

Sign Variance - 2264 Dundas St W

Date:	February 8, 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:	2010TE039 10 114849 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.

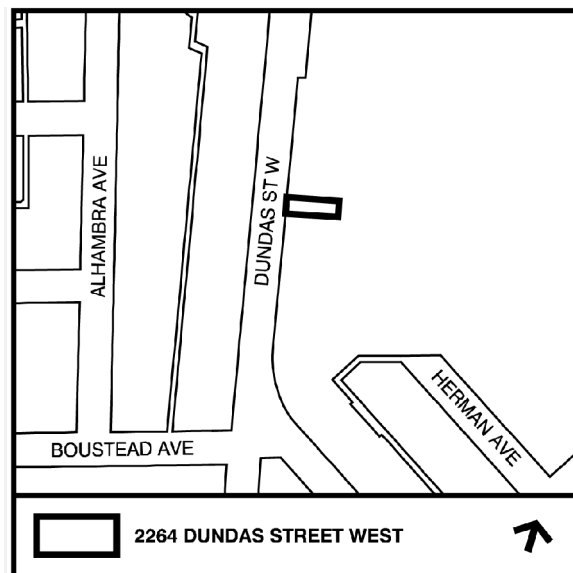
This report reviews and makes recommendations on a request by Gordon McCallum of Arteest Marketing, Ltd. on behalf of Pizza Nova, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of an existing fascia sign located at the second floor level on the north elevation with a newly designed first party fascia sign to represent Pizza Nova in the building at 2264 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 request for a variance to permit, for identification purposes, replacement of an existing fascia sign located at the second floor level on the north



elevation with a newly designed first party illuminated fascia sign to represent Pizza Nova, on a condition that the sign is turned off from 11:00 p.m. to 7:00a.m. by means of an automated timing device at 2264 Dundas Street west; and require that energy efficient lights be used;

2. 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 south of Bloor Street West on the east side of Dundas Street West in a CR zone. The property contains a two storey building with a Pizza Nova restaurant at the grade level. An existing illuminated fascia sign, 5.18m wide and 0.91m high with an area of 4.71m² is located at the second floor level on the north elevation of the building. The applicant is seeking permission to replace the existing sign with a newly designed first party illuminated fascia sign at the same location. The replacement sign is 6.71m wide and 2.44m high with an area of 16.37m² (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 identification fascia sign would be located on a portion of the building which is not part of the business commercial unit in the building.	An identification sign is required to be located on a wall of its business unit frontage.
2. Chapter 297-10E	The sign would be located on a wall of a building that abuts an R zone.	An illuminated first party fascia sign is required to have a minimum 20.0m separation distance from an R zone.

COMMENTS

The first variance is required because the proposed identification sign would be installed on a portion of the building wall which is not part of the business commercial unit in the

building. In this instance, it is a replacement sign at the same location except that it is slightly larger than the existing sign. The applicant feels that if the sign is installed at the first floor level, on the wall of his business unit, the graffiti artists would vandalize the sign. As per the applicant, in the past, over the years, the bare walls of the building at the first floor level have been vandalized several times by the graffiti artists. In this case, the proposed sign is designed, sized to complement the north façade of the building. It is staff's opinion that the replacement sign at this location would not adversely impact the building, surrounding uses and the streetscape.

The second variance is required because the proposed illuminated fascia sign would be mounted on a wall of the building that abuts an R zone. Although, the first party illuminated fascia sign would not meet the required separation distance of 20.0m from a lot in a residential zone, in this instance, the sign would not be directly visible from the abutting residential property. In order to mitigate any concern from its illumination, as a condition of approval, the sign be turn off from 11.00 p.m. to 7:00 a.m. by means of an automated timing devise. It is staff's opinion that with this condition in place, the proposed sign at this location is acceptable. The sign would not adversely impact the building to which it is 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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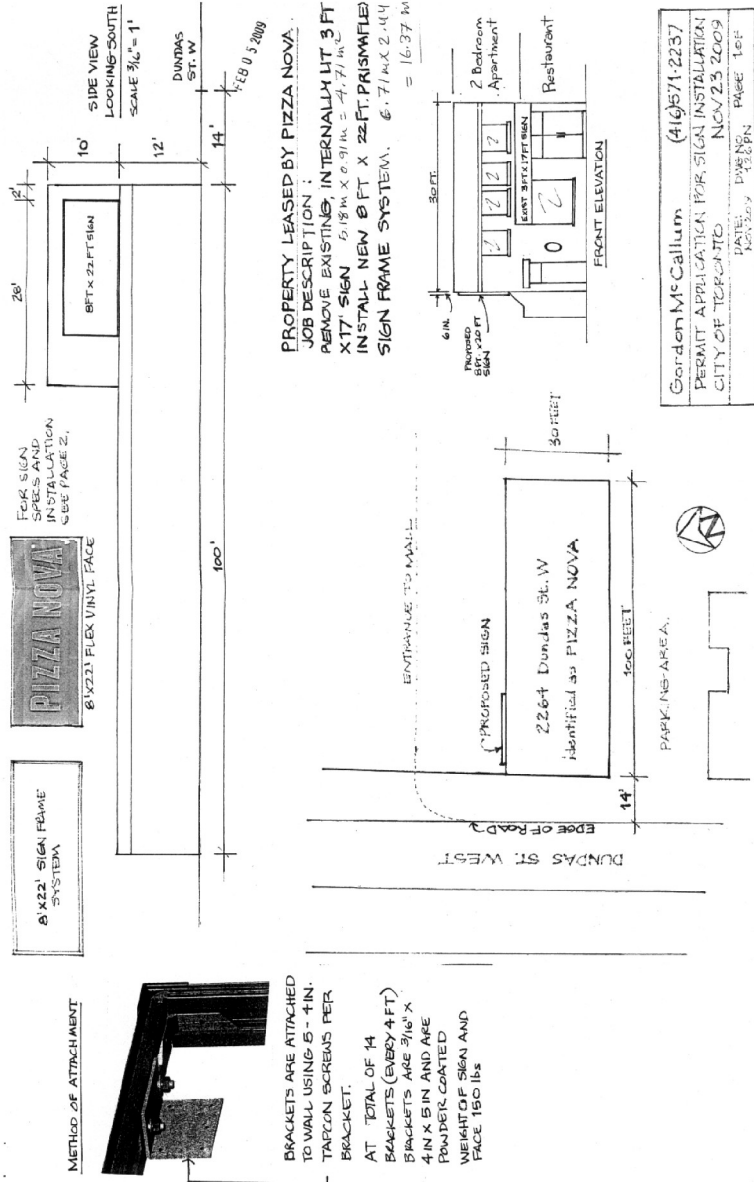
SIGNATURE

