

## Sign Variance - 1195 Danforth Ave

<b>Date:</b>	January 15, 2010
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 30 – Toronto-Danforth
<b>Reference Number:</b>	P:\2010\Cluster B\BLD\Toronto and East York\2010TE024 09 187948 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.

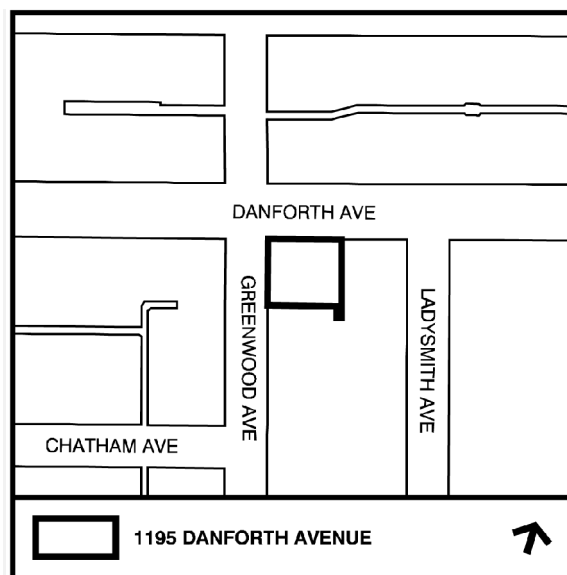
This report reviews and makes recommendations on a request by Tae Ryuck with Goldberg Group on behalf of Imperial Oil Ltd., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated ground sign on the northwest corner of the property at 1195 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 ground sign on the northwest corner of the property at 1195 Danforth Avenue 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:
  - a. upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.
  - 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 is located on the southeast corner of Danforth and Greenwood Avenues in an MCR zone. The property contains an Esso Gas Station and “On the Run” convenience shop and a Tim Hortons Store. The applicant is requesting permission to install, for identification purposes, an illuminated ground sign on the northwest corner of the property. The proposed sign is 2.50m wide and 5.48m high with an area of 13.70m<sup>2</sup>. The height from grade to the top of the sign is 8.18m. The vertical clearance from grade to the bottom of the sign is 2.70m (see attached graphics).

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

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. Chapter 297-10D (8)(b)	The proposed illuminated first party ground sign would set back 2.83m from the intersection of north and west property lines.	The 2.83m sign set back from the intersection of two property lines would be 3.17m less than the 6.0m minimum required.
2. Chapter 297-10E (7)	The proposed canopy would have a separation distance of 12.5m from an R zone district.	The proposed 12.5m separation distance from the canopy to an R zone would be 7.5m less than the minimum 20.0m required.

### **COMMENTS**

With respect to the first variance, the 2.0 metre set back requirement from the property line and 6.0 metre set back requirement from the intersection of two property lines for a ground sign is aimed at to ensure that commercial streetscapes and view corridors for motorists and pedestrians are preserved and enhanced and sight lines are not impaired. In this case, the sign set backs 2.0m from the property lines and 2.83m from the intersection

of north and west property lines. Although, the sign does not maintain the minimum 6.0m by-law requirement from the intersection of two property lines, in this case, the vertical clearance from grade to the bottom of sign is 2.70m and therefore, it is staff's opinion that the proposed ground sign at this location would not obstruct the sight lines or view corridors for motorists, cyclist and the pedestrians and it would not adversely impact the surrounding uses or the streetscape.

