

Sign Variance - 1609 Queen Street East

Date:	July 16, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 32 - Beaches-East York
Reference Number:	08-154426

SUMMARY

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

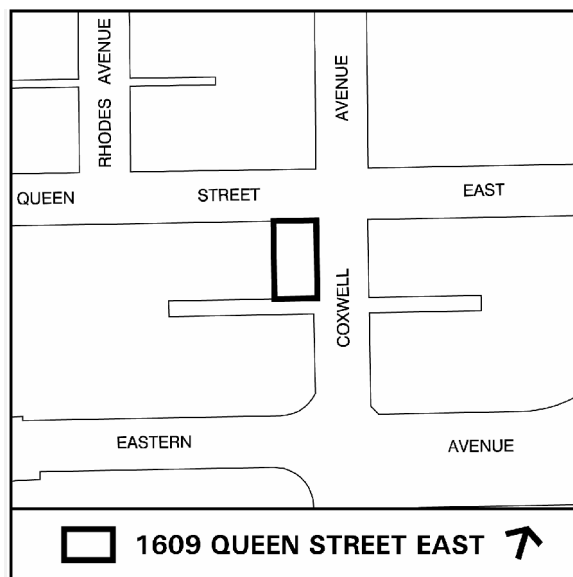
This report reviews and makes recommendations on a request by Svetlana Levant of Permit World, on behalf of Chris and Pauline Stavro for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, two illuminated fascia signs on the north and south elevations of the building at 1609 Queen Street East.

Staff recommends approval of the application. The requested variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the request for variances to maintain, for identification purposes, two illuminated fascia signs on the north and south elevations of the building at 1609 Queen Street East



conditional upon the fascia sign “C” located on the south elevation of the building be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device and energy efficient lights being used; and

2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, 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 Queen Street East and Coxwell Avenue in an MCR zone. The property contains a two storey building with a Money Mart located at the grade level. The applicant is seeking permission to maintain two illuminated fascia signs on the north and south elevations of the building. The sign on the north elevation has an area of 9.90m² and the sign on the south elevation has an area of 9.8m². According to the applicant, the sign “A” on the north elevation has replaced a smaller permitted fascia sign at this location. This was done in order to match an existing fascia sign located on the east elevation of the building. The illuminated fascia sign “C” on the south elevation of the building has replaced a similar size non-illuminated fascia sign that was previously located on the south elevation of the building.

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 297-2 (Definitions)	The illuminated fascia sign “A” on the north elevation of the building is not fully attached against the wall of the building.	A fascia sign is required to be fully attached against the wall of a building.
2. Chapter 297-10D (5)(C)(1)	The fascia sign “A” has an area of 9.9m ² .	The 9.9m ² sign area exceeds by 2.5m ² , the maximum 7.4m ² sign area permitted.
3. Chapter 297-10D (5)(C)(1)	The illuminated fascia sign “C” located on the south elevation of the building does not face a street.	An identification fascia sign is required to face a street.
4. Chapter 297-10E (7)(C)	The proposed illuminated fascia sign “C” is located less than 20.0m from a lot in residential zone.	An illuminated sign is required to have a minimum separation distance of 20.0m from a lot in a residential zone.

COMMENTS

With regards to first and second variances, the sign “A” is sized and positioned to match an existing fascia sign “B” mounted onto the face of a canopy on the east elevation of the building. The first variance is considered to be technical and therefore acceptable. With respect to the second variance, the sign is sized to blend in well with the existing sign and the building façade and it is consistent with the other fascia signs located in this part of Queen Street East.

With respect to the third variance, although, the sign is not facing a street, the sign is directed at north bound motorists on the Coxwell Avenue to identify Money Mart’s presence in the building. It is staff’s opinion that the sign does not adversely impact the building, surrounding uses or streetscape.

The fourth variance occurs because the Municipal Code requires that an illuminated fascia sign be located at least 20.0m from a residential lot. Although, the adjacent property located to the west of this property is residential zoned, the illuminated sign is not directly visible from the adjacent residential building. In order to mitigate any concern from illumination of the sign, planning staff recommends that the sign be turned off from 10:00 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 illuminated fascia sign located on the south elevation of the building would not adversely impact the building, surrounding uses or streetscape.

