

Sign Variance - 2340 Dundas St W

Date:	January 13, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 14 – Parkdale-High Park
Reference Number:	P:\2010\Cluster B\BLD\Toronto and East York\2010TE021 09 188772 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.

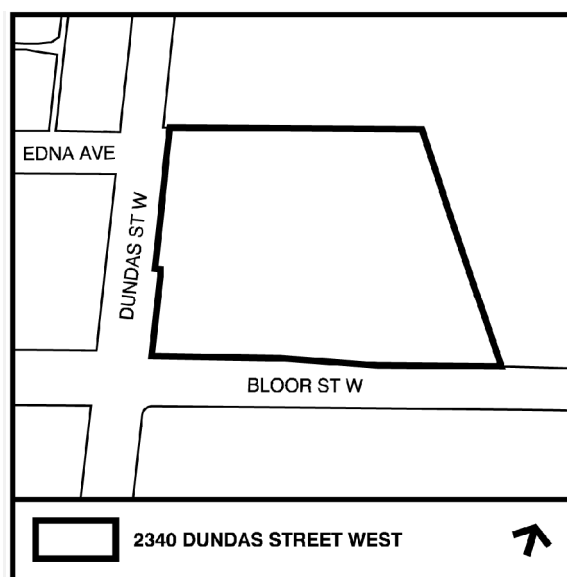
This report reviews and makes recommendations on a request by Glen Walsh of Culture Link Settlement Services, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a non-illuminated fascia sign at the third floor level, on a west facing wall of the building at 2340 Dundas Street West.

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, a non-illuminated fascia sign at the third floor level, on a west facing wall of the building at 2340 Dundas Street



West; and

2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant:
 - a. upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official; and
 - b. that the sign permit application related to this approval be filed with the Toronto Building Division prior to April 6, 2010.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property known as Crossways is located at the northeast corner of Dundas Street West and Bloor Street West in a CR zone. The property contains a mixed-use complex with two high rise residential apartment buildings and a three storey office podium with retail uses at the grade level. The applicant is requesting permission to install, for identification purposes, a non-illuminated fascia sign at the third floor level of a west facing wall along Bloor Street West to represent Cultural Link Settlement Services office in the building. The non-illuminated fascia sign is 5.94m wide and 2.07m high with an area of 12.30m² (see attached graphics).

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 illuminated fascia sign would be located above the second storey level and more than 10.0m above grade.	A first party sign located above second storey or more than 10.0m above grade is not permitted.

COMMENTS

The 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 to which they are attached, surrounding uses and the streetscape. In this case, it is staff's opinion that although the sign is located at the third floor level, it is designed to complement the building and as such it 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

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SIGNATURE

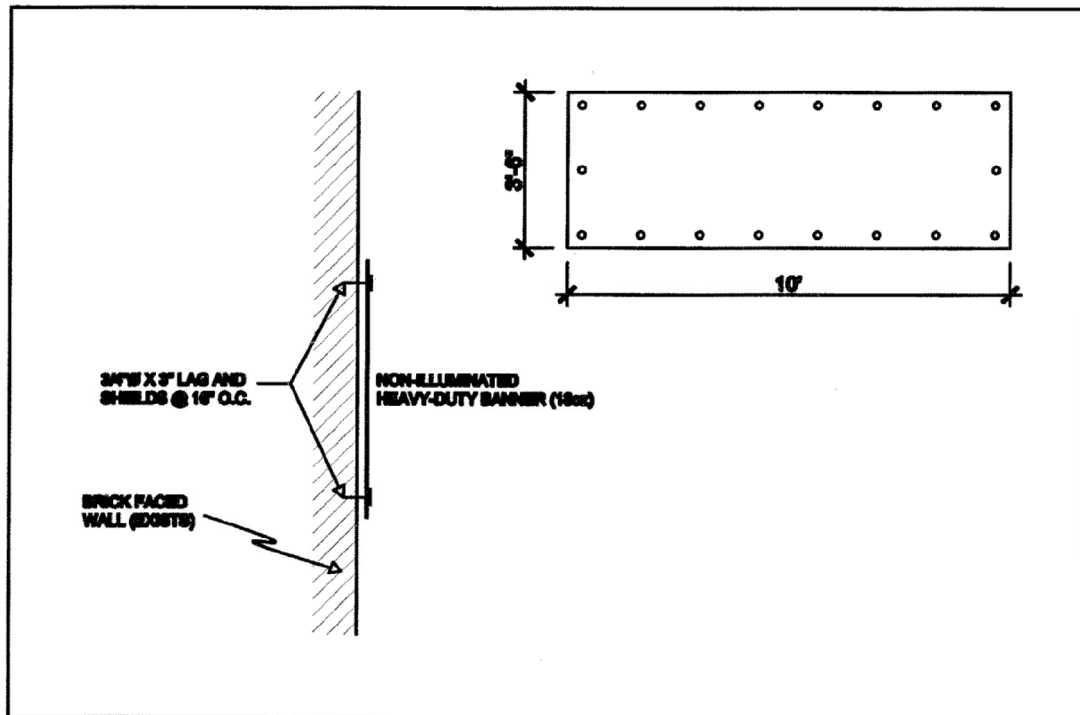
Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Elevations

