

Sign Variance - 356 Eastern Ave

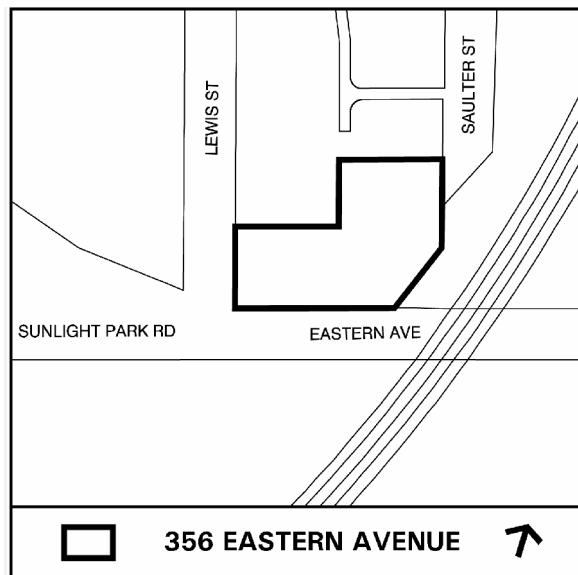
Date:	February 10, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 30 – Toronto-Danforth
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE020

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 Cooper Construction Ltd., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs to represent “Spaces-Self Storage” at the fifth floor level, on the east and west elevations of the building and one illuminated fascia sign in the form individual letters to represent “Self Storage” at the south portion of west elevation of the building and one illuminated ground sign along the west frontage of the property at 356 Eastern Avenue.

Staff recommends approval of the application on a condition that the fascia sign located at the fifth floor level on the north side of west elevation of the building be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. The variances are 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 variances to permit, for identification purposes, two illuminated fascia signs to represent “Spaces-Self Storage” at the fifth floor level, on the east and west elevations of the building and one illuminated fascia sign in the form individual letters to represent “Self Storage” at the south side of west elevation of the building and one illuminated ground sign along the west frontage of the property at 356 Eastern Avenue, on condition that the fascia sign located at the north portion of the west 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 are 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 east of Broadview Avenue on the north side of Eastern Avenue in an “T” zone. A free standing five-storey building on this property would be occupied by “Spaces - Self Storage Company”. The applicant is requesting permission to install, for identification purposes, two illuminated fascia signs to represent “Spaces-Self Storage” at the fifth floor level, on the east and west elevations of the building each having dimensions of 7.32m wide and 2.39m high with an area of 17.49m². Also proposed is one illuminated fascia sign in the form individual letters to represent “Self Storage” at the south side of west elevation of the building having dimensions of 1.21m wide and 14.94m high with an area of 18.08m². Further proposed is one illuminated ground sign having dimensions of 2.49m wide and 1.88m high with an area of 4.68m².

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 297-10D (6)	The fascia signs “Spaces-Self Storage” on the east and west elevations of the building would be located above second storey and more than 10.0m above grade.	An identification fascia sign located above second storey or more than 10.0m above grade is not permitted.

2. Chapter 297-10E & H	The proposed illuminated fascia sign on the north side of west elevation of the building would have a separation distance of 20.0m from a residence located to the north of the sign.	An illuminated sign is required to have a minimum separation distance of 20.0m from a residential unit located in the vicinity.
3. Chapter 297-10H	The fascia sign located at the fifth floor level on the east elevation of the building would not face a street.	A fascia sign located above second storey or more than 10.0m above grade should face a street.
4. Chapter 297-10D (9)	The proposed ground sign would set back 1.0m from the property line.	The 1.0m sign set back from the property line would be 1.0m less than the minimum 2.0 m set back required, also it would set back 5.0m less than the required set back of 6.0m from intersection of two property lines.

COMMENTS

With respect to the first variance, the height of signs on buildings is regulated in order to minimize their adverse impact on the building to which they are attached. In this case, the topography of the road allowance is higher than the lands adjacent to the building. In order to ensure that these signs are visible from the road, the applicant has proposed the signs to be located at the top floor level of the building. It is staff’s opinion that the signs are designed, sized and positioned to complement the building facades, surrounding uses and streetscape.

The second variance is required because the illuminated fascia sign on the north portion of west elevation of the building would not meet the 20.0m separation distance requirement from a residential building located to the north of this building. The sign is a back-lit type sign and this type of illumination is least intrusive. The sign would not be directly visible from the residential building and in order to mitigate any future concern from its illumination, staff is recommending that the sign be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device.

