

Sign Variance - 22 Balliol Street

Date:	June 4, 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:	08-158117

SUMMARY

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

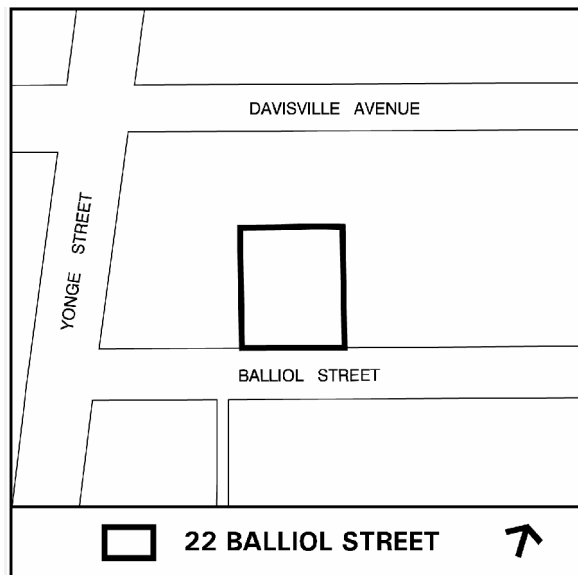
This report reviews and makes recommendations on a request by Shahin Faraji of Pattison Sign Group, on behalf of Sobey's Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs on the south elevation and one illuminated fascia sign on the east elevation of the building at 22 Balliol Street.

Staff recommends approval of the two south facing signs and refusal of the east facing sign. The variance respecting the recommended signs 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, two illuminated fascia signs on the south elevation and



refuse an illuminated fascia sign on the east elevation of the building at 22 Balliol Street on a 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 south of Davisville Avenue and east of Yonge on the north side of Balliol Street a R2 zone district. The property contains a single-storey commercial building. The property is located in a high rise residential apartment neighbourhood. The building would be occupied by a Sobey’s grocery store. The applicant is seeking permission to install two illuminated fascia signs on the south elevation and one illuminated fascia sign on the east elevation of the building. The proposed “Sobey’s Urban Fresh” fascia sign on the south elevation is 3.86m wide and 1.50m high with an area of 5.79m² and the proposed “Open 24 Hours” fascia sign on the south elevation is 1.85m wide and 0.91m high with an area of 1.68m². The proposed “Sobey’s Urban Fresh” fascia sign on the east elevation is 3.66m wide and 1.55m high with an area of 5.67m².

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
Chapter 297-9D (2)	Two illuminated fascia signs on the south elevation and one illuminated fascia on the east elevation of the building to represent “Sobey’s” grocery store.	The proposed identification fascia signs are not permitted in an R2 zone district.

COMMENTS

The single storey commercial building is surrounded by high rise apartment buildings in an R2 zone district. The building would be occupied by Sobey’s grocery store. The permitted signs in a residential zone are required to be small and low in order to limit any negative impact the signs may have on the neighbouring residential uses or on the streetscape. Although, the property is located in R2 zone district, the commercial use building does require signage for its business exposure.

The closest residence that would have a view of the signs on the south elevation is on the south side of Balliol Street, more than 20.0m away. Staff recommends that the signs on the south elevation be approved. The closest residence that would have a view of the

sign on the east elevation is less than 20.0m and therefore, staff recommends refusal of the sign on the east elevation of the building.

The signs on the south elevation are sized, designed and positioned to blend in well with the building façade, surrounding uses and streetscape. It is staff's opinion that the proposed fascia signs on the south elevation would not adversely impact the building, surrounding uses or streetscape.

