

Sign Variance - 40 Dovercourt Rd

Date:	February 12, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 18 – Davenport
Reference Number:	2010TE081 10 115311 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.

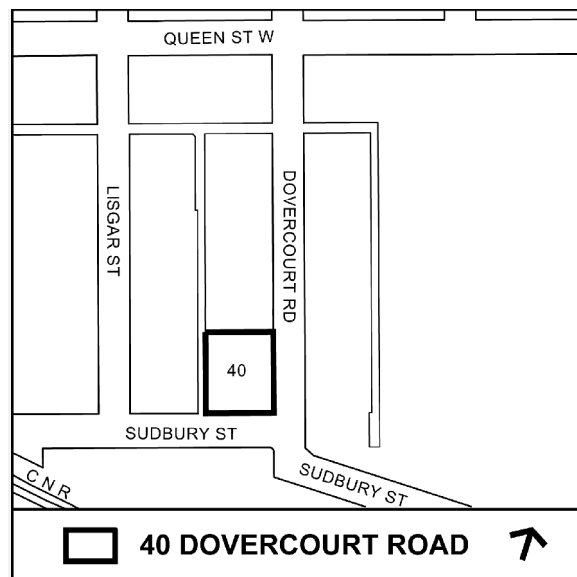
This report reviews and makes recommendations on a request by Domenic Rotundo on behalf of Triangle West Developments Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, three fascia signs for advertisement of units to be sold on the premises at 40 Dovercourt Road.

Staff recommends approval of the application. The variance is 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 variances to permit, for identification purposes, three temporary non-illuminated fascia signs for a period of two years from the date of approval. Two of the



proposed three fascia signs would be located on the east elevation and one fascia sign would be located on the south elevation of the existing industrial building to advertise the sale of new condominium units for the proposed development on the property.

2. Direct the City Clerk's Office to advise the applicant:
 - a. upon approval of variances, 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 northwest corner of Dovercourt Road and Sudbury Street in a CR zone. The property contains an old three storey industrial building. A residential condominium building would be constructed on this site. The applicant is seeking permission to install three non-illuminated fascia signs for the sales and marketing of the residential units in the new residential condominium building on this site. Two fascia signs would be located on the east elevation and one fascia sign would be located on the south elevation of the building at 40 Dovercourt Road for a period of two years from the date of approval.

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 297-10D (5)(c)(1)	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 297-10D (5)(e)	The sign would be located above the second storey and more than 10m high above grade.	An identification sign is required to be located within the first two storeys of the building or not more than 10.0m above grade whichever is less.
3. Chapter 297-10D (5)(g)	The large sign on the east elevation of the building would have an area of 144.68m ² .	The 144.68m ² sign area exceeds by 119.68m ² , the maximum 25.0m ²

		sign area permitted.
Chapter 297-10E(6)	The sign would obstruct or interfere with windows on the east elevation of the building.	A sign obstructing a window of the building is not permitted.
297-10F (2)	The proposed sign having an area greater than seventy (70) square metres is closer than three hundred (300) metres from another sign having an area of more than seventy (70) square metres.	The sign by-law requires that sign having an area greater than seventy (70) square metres be separated by a minimum distance of three hundred (300) metres from another sign having an area of more than seventy (70) square metres.

COMMENTS

Although, the proposed three temporary fascia banner signs on this old industrial building do not meet the Municipal Code requirements, the proposed three banner signs on the east and south elevations of this building are required for the sales and marketing of the proposed residential condominium units in the newly proposed condominium building at this site. These signs are non-illuminated and temporary for a period of only two years from the date of approval. It is staff's opinion that these temporary signs at this location are acceptable.

