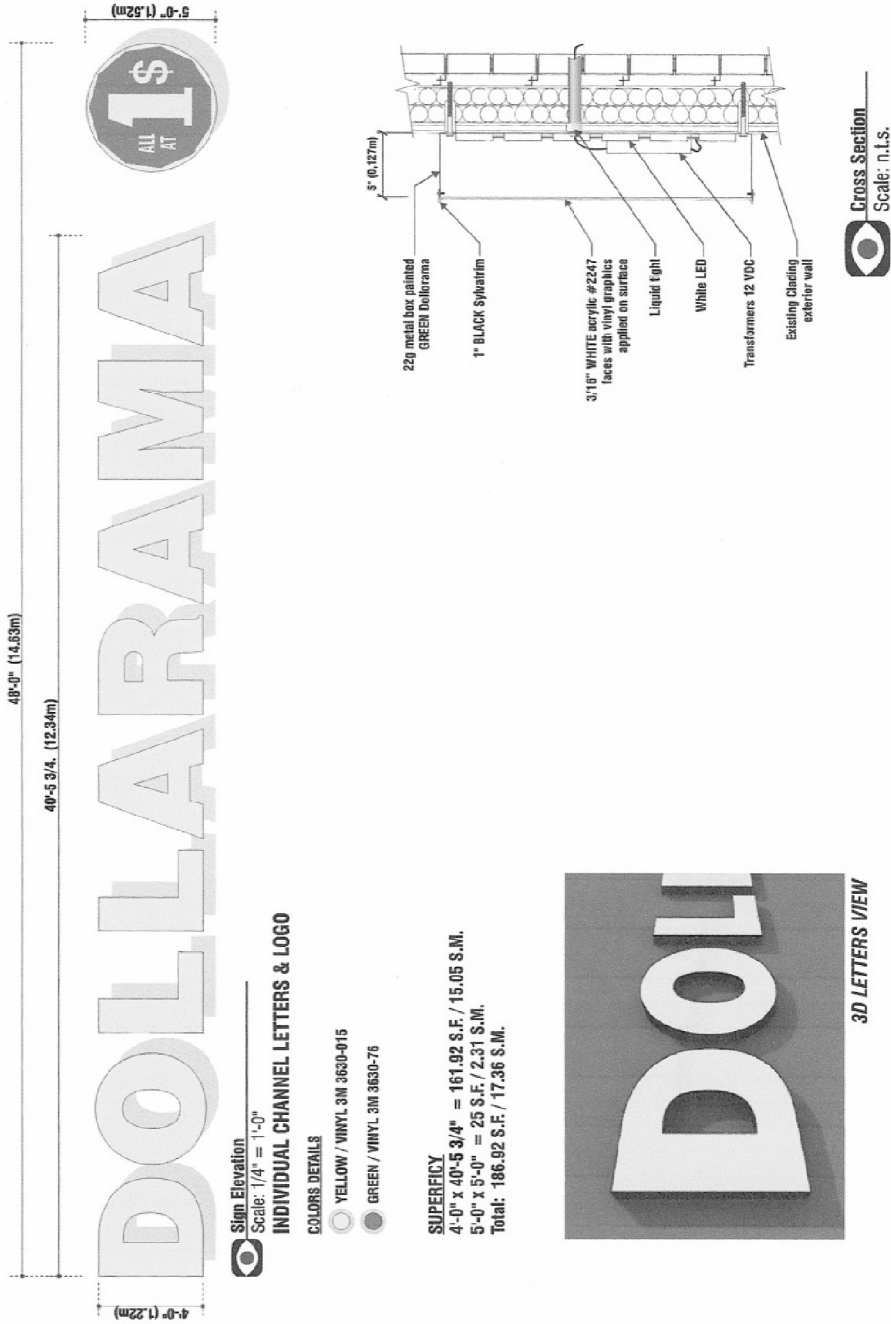


Elevations & Sign Details
 Applicant's Submitted Drawing
 Not to Scale
 05/27/08

293 Coxwell Avenue

File # 08_155811

Attachment 2: Sign Details



293 Coxwell Avenue

Sign Details

Applicant's Submitted Drawing

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