CONTACT

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SIGNATURE

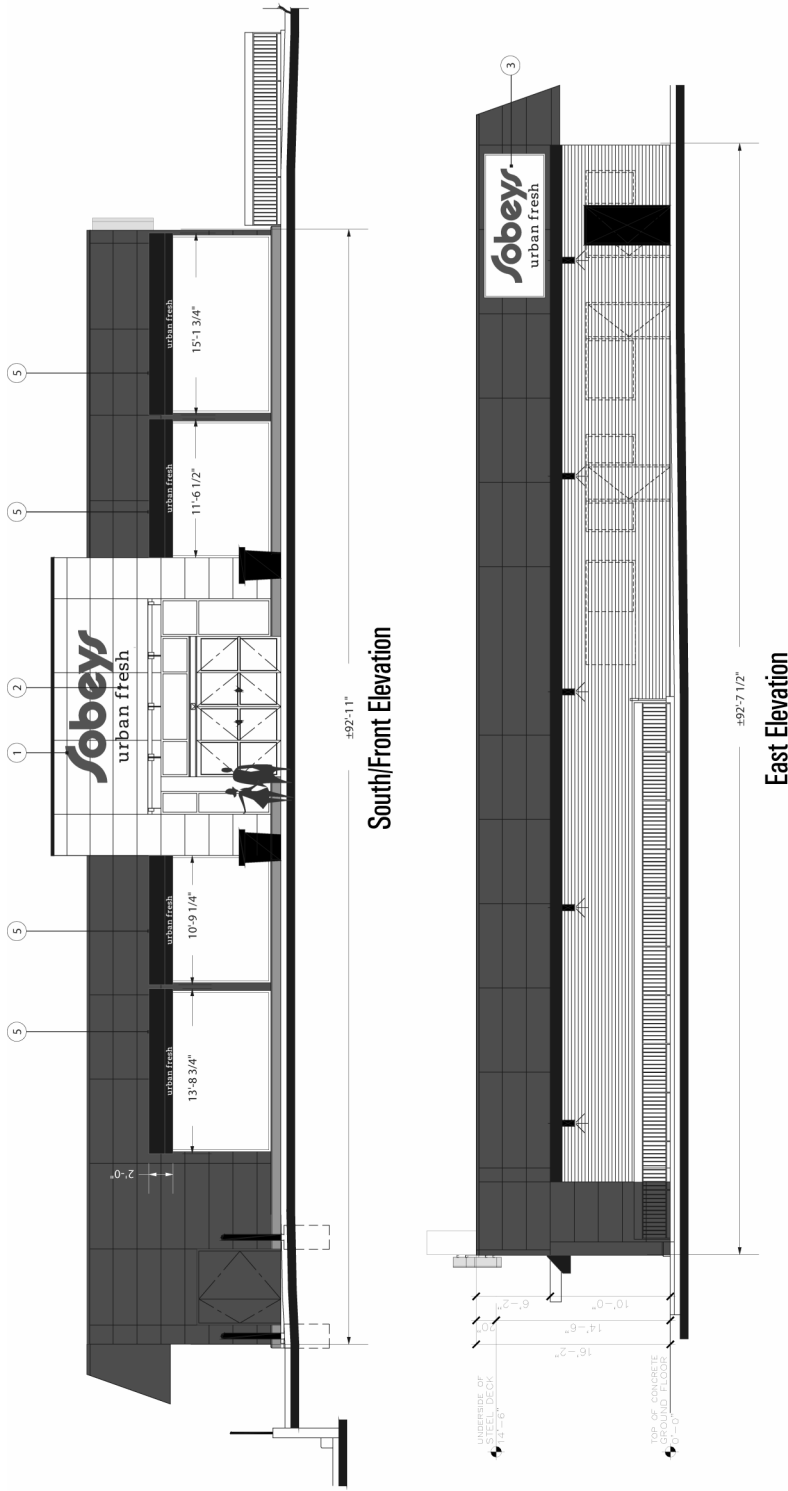
Raymond David, Acting Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Sign Detail
Attachment 3: Sign Elevation