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

ATTACHMENTS

Attachment 1: Site Plan
Attachment 2: Floor Plan
Attachment 3: Elevations

Attachment 1:



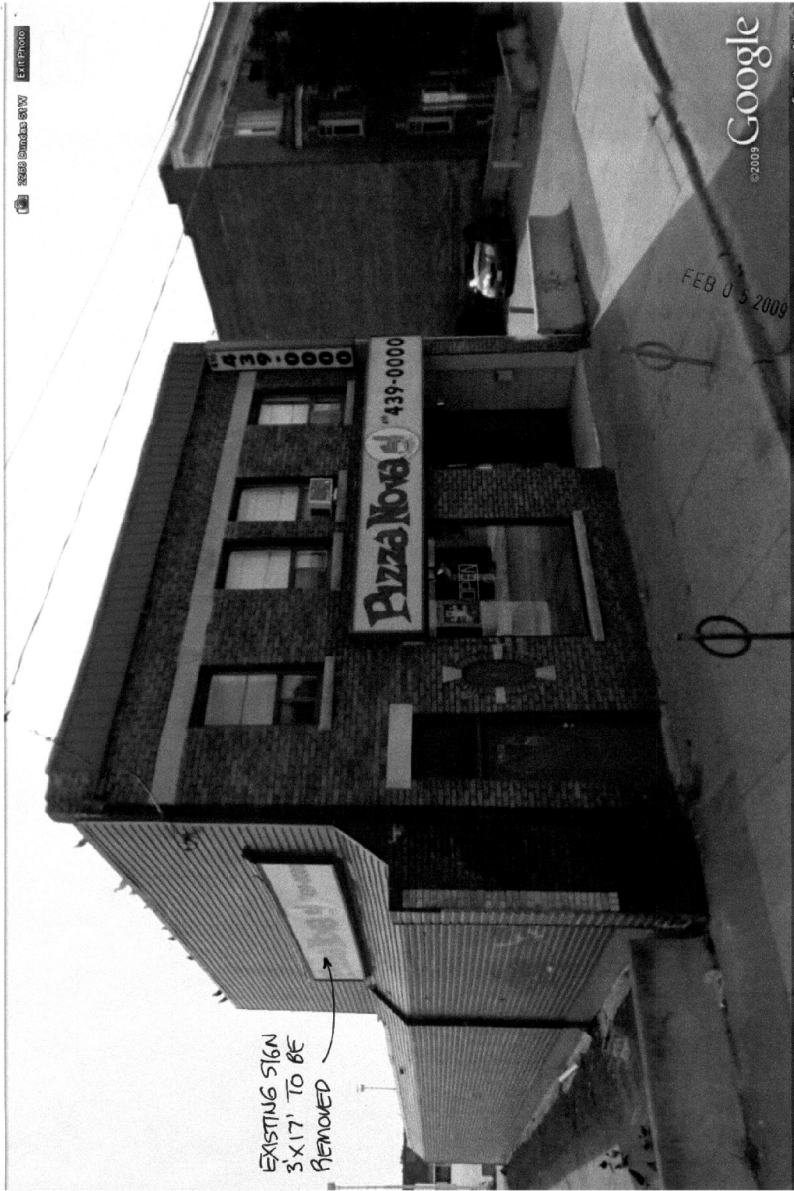
2264 Dundas St. W.
 File # 10-114849

Site Plan
 Applicant's Submitted Drawing
 Not to Scale
 02/19/2010

2264 Dundas Street West

File # 10_114849

Attachment 2:



Floor Plan

Applicant's Submitted Drawing

Not to Scale
02/19/2010

2264 Dundas Street West

File # 10_114849

Attachment 3:



2264 Dundas St. West
File # 10-114849 BSV.

Elevations

Applicant's Submitted Drawing

Not to Scale
02/19/2010

2264 Dundas Street West

File # 10_114849