

Sign Variance - 809 A-809 O'Connor Dr

Date:	February 16, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 31 – Beaches-East York
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE011

SUMMARY

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

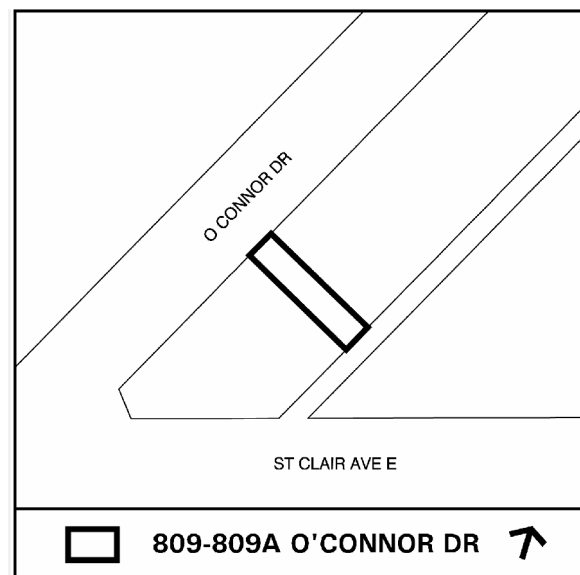
This report reviews and makes recommendations on a request by Denis Richard of Steel Art Signs Corp., on behalf of Kitchens by Marathon for approval of a variance from By-law No. 64-87 of the former City of East York to permit the replacement of an existing illuminated fascia sign with a newly designed first party illuminated fascia sign on the front elevation of the building at 809A-809 O'Connor Drive.

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

RECOMMENDATIONS

Toronto Building recommends that:

1. Toronto and East York Community Council approve the requested variance to permit, for identification purposes, replacement of an existing illuminated fascia sign with a newly designed illuminated fascia sign on the front elevation of the building at 809A-809 O'Connor



- Drive, on 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 east of St. Clair Avenue, on the south side of O'Connor Drive in a CR zone. The property contains a two-storey building with retail uses at grade level. The applicant is seeking permission to replace an existing first party fascia sign with a newly designed illuminated fascia sign on the front elevation of the building. The proposed sign is 6.0m wide and 1.42m high with an area of 8.52m².

The sign does not comply with By-law No. 64-87 of the former City of East York in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
By-law No. 64-87 Section 4.2.1(a)(1)	The proposed illuminated fascia sign is 6.0m wide and 1.42m high with an area of 8.52m ² .	The 1.42m sign height would exceed by 0.42m, the maximum 1.0m sign height permitted.

COMMENTS

The variance is required because the sign height would exceed by 0.42, the maximum permitted height of 1.0m. The existing fascia sign located on the front elevation of the building is dated and this proposal is to replace the existing sign with a newly designed fascia sign at the same location. The proposed sign is designed, sized and positioned to complement the building façade. It is staff's opinion that the proposed illuminated fascia sign would not adversely impact the building, surrounding uses or the streetscape.

