

**Sign Variance Report
1400 O'Connor Drive**

Date:	December 3, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 31 – Beaches-East York
Reference Number:	07-266292

SUMMARY

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

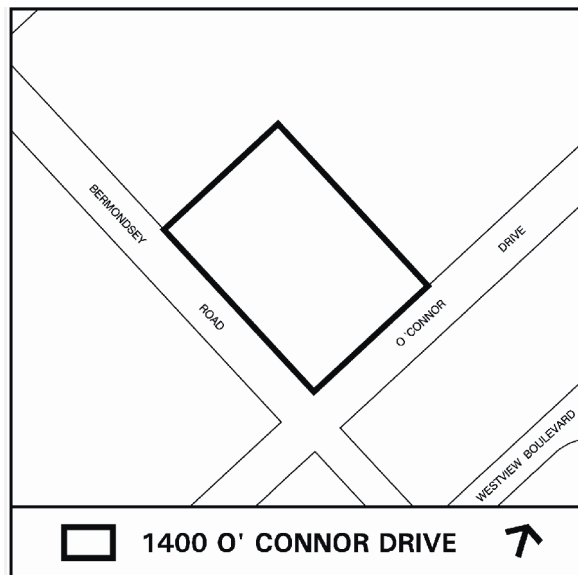
This report reviews and makes recommendations on a request by Sophia McLean, with Daynite Signs Canada, on behalf of H.D. Property Management for approval of variances from By-law No. 64-87 of the former Borough of East York to permit, for identification purposes, three fascia signs on the north, south and west elevations of the building and four ground signs for direction purposes at 1400 O'Connor Drive.

Staff recommends approval of the 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 requested variances to permit, for identification purposes, three illuminated fascia signs on the north, south and west elevations of



the building and four illuminated ground signs for direction purposes at 1400 O’Connor Drive and require 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 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 at the northwest corner of O’Connor Drive and Bermondsey Road. The property contains three free standing retail/commercial buildings. A single storey building located at the southeast corner of the property would be occupied by Swiss Chalet. The applicant is seeking permission to erect, for identification purposes, three fascia signs on the north, south and west elevations of the building and four ground signs for direction purposes for the proposed Swiss Chalet Drive Thru at 1400 O’Connor Drive. The illuminated fascia sign “Swiss Chalet” in the form of individual letters, located on the north elevation of the building is 5.99m wide and 1.50m high with an area of 8.99m². The illuminated fascia sign “Swiss Chalet” in the form of individual letters, located over the main entrance, on the south elevation of the building is 3.33m wide and 2.09m high with an area of 6.96m². The illuminated fascia sign “Drive Thru” on the west elevation of the building is 3.96m wide and 0.61m high with an area of 2.05m². Each ground sign (two listed as 4A and one listed as 4B) for direction purposes is 0.80m wide and 0.75m high with an area of 0.60m². The height of each ground sign from grade to the top of sign is 0.95m. The ground sign listed as # 5 is 1.55m wide and 1.62m high with an area of 2.51m². The height from grade to the top of sign # 5 is 2.23m.

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. By-law No. 64-87: Section 4.2.1 a (i)	The height of the fascia sign on the north elevation would be 1.50m.	The 1.50m height for the fascia sign on the north elevation would exceed by 0.30m, the maximum 1.20m sign height permitted.

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
2. By-law No. 64-87: Section 4.2.1 a (i)	The height of the fascia sign on the south elevation would be 2.06m.	The 2.06m height for the fascia sign on the south elevation would exceed by 0.86m, the maximum 1.20m sign height permitted.
3. By-law No. 64-87: Section 4.2.1 a (i)	To erect, for identification purposes, an illuminated 3.96m wide and 0.61m high fascia sign "Drive Thru" on the west elevation of the building.	An identification fascia sign is not permitted if it is not facing a street.
4. By-law No. 64-87: Section 4.2.1 a (ii)	To install four ground signs, for direction purposes, to the Swiss Chalet Drive Thru-pick up window.	Only one ground sign on the property is permitted.

COMMENTS

The first and second variances are required because the height of the proposed fascia signs on the north and south elevations would exceed by 0.30m and 0.86m respectively, the maximum 1.20m sign height permitted. It is staff's opinion that the proposed signs would not adversely impact the building, surrounding uses and the streetscape.

The third variance is required because the identification fascia sign would not face a street. In this case, the proposed fascia sign "Drive Thru" is to identify the drive thru order pick-up window on the west elevation of the building. It is staff's opinion that the sign would not adversely impact the building or surrounding uses.

With regard to the fourth variance the, proposal is for four illuminated ground signs for direction purposes, whereas the By-law permits only one ground sign. In this instance, the proposed directional signs are relatively small and provide appropriate signage along the length of the drive-through. It is staff's opinion that the signs would not adversely impact the streetscape or surrounding uses.