With regard to the third variance, the sign located more than 10.0m above grade would not face a street, however, the sign is designed, sized and positioned to minimize its adverse impact on the building and the streetscape.

With respect to the fourth variance, the Municipal Code requires a ground sign to be set back 2.0m from the property line and 6.0m from the intersection of two property lines, to

ensure that the streetscape and view corridors are preserved and sight lines for motorists, cyclists and pedestrians are maintained. Although the sign would be set back 1.0m from the property line, the sign has been designed to provide a vertical clearance of 2.74m, from grade to the bottom of the sign and as such would not obstruct or block the view corridors or the sight lines for motorists, cyclists or the pedestrians.

Staff recommends approval of the application on a condition that the fascia sign located at the fifth floor level, on north portion of the west elevation of the building be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. The variances are 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
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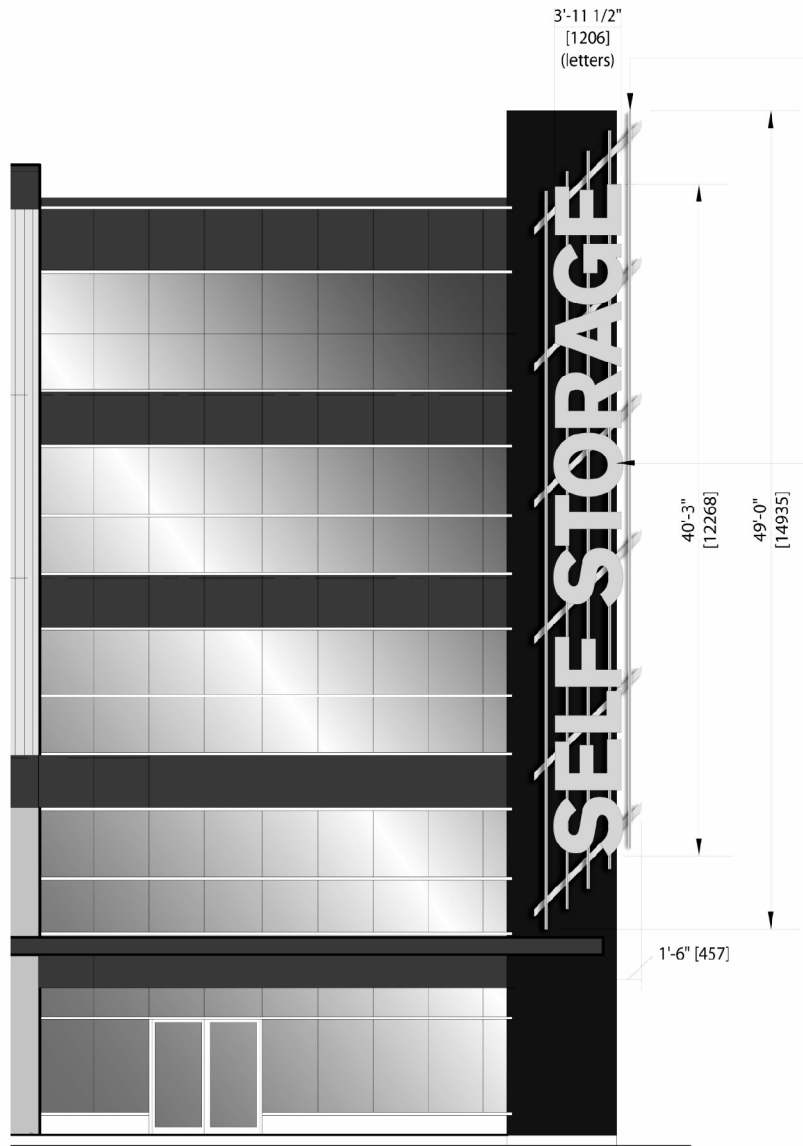
ATTACHMENTS

Attachment 1: Elevation

Attachment 2: Sign Details

Attachment 3: Sign Details

Attachment 1: Elevation



Partial East Elevation - Concept B

Scale: 1/8"=1'-0"

Elevation

Applicant's Submitted Drawing

Not to Scale
01/16/09

356 Eastern Avenue

File # 08_226145

Attachment 2: Sign Details



Sign Details

Applicant's Submitted Drawing

Not to Scale
01/16/09

356 Eastern Avenue

File # 08_226145

Attachment 3: Sign Details



Sign Details
 Applicant's Submitted Drawing
 Not to Scale
 01/16/09

356 Eastern Avenue

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