

## Sign Variance - 931 Manning Ave

<b>Date:</b>	January 9, 2009
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	P:\2009\Cluster B\BLD\Toronto and East York\2009TE010

### SUMMARY

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

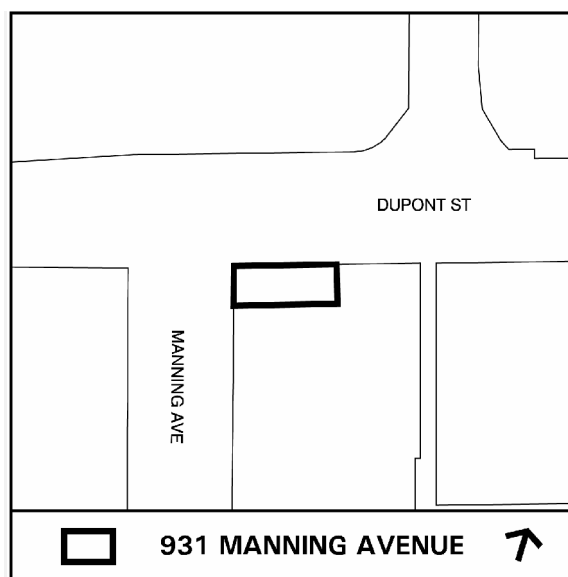
This report reviews and makes recommendations on a request by Karina Olivares of Daniel Johnson Architect Inc., on behalf of Starbucks Coffee Co., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit an illuminated fascia sign on the north elevation and one illuminated round shape fascia sign on the northwest corner of the building for identification purposes, at 931 Manning Avenue.

Staff recommends approval of the application. The 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 requested variance to permit, an illuminated fascia sign on the north elevation and one illuminated awning sign on the northwest corner of the building



for identification purposes, at 931 Manning Avenue on condition that the sign be turned off from 10:00 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 on the southeast corner of Manning Avenue and Dupont Street in an R zone. The property contains a two-storey building with Starbucks Coffee Shop at the grade level. The building has been recently renovated and upgraded. The applicant is seeking permission to install an illuminated fascia sign in the form of individual letters to represent “Starbucks Coffee” on the north elevation of the building and one illuminated round shape canopy sign over the entrance to the coffee shop at the northwest corner of the building. The proposed illuminated fascia sign on the north elevation of the building would have an area of 2.7m<sup>2</sup> and the round shape Starbucks canopy sign at the northwest corner of the building would have an area of 0.66m<sup>2</sup> (see attached graphics).

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 297-9D (5)	<p>The fascia sign on the north elevation has an area of 2.70m<sup>2</sup>.</p> <p>The fascia sign on the north elevation would be located at 3.64m high above grade.</p>	<p>The 2.70m<sup>2</sup> sign area would exceed by 2.45m<sup>2</sup>, the maximum 0.25m<sup>2</sup> sign area permitted in an R zone.</p> <p>The 3.64m sign height above grade would exceed by 1.64m, the maximum 2.0m sign height above grade permitted.</p>
2. Chapter 297-9D (1)	The canopy sign would be installed in conjunction with retail uses.	A canopy sign in conjunction with retail uses in an R zone is not permitted.

	<p>The canopy sign has an area of 1.31m<sup>2</sup>. The canopy sign would be located 3.78m high above grade.</p> <p>The north frontage of the property would contain two identification signs.</p>	<p>The 1.31m<sup>2</sup> sign area would exceed by 1.06m<sup>2</sup>, the maximum 0.25m<sup>2</sup> sign area permitted in an R zone.</p> <p>Only one sign per frontage of the property is permitted.</p>
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## COMMENTS

The permitted signs in residential areas 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. The property is located in a residential zone; however, the restaurant use on this property has been permitted through a planning permission in 2008. The variances requested in this application result, in part, from the required signage that would provide the necessary street exposure for the restaurant use in an R zone where this use is not typically permitted. Although, the proposed signs do not meet the Municipal Code requirements, it is staff's opinion that the signs are sized, designed and positioned to complement the building and the streetscape. In order to mitigate any concerns about illumination of signs, staff recommends the signs be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. With this condition in place, staff considers the proposed signs are acceptable.

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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Mario Angelucci, Acting Director, Toronto Building  
Toronto and East York District

## ATTACHMENTS

Attachment 1: Elevation  
Attachment 2: Elevation

## Attachment 1: Elevation



1 Looking South towards North Elevation

A3.0

### Elevation

931 Manning Avenue

Applicant's Submitted Drawing

Not to Scale  
01/06/09

File # 08\_231159

## File # 08\_231159

