

Sign Variance - 740 Dupont St

Date:	January 14, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 19 – Trinity-Spadina
Reference Number:	P:\2010\Cluster B\BLD\Toronto and East York\2010TE022 09 192103 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.

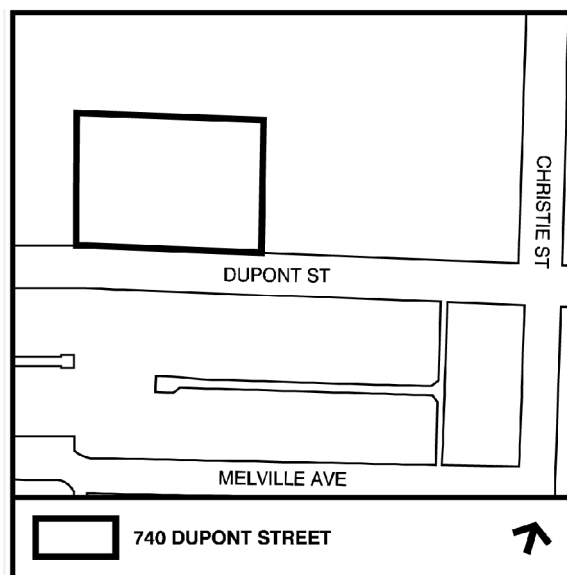
This report reviews and makes recommendations on a request by Sylvia Liao of Steel Art Signs, on behalf of Geneen Automobiles Ltd., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign to identify “Rolls Royce” on the west elevation of the building at 740 Dupont Street.

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, an illuminated fascia sign to represent “Rolls Royce” on the west elevation of the building at 740 Dupont Street on a condition that



- the sign is turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device and require that energy efficient lights be used.
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; and
 - 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 is located west of Christie Street, on the north side of Dupont Street in an IC zone. The property contains a one-storey building, which is being occupied by an automobile dealership. The applicant is requesting permission to erect, for identification purposes, an illuminated fascia sign to represent "Rolls Royce" on the west elevation of the building at 740 Dupont Street. The sign is 0.74m wide and 1.22m high with an area of 0.90m². (See attached graphics).

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
Chapter 297-11DD	To install an illuminated first party fascia sign on the west elevation of the building.	The sign would not meet the required separation distance of 40.0m from an R zone.

COMMENTS

The variance is required because the proposed first party illuminated fascia sign does not meet the required separation distance of 40.0m from a residential lot. If the proposed sign, however, was non-illuminated, the requirement of 40.0m separation distance from a residential lot would not apply.

In this case, the nearest residence from which the sign would be visible is located on the south side of Dupont Street. To mitigate concerns about visibility of the illuminated sign from the residence, staff have required the owner to limit the hours of illumination and the sign be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. With this condition in place the proposed sign is acceptable. It is staff's opinion

that the proposed first party fascia sign at this location would not adversely impact the building to which it is attached, 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
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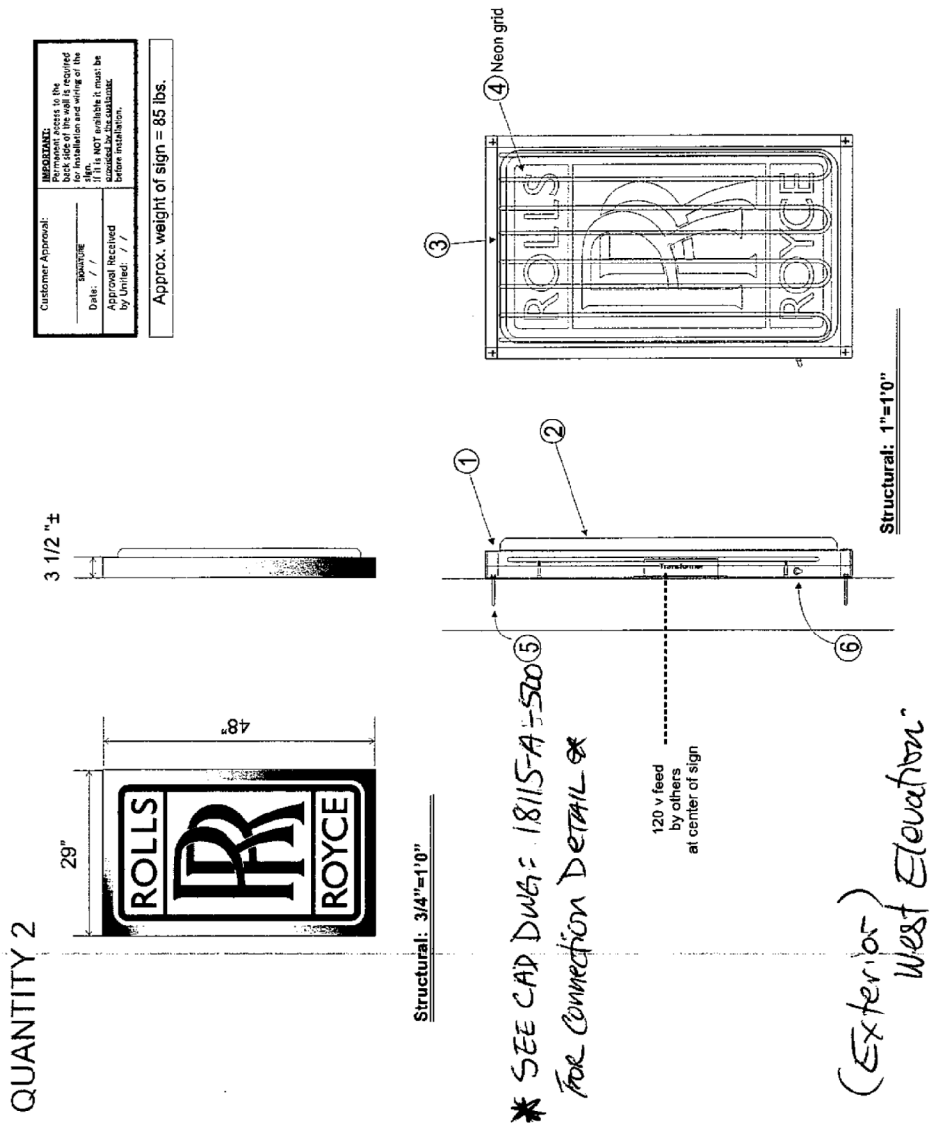
ATTACHMENTS