Attachment 1: Elevations



22 Balliol Street

Elevations
 Applicant's Submitted Drawing

Not to Scale
 05/30/08

File # 08_158117

Attachment 2: Sign Detail

URBAN FRESH FOR
4' SOBEYS LETTER



Sign Detail

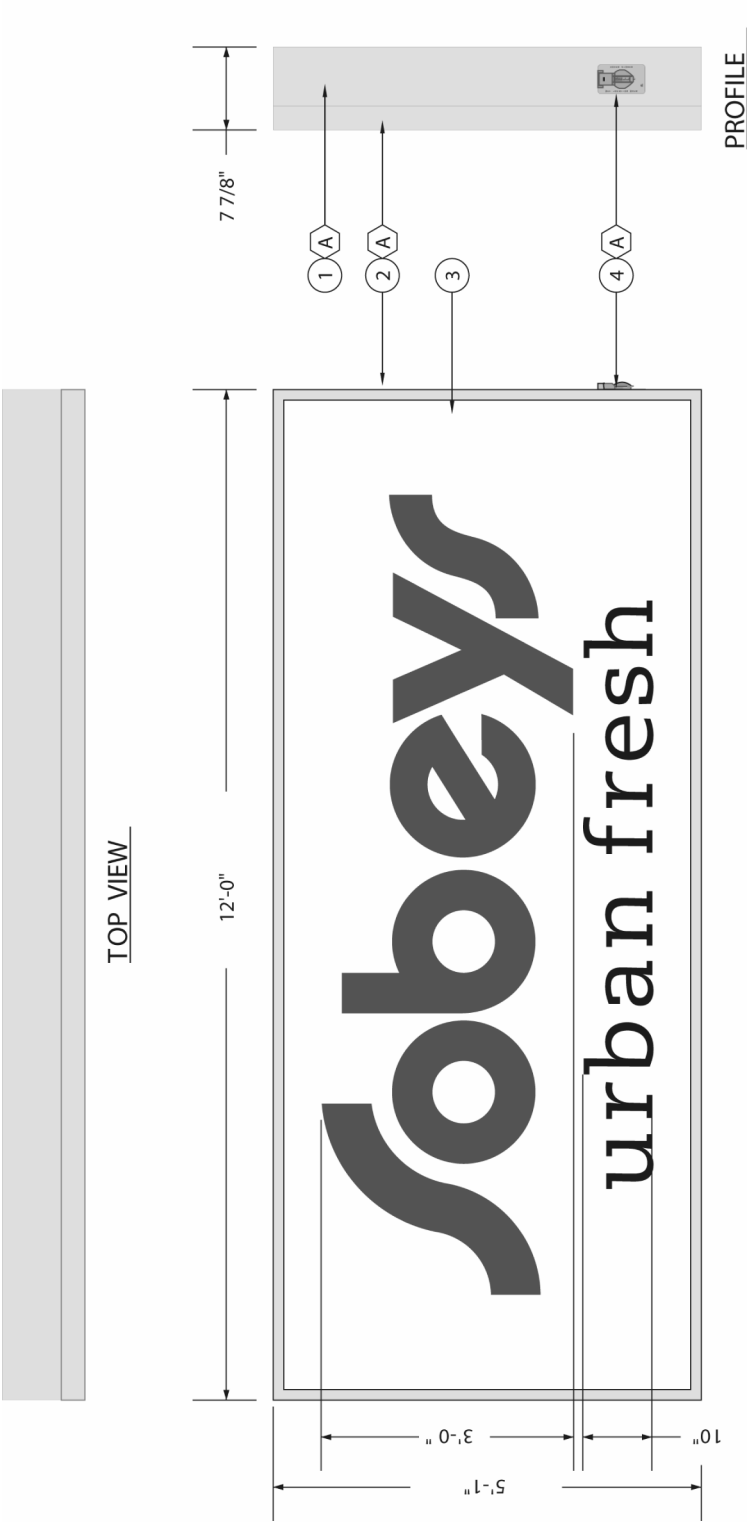
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Attachment 3: Sign Elevation



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