

Sign Variance - 765 Pape Ave

Date:	October 8, 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\2009TE066 09 176932 ZSV 00 ZR

SUMMARY

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

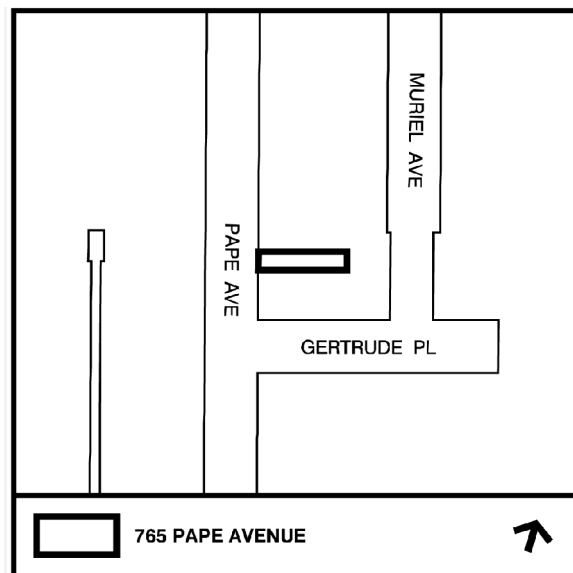
This report reviews and makes recommendations on a request by Maria Missailidis of Simmer Design, on behalf of Dr. Anna Tsoraklidis, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of a non-illuminated fascia sign and a non-illuminated projecting sign with a newly designed non-illuminated fascia sign and a non-illuminated projecting sign on the front elevation of the building at 765 Pape 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, for identification purposes, replacement of a non-illuminated fascia sign and a non-illuminated projecting sign with a



newly designed non-illuminated fascia sign and a non-illuminated projecting sign on the front elevation of the building at 765 Pape Avenue; 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 north of Danforth Avenue, on the east side of Pape Avenue in a residential zone. The property contains a two-storey building with a dental office at grade level. The proposed non-illuminated fascia sign is 2.27m wide and 0.20m high with an area of 0.45m². The existing fascia sign is 3.20m wide and 0.46m high with an area of 1.47m². The proposed projecting sign is 0.68m wide and 1.4m high with an area of 0.95m². The existing projecting sign is 0.93m wide and 1.4m high with an area of 1.30m².

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 297-9	To replace an existing projecting sign with a newly designed projecting sign on the front elevation of the building.	The proposed non-illuminated projecting sign is not a permitted sign type in a residential zone district.
2. Chapter 297- 9	To replace an existing projecting sign with a newly designed projecting sign at the second floor level, on the front elevation of the building.	An identification sign not located on the wall of its respective unit is not permitted.
3. Former Metropolitan Toronto By-law 118	The proposed sign would project 0.68m from the building face to over the public walkway.	The 0.68m sign projection from the building face to over the public walkway exceeds by 0.23m, the maximum 0.45m sign projection is

		permitted.
4. Chapter 297-9(5)	The proposed non-illuminated fascia sign has an area of 0.45m ²	The 0.45m ² sign area would exceed by 0.20m ² , the maximum 0.25m ² sign area is permitted.
5. Chapter 297- 9(5)	The proposed non-illuminated fascia sign would be located at 2.95m high above grade.	The 2.95m sign height above grade for a fascia sign would exceed by 0.95m, the maximum 2.0m sign height above grade is permitted.

COMMENTS

The variances are required because the property is located in a residential zone and the signs in a residential zone are required to be low and small. In this case, although the property is located in a residential zone district, the two-storey building contains commercial uses at the grade level. Those uses do require signage for street level exposure. The proposed signs are first party non-illuminated replacement signs and they are relatively smaller than the existing signs. The type and size of the proposed signs are consistent with many of the similar type existing signs that have been erected for the commercial uses along this portion of Pape Avenue. Together these two proposed signs are designed to complement the building façade. It is staff's opinion that the proposed replacement signs would not adversely impact the building to which they are attached, surrounding uses or the streetscape.