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax No. 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

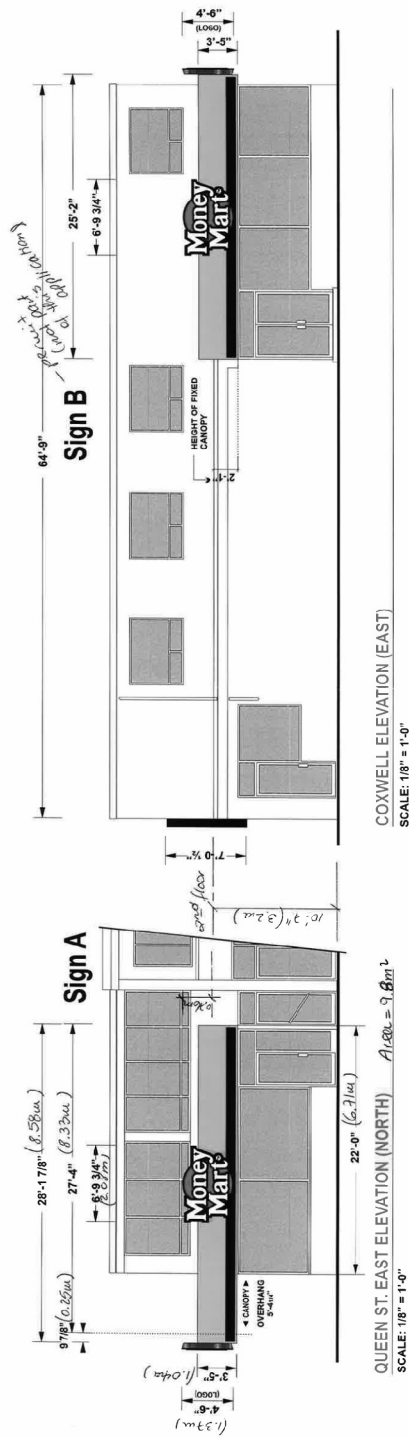
Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

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ATTACHMENTS

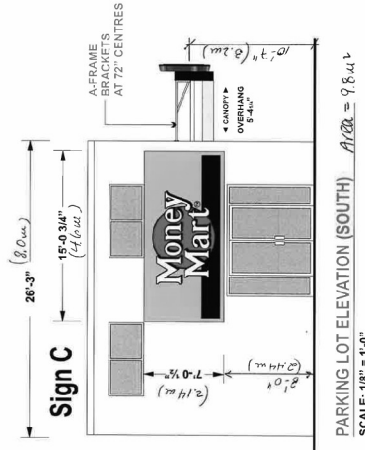
Attachment 1: Elevations & Sign Details

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QUEEN ST. EAST ELEVATION (NORTH) $A100 = 9.841$
SCALE: 1/8" = 1'-0"

COXWELL ELEVATION (EAST)
SCALE: 1/8" = 1'-0"



Sign C

PARKING LOT ELEVATION (SOUTH) $A100 = 9.841$
SCALE: 1/8" = 1'-0"

Signs A&B:

CUSTOM LOGO - MOLDED FABRICATION:

- CUSTOM MOLDED DISPLAY LIT FROM INSIDE BY FLUORESCENT TUBING
- MOLDED LOGO TO BE MOLDED INTO THE SIGN
- MOLDED LOGO TO BE MOLDED INTO THE SIGN WITH AN OPAQUE RED PAINT TO MATCH 3830-143 RED VINYL AND WHITE WITH OPAQUE BLACK OUTLINE
- MOLDED LOGO TO OVERLAP SIGN CABINET BELOW

SIF DISPLAY:

- SINGLE-FACED DISPLAY LIT FROM INSIDE BY HIG FLUORESCENT TUBES
- FRAMELESS FLEXFACE TO HAVE VINYL APPLIED TO SURFACE
- ALUMINUM EXTRUSIONS TO BE PAINTED BLACK

Sign C:

NEW FLEXFACE & RETAINER FOR SIF DISPLAY:

- NEW FACE AND FRAME FOR A SINGLE-FACED DISPLAY LIT FROM INSIDE BY HIG FLUORESCENT TUBES - CURRENTLY SIGN HAS ACRYLIC FACE AND EX-RETAINERS
- NEW FLEXFACE TO HAVE VINYL APPLIED TO SURFACE
- EXTRUSIONS TO BE PAINTED BLACK

Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale
07/23/08

1609 Queen Street East

File # 08_154426