With respect to the second variance, the proposed backlit canopy would be located 12.5m from an R zone district, whereas the Municipal Code requires a separation distance of 20.0m for a backlit canopy located in an MCR zone. Backlit type of illumination is the least intrusive type of illumination and more over in order to mitigate any negative impact from the backlit canopy on to any residential uses in the vicinity, the applicant has installed a high wooden fence. It is staff's opinion that ambient light from the canopy would not adversely impact the 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**

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

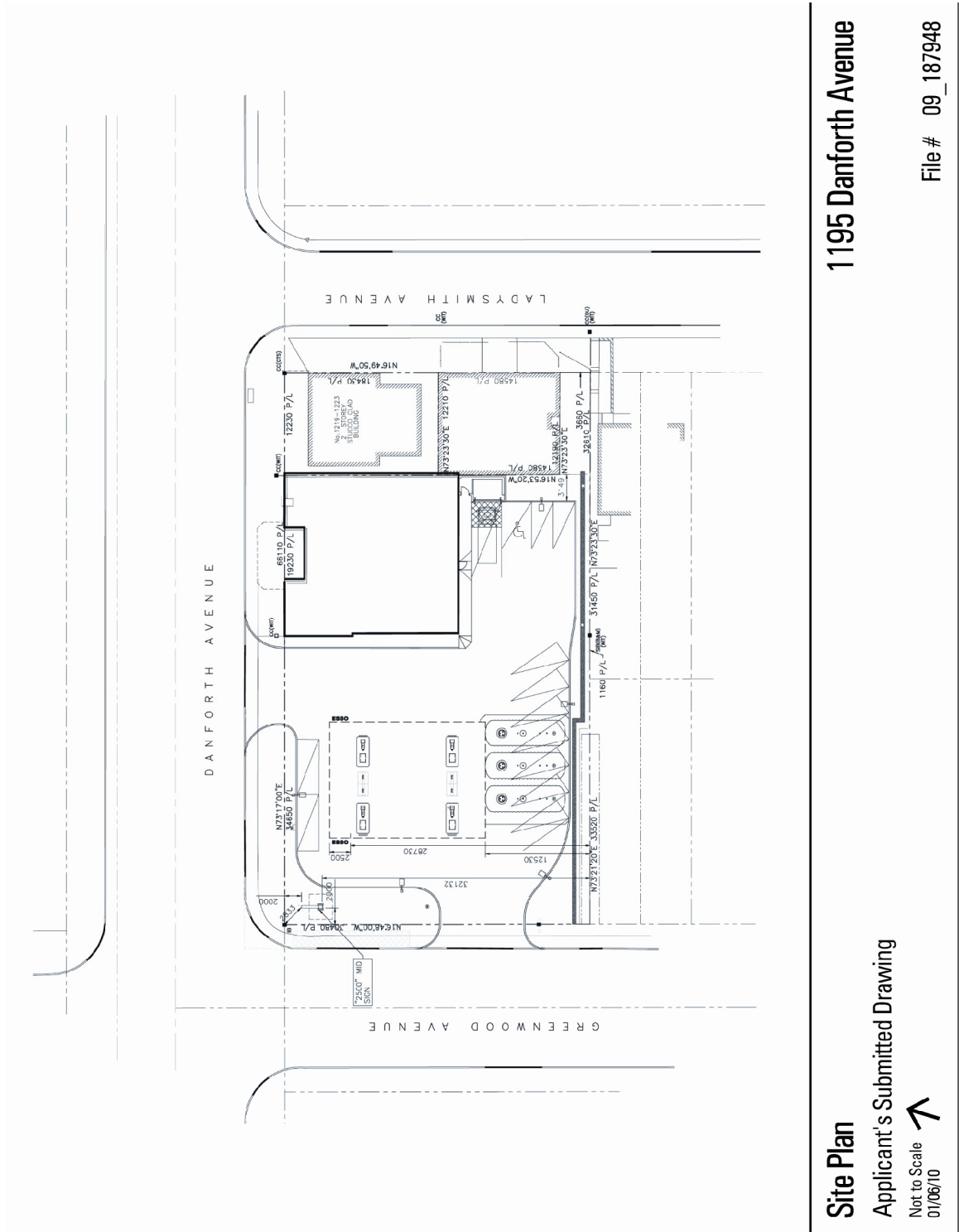
## **ATTACHMENTS**

Attachment 1: Site Plan

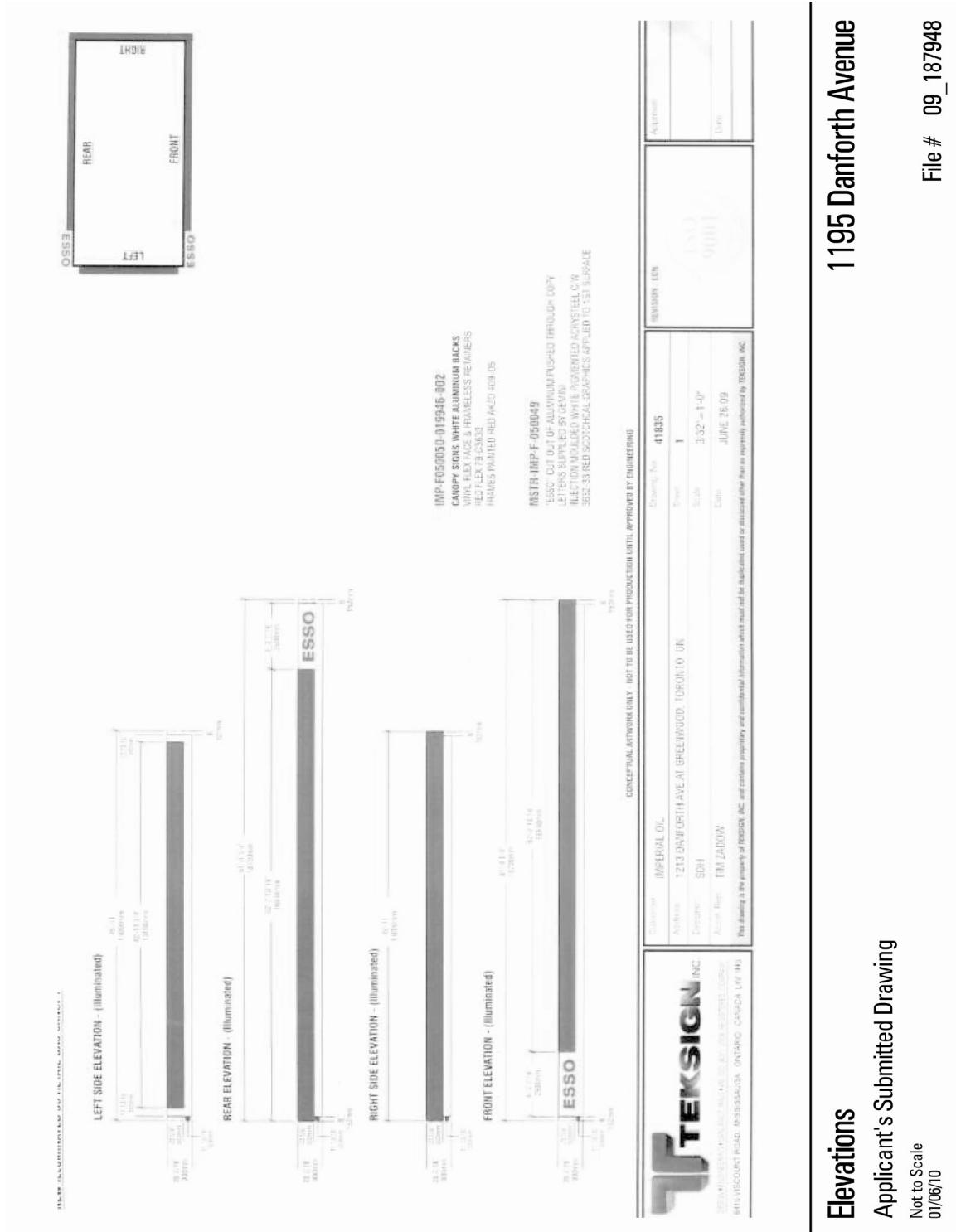
Attachment 2: Elevation

Attachment 3: Elevation

# Attachment 1: Site Plan



## Attachment 2: Elevation



Staff report for action – Sign Variance - 1195 Danforth Ave

