



STAFF REPORT ACTION REQUIRED

Sign Variance - 364 Danforth Ave

Date:	May 25, 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\2009TE040 09 130102 ZSV 00 ZR

SUMMARY

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

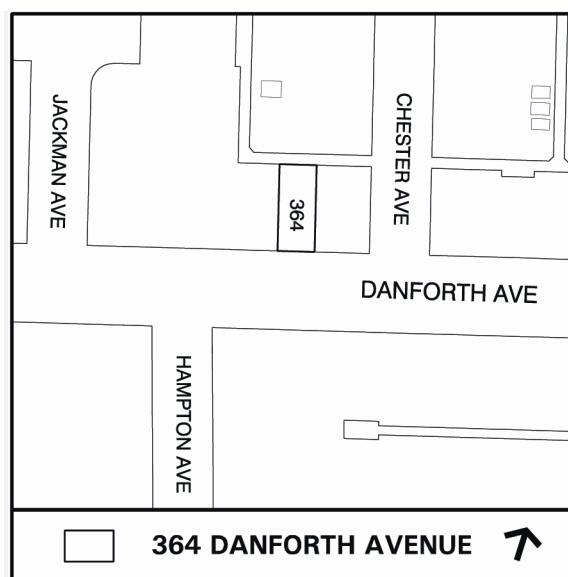
This report reviews and makes recommendations on a request by Fawzi Sayed of Capital Signs and Imaging on behalf of Radicos Management Ltd, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign on the parapet wall of the building and a non-illuminated fascia sign at the first floor level on the front elevation of the building at 364 Danforth 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 variances to permit, for identification purposes, an illuminated fascia sign on the



parapet wall of the building and a non-illuminated fascia sign at the first floor level on the front elevation of the building at 364 Danforth Avenue 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 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 commercial building with retail uses at the grade level. The applicant is requesting permission to install, for identification purposes, an illuminated fascia sign and one non-illuminated fascia sign, in the form of a corporate name and logo to represent “KUMON” math school on the front elevation of the building. The illuminated fascia sign is 5.18m wide and 0.61m high with an area of 3.16m². The non-illuminated fascia sign at the first floor level is approximately 0.6m wide and 0.91m with an area of 0.55m².

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 297-2 (Definition)	The proposed illuminated fascia sign located on the parapet of the building.	A fascia sign is required to be attached fully against the wall of a building.
2. Chapter 297-10D(5)	The proposed illuminated fascia sign would be located on a portion of the building which is not a part of the business commercial unit.	A first party sign not located on the wall of its business unit is not permitted.
3. Chapter 297-10D(5)	The proposed illuminated fascia sign would be located above the second storey or more than 10.0m above grade.	A first party sign located above second storey or more than 10.0m above grade is not permitted.
4. Chapter 297-10D(5)	The non-illuminated fascia sign located at the first storey level will be located on a wall which is not a part of the business unit it represents.	A first party sign not located on the wall of its business unit is not permitted.

5. Chapter 297-10E	The vertical clearance from grade to the bottom of the fascia sign at the first floor level is 1.22m.	The 1.22m vertical clearance from grade to the bottom of the fascia sign at the first floor would be 1.28m less than the required 2.50m.
6. Metro By-law No. 118	The vertical clearance from grade to the bottom of the fascia sign at the first floor level is 1.22m.	The 1.22m vertical clearance from grade to the bottom of the fascia sign at the first floor would be 1.52m less than the required 2.74m

COMMENTS

With respect to the first variance, the proposed illuminated fascia sign does not meet the definition of a fascia sign. The Municipal Code requires that a fascia sign must be fully attached against the wall of a building. In this case, the illuminated sign resembles a fascia sign except that it would be attached against the second storey parapet railing of the building. Staff considers that the variance is technical in nature and therefore acceptable.

With regards to the second and fourth variances, the Municipal Code requires first party signs to be located on the wall of their related business unit to ensure that each tenant has an opportunity to display adequate signage in front of their unit. The Kumon Math School is located in the rear unit of the second floor and the identification signs are needed to display their presence in the building. No opportunity exists to display any signage on the walls of their business unit frontage. In this case, the signs are sized and positioned to blend in with building façade and they do not deprive other businesses in the building of the opportunity to display their signage. It is staff's opinion that the proposed sign would not adversely impact the building or the streetscape.