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

CONTACT

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SIGNATURE

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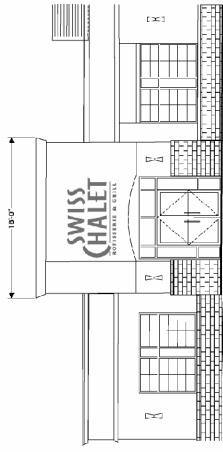
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ATTACHMENTS

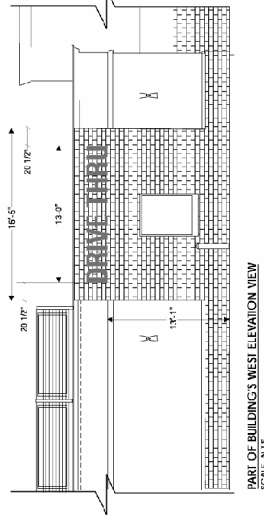
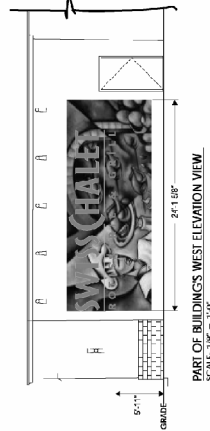
Attachment 1: Elevations

Attachment 2: Sign Details

Attachment 1: Elevations



NOTES: ONE SET REQUIRED PER BUILDING



1400 O' Connor Drive

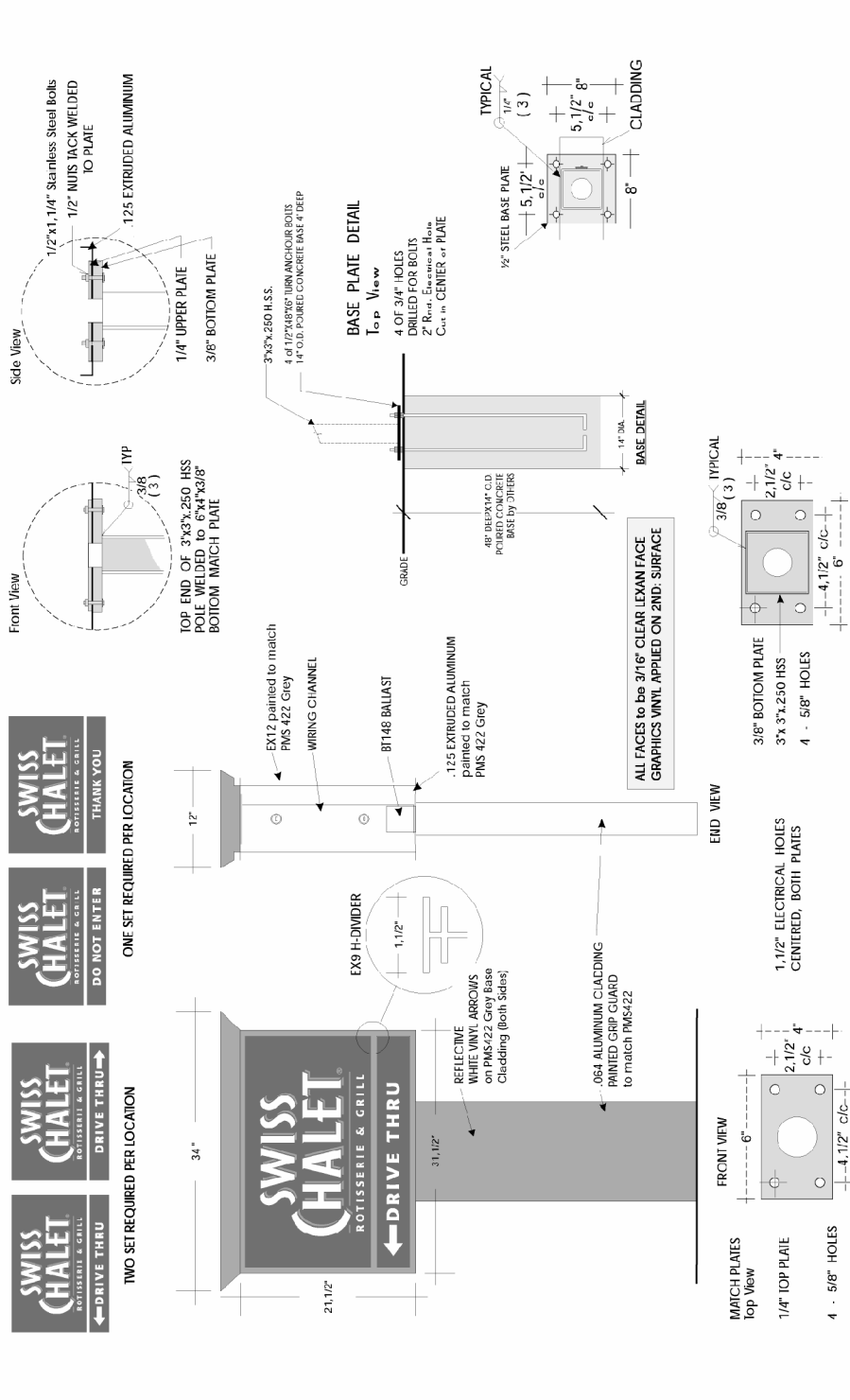
Elevations

Applicant's Submitted Drawing

Not to Scale
10/3/07

File # 07_266292

Attachment 2: Sign Details



1400 O' Connor Drive

Sign Details
 Applicant's Submitted Drawing
 Not to Scale
 10/3/07

File # 07_266292