Attachment 2: Elevations

Attachment 1: Elevations



PROPOSED SIGN 'A'



SIGN GRAPHICS LAYOUT

Elevations

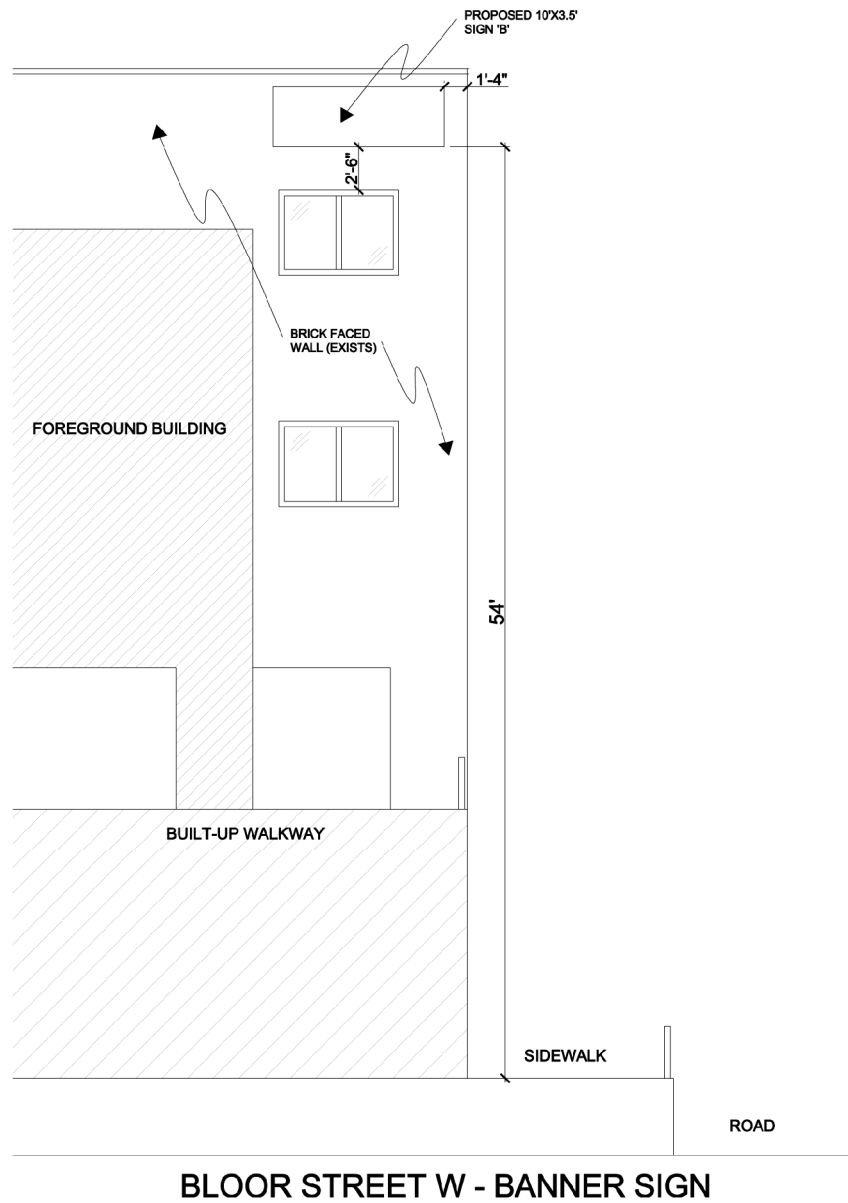
Applicant's Submitted Drawing

Not to Scale
01/06/2010

2340 Dundas Street West

File # 09_188772

Attachment 2: Elevations



Elevations

Applicant's Submitted Drawing

Not to Scale
01/06/2010

2340 Dundas Street West

File # 09_188772