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

CONTACT

Norm Girdhar, Assistant Planner

Tel. No. 416-392-7209

Fax No. 416-392-7536

E-mail: ngirdhar@toronto.ca

SIGNATURE

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

ATTACHMENTS

Attachment 1: Elevation

Attachment 2: Elevation

Attachment 3: Sign Details

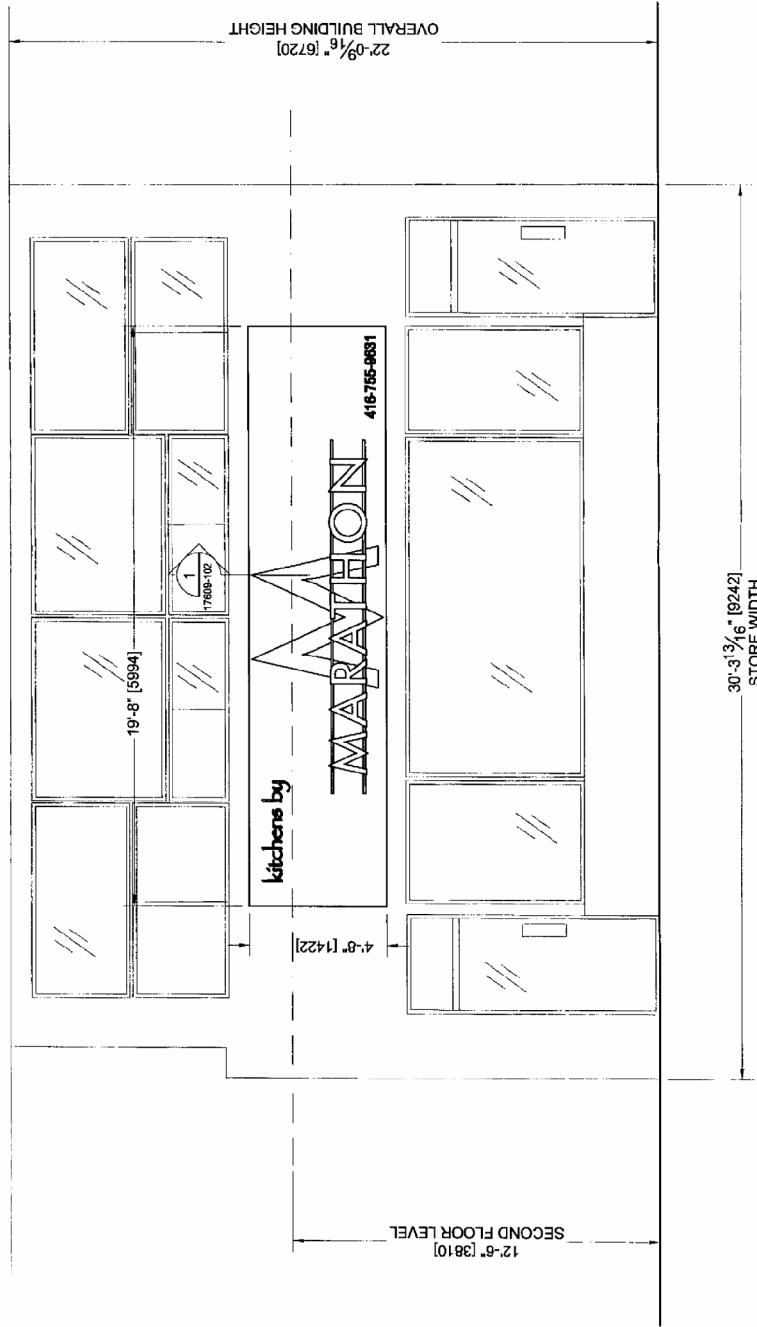
Attachment 4: Sign Details

Attachment 5: Sign Details

