

Sign Variance - 164 Danforth Ave

Date:	February 6, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 29 – Toronto-Danforth
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE012

SUMMARY

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

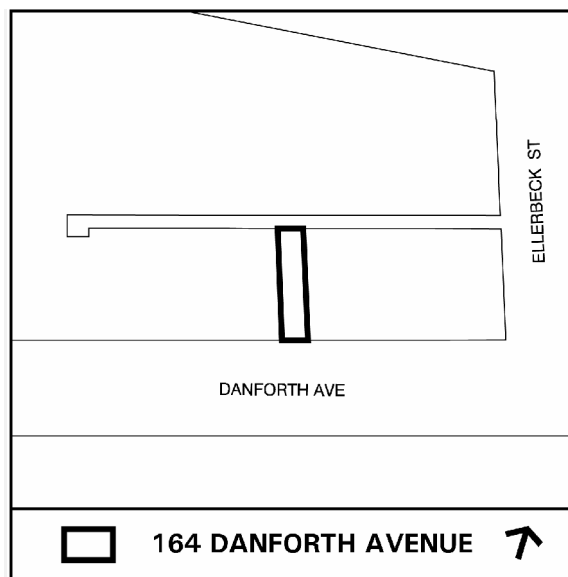
This report reviews and makes recommendations on a request by Jon Dunnill, on behalf of Energia Athletics Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit a first party illuminated fascia sign at the first floor level, on the front elevation of the building at 164 Danforth Avenue.

Staff recommends approval of the application. The requested 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 request for a variance to permit an illuminated fascia sign for identification purposes, at the first floor level, on the front elevation of the building at 164 Danforth Avenue, on condition that the energy efficient lights are 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 Broadview Avenue, on the north side of Danforth Avenue in a CR zone. The property contains a two-storey building with retail uses at the grade level. The applicant is seeking permission to install a first party illuminated fascia sign at the first floor level, on the front elevation of the building. The proposed sign is 6.10m wide and 0.69m high with an area of 4.21m².

The sign does 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 297-10D (5)	The proposed sign would extend over a portion of the building façade that is not a part of the commercial unit frontage.	An identification fascia sign extending over a portion that is not a part of the business unit frontage is not permitted.

COMMENTS

The variance is required because the proposed fascia sign extends over the doorway serving second floor apartment in the building. Although, the sign extends over the doorway which is not a part of its business unit frontage, the sign extension appears to complement the building façade. The proposed sign is consistent with the other existing signs located in this part of Danforth Avenue. The sign is sized, designed and positioned to blend in well with the building façade. It is staff's opinion that the proposed sign would not adversely impact the building to which it is attached, surrounding uses or the streetscape.

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

CONTACT

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SIGNATURE

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

ATTACHMENTS

Attachment 1: Elevation

Attachment 1: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale
01/16/09

164 Danforth Avenue

File # 08_226438