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

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

ATTACHMENTS

- Attachment 1: Site Plan
- Attachment 2: Elevations
- Attachment 3: Elevations
- Attachment 4: Elevations
- Attachment 5: Elevations
- Attachment 6: Elevations

Attachment 2: Elevations



DR ANNA'S DENTISTRY OFFICE - RENOVATION TO 765 PAPE AVENUE - UPDATED EXISTING FACADE IMAGE



Elevations

Applicant's Submitted Drawing

Not to Scale
10/08/09

765 Pape Avenue

File # 09_176932

Attachment 3: Elevations



DR ANNA'S DENTISTRY OFFICE - RENOVATION TO 765 PAPE AVENUE - UPDATED EXISTING FACADE AND STREETSCAPE IMAGES scale: n/a

Elevations

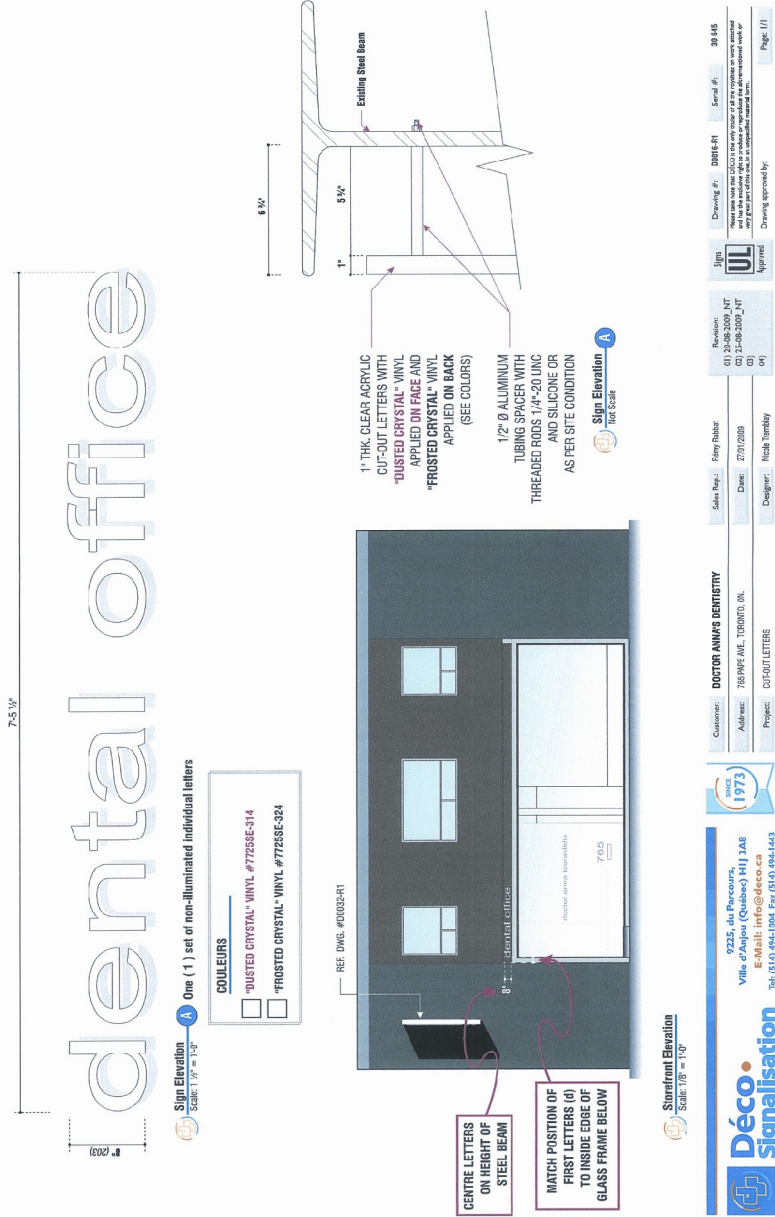
Applicant's Submitted Drawing

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Attachment 4: Elevations



Elevations
Applicant's Submitted Drawing
Not to Scale
10/08/09

765 Pape Avenue

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Attachment 6: Elevations



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