Staff report for action – Sign Variance - 809 A-809 O'Connor Dr



Attachment 2: Elevation



1 STORE FRONT ELEVATION
SCALE: 1/4" = 1'-0"

Elevation

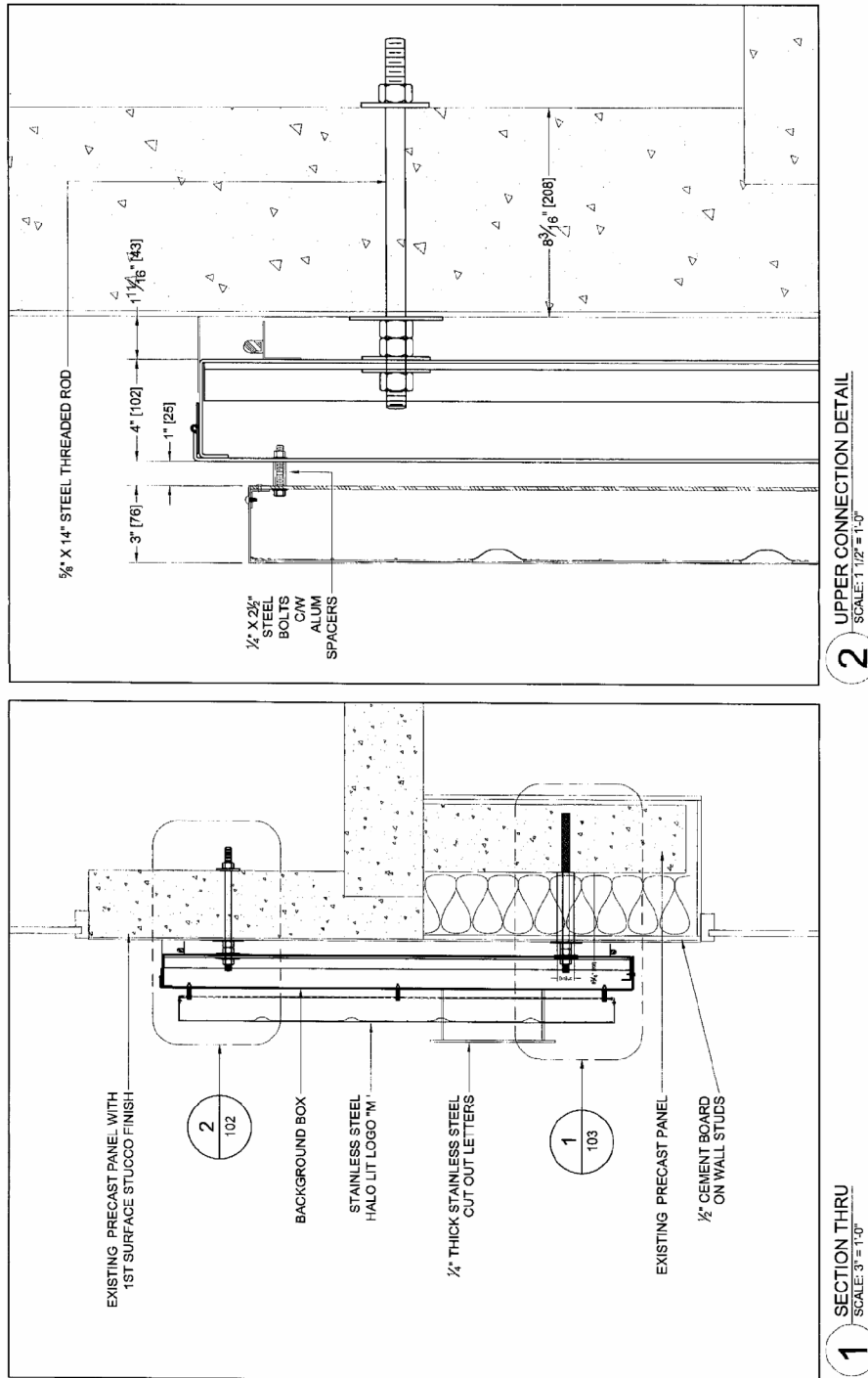
809 - 809A O'Connor Drive

Applicant's Submitted Drawing

Not to Scale
01/22/09

File # 08_228556

Attachment 3: Sign Details



Sign Details

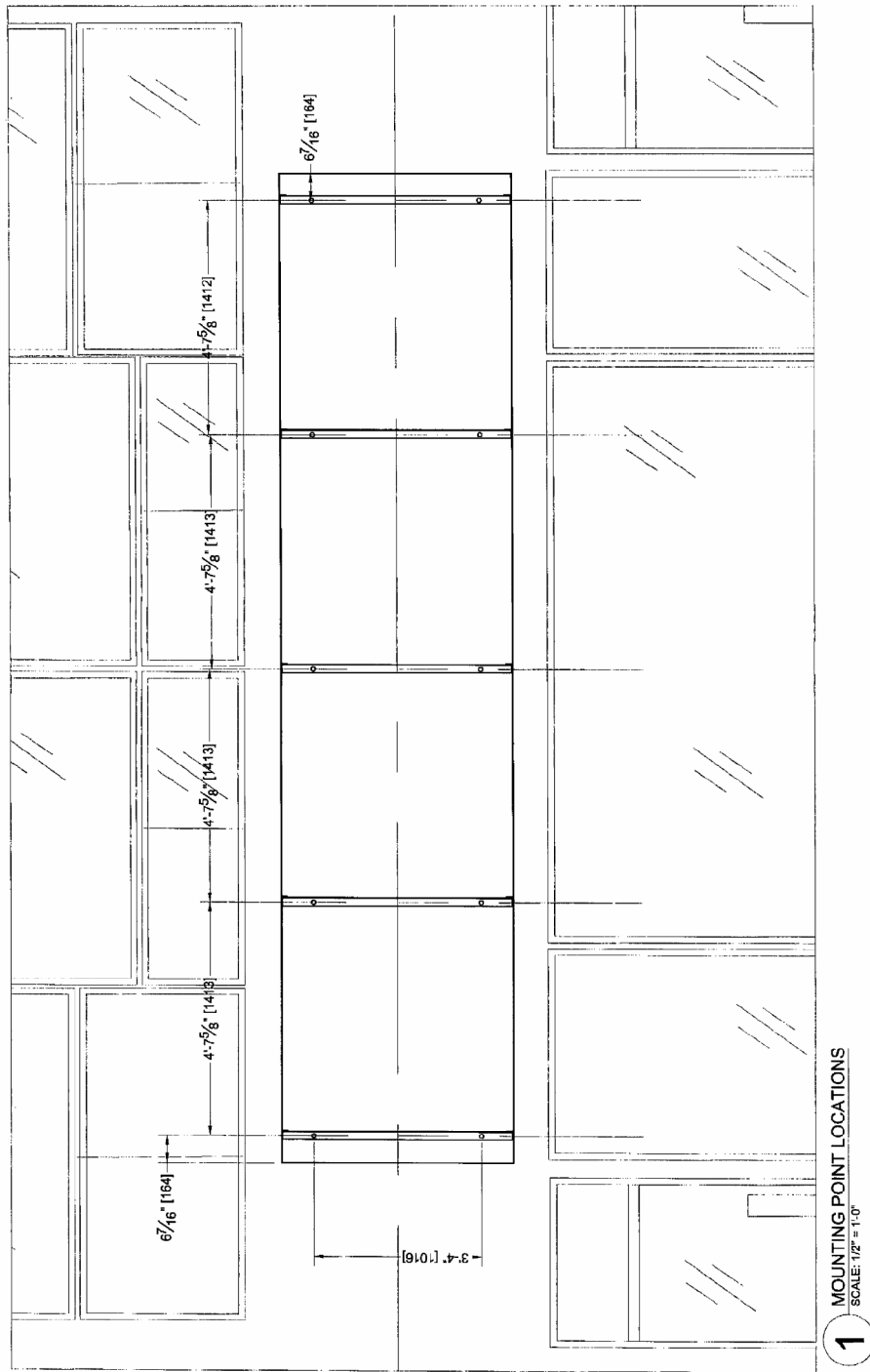
Applicant's Submitted Drawing

Not to Scale