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

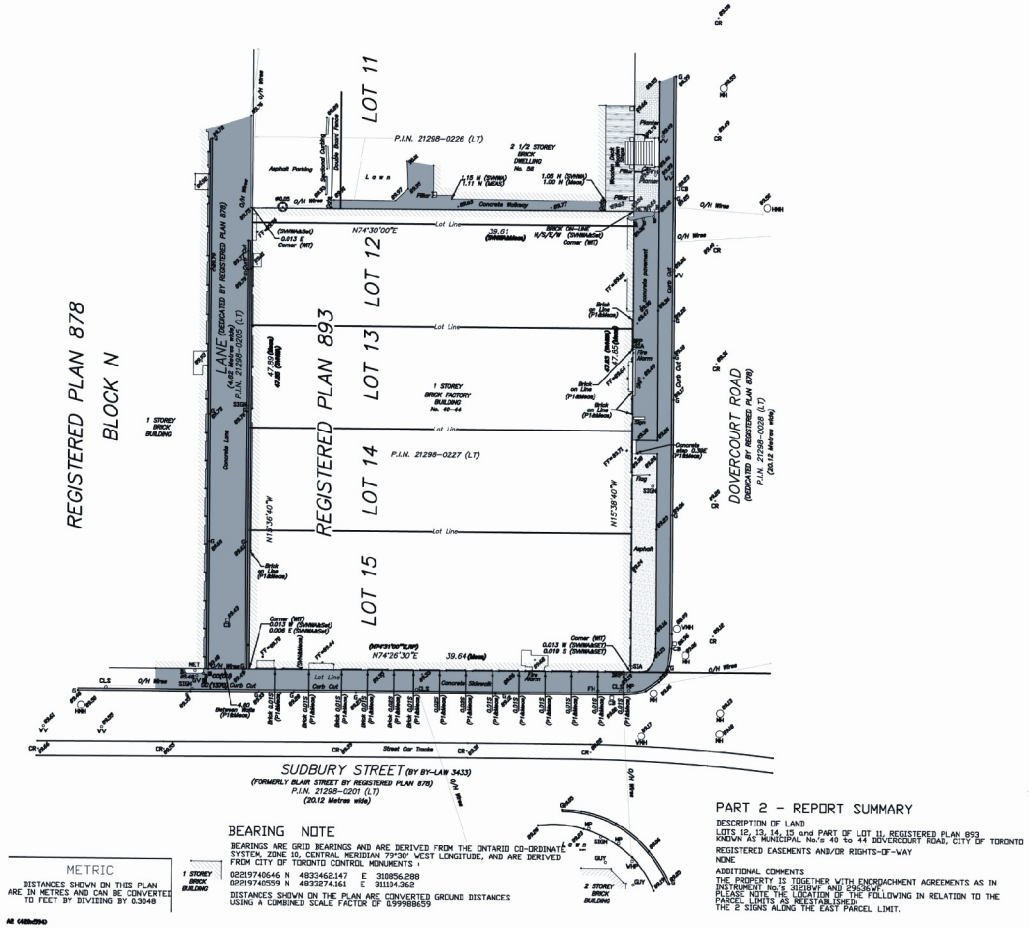
ATTACHMENTS

Attachment 1: Site Plan

Attachment 2: South Elevation

Attachment 3: East Elevation

Attachment 1: Site Plan



1 SITE PLAN - PROPOSED
Scale: 1/16" = 1'-0"

Site Plan

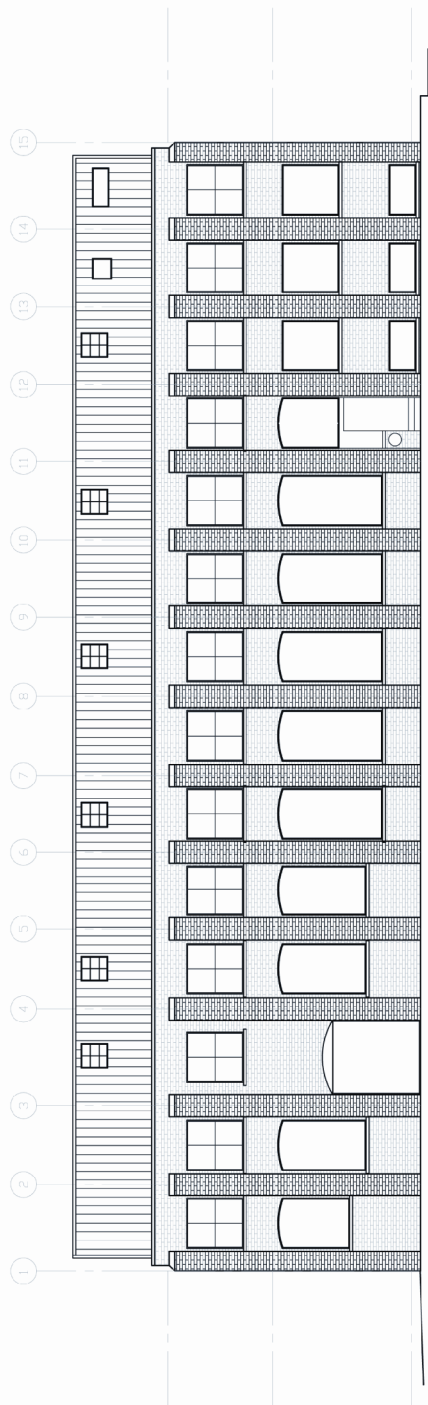
40 Dovercourt Road

Applicant's Submitted Drawing

Not to Scale ↑
02/18/10

File # 10_115311

Attachment 2: South Elevation



SOUTH Elevation

Elevations

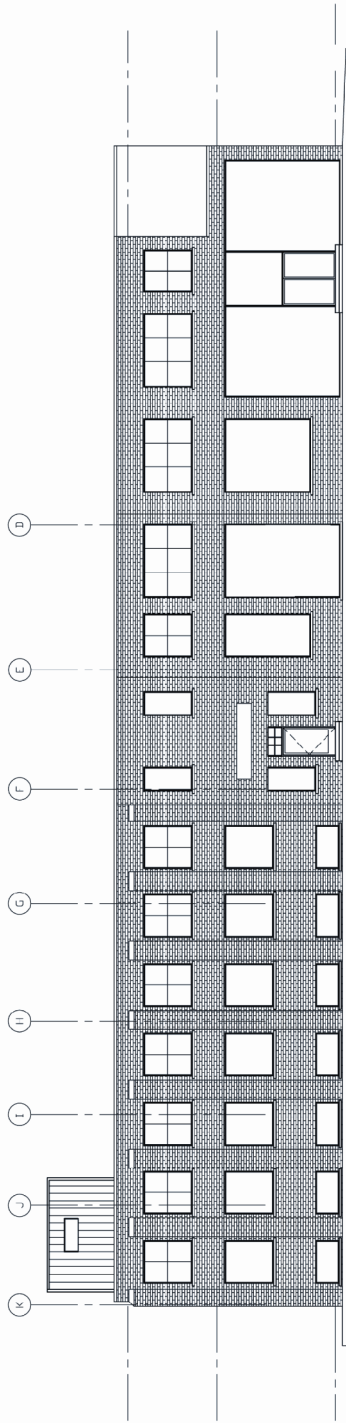
Applicant's Submitted Drawing

Not to Scale
02/18/10

40 Dovercourt Road

File # 10_115311

Attachment 3: East Elevation



EAST Elevation

40 Dovercourt Road

Elevations
Applicant's Submitted Drawing

Not to Scale
02/18/10

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