The third variance is required because the proposed sign would be located above the second storey level and more than 10.0m above grade. The height of signs above grade is regulated in order to limit any negative impact of signs on the building top which they are attached, surrounding uses or the streetscape. In this case, it is staff's opinion that the sign located on the second storey parapet railing and would be slightly above the maximum permitted and as such would not adversely impact the building, surrounding uses or the streetscape.

The fifth variance relates to the required vertical clearance of 2.74m from grade to the bottom of sign. Intent of the By-law was pedestrian's safety, in order to protect them from the sign's projection at lower level. In this case, the non-illuminated vinyl or paper board sign located at the first floor level would have a projection of less than 0.01m and would not cause any inconvenience or safety concern and therefore it is acceptable.

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

CONTACT

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SIGNATURE

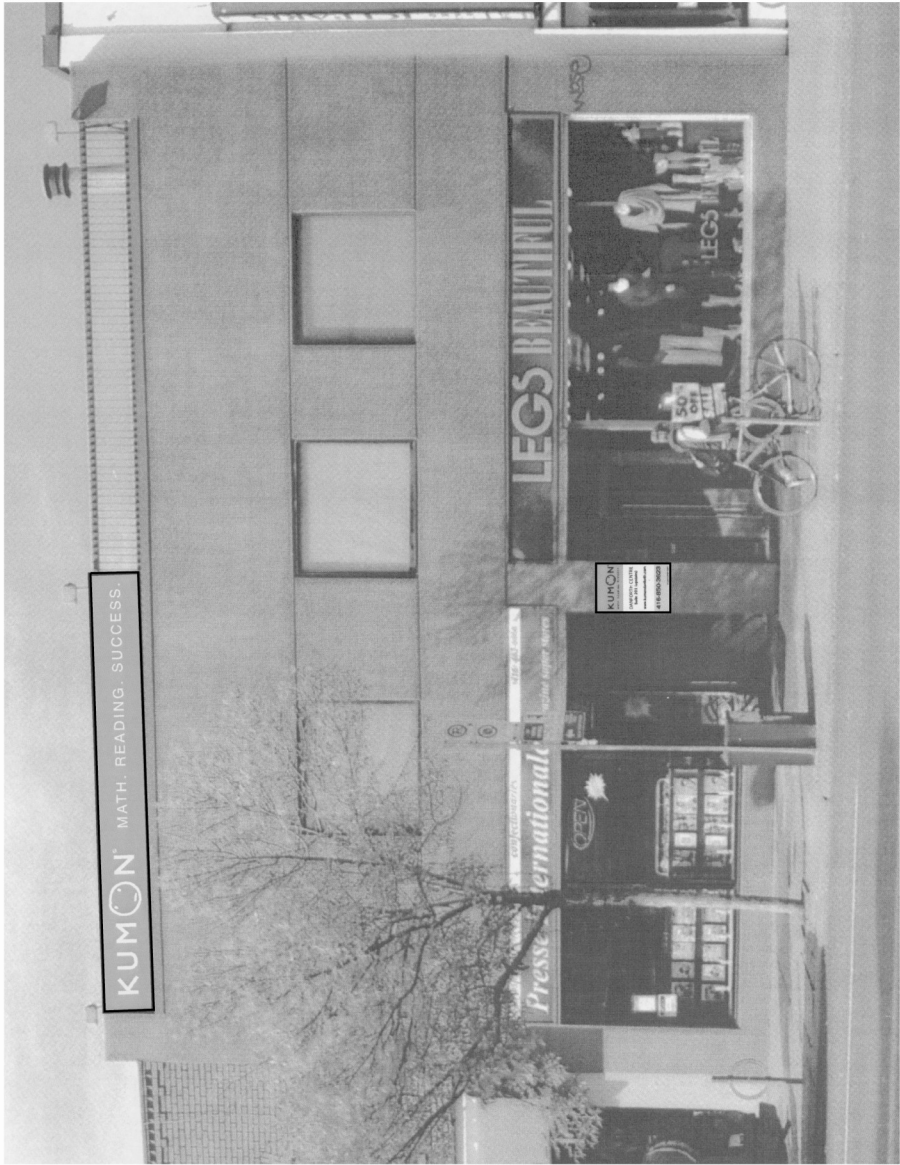
Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Elevation/Sign Details

Attachment 2: Front Elevation

Attachment 1: Elevation/Sign Details



LOCATIONS of Sign Details

Sign Details

Applicant's Submitted Drawing

Not to Scale
05/27/09

364 Danforth Avenue

File # 09 130102

Attachment 2: Front Elevation