01/22/09

809 - 809A O'Connor Drive

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Attachment 4: Sign Details



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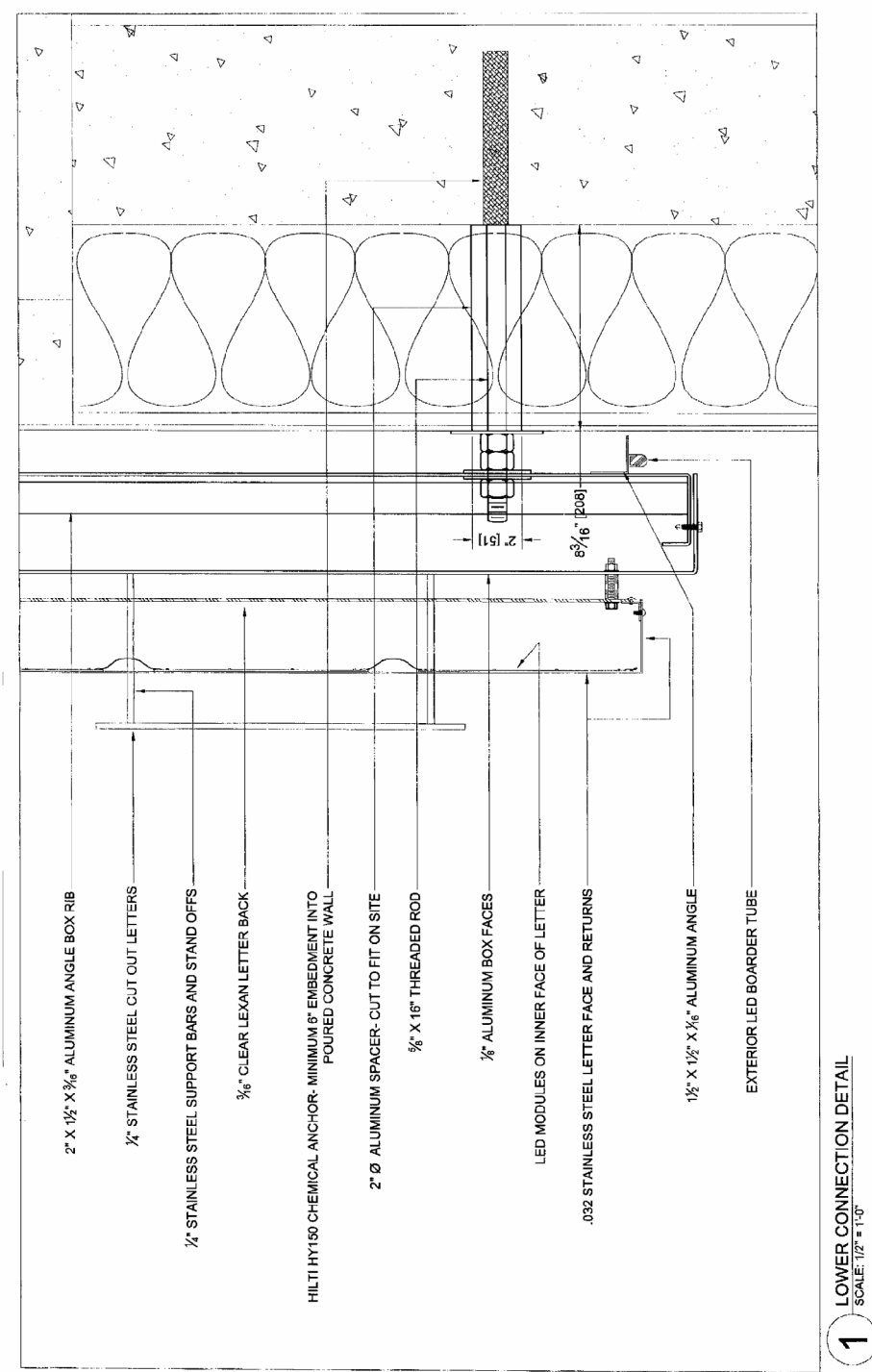
Applicant's Submitted Drawing

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Attachment 5



Sign Details

Applicant's Submitted Drawing

Not to Scale

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