Attachment 1: Elevations

Attachment 2: Section

Attachment 3: Elevations

Attachment 1: Elevations



Elevations

740 Dupont Street

Applicant's Submitted Drawing

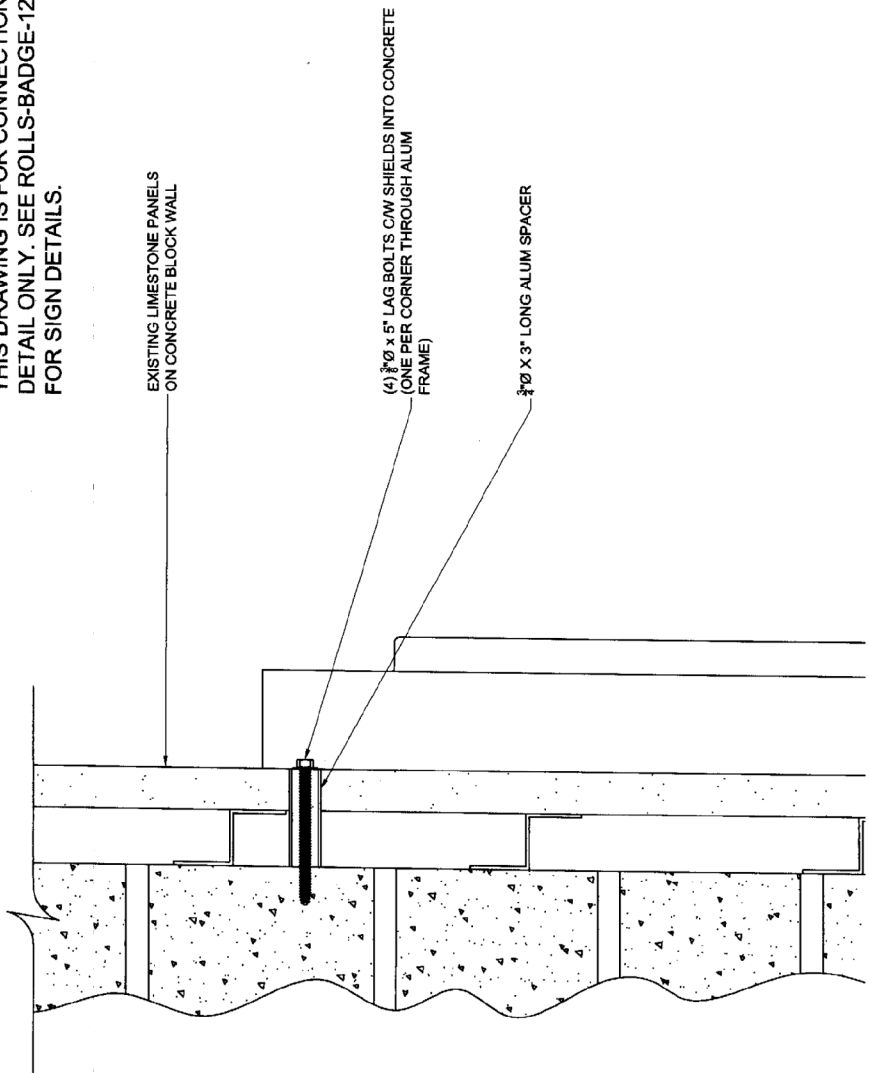
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File # 09 192103

Attachment 2: Section

NOTE:
THIS DRAWING IS FOR CONNECTION
DETAIL ONLY. SEE ROLLS-BADGE-1200 TORONTO
FOR SIGN DETAILS.



Section

740 Dupont Street

Applicant's Submitted Drawing

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Attachment 3: Elevations



1200 Exterior Wall Badge



1200 Exterior Wall Badge

Elevations

740 Dupont Street

Applicant's Submitted Drawing

Not to Scale
01/14/2010



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