

Sign Variance - 938 Broadview Ave

Date:	February 8, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 29 – Toronto-Danforth
Reference Number:	2010TE028 09 191224 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.

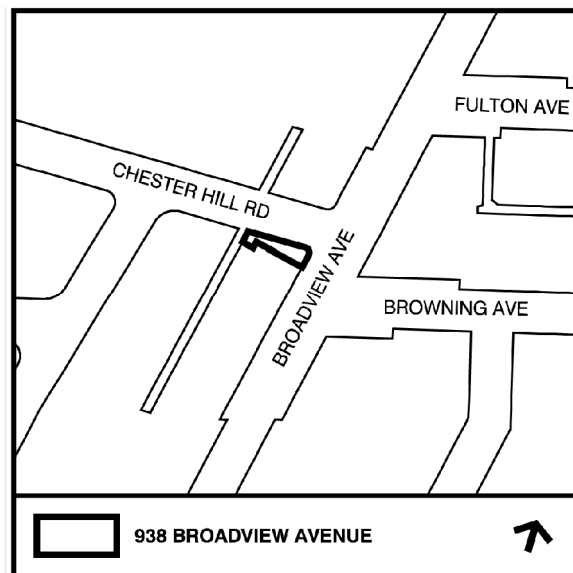
This report reviews and makes recommendations on a request by Sandra Pate of Royal LePage Real Estate, on behalf of Lien Thi Truong for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit a temporary third party, non-illuminated fascia sign for a period of five years, on the north elevation of building at 938 Broadview Avenue.

Staff recommends approval of the application for a period of five years from the date of approval. 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 a temporary third party, non-illuminated fascia sign for a period of five years on the north elevation of building at 938



Broadview Avenue; and

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 on the southwest corner of Broadview Avenue and Chester Hill Road in a CR zone. The property contains a three storey building with retail uses at grade level. The applicant is requesting permission to install a temporary third party, non-illuminated fascia sign for a period of five years to advertise the real estate sales and marketing services offered by Royal LePage Real Estate. The applicant feels that their sign displayed at this location would represent their presence in the neighbourhood where they actively work. The proposed non-illuminated sign is 3.66m wide and 3.05m high with an area of 11.16m² (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 temporary third party fascia sign would be located on the north elevation of the building facing Chester Hill Road in the CR zone.	A third party fascia sign facing a street is not permitted.

COMMENTS

The third party fascia signs are permitted type signs in a CR zone. The variance is required because a third party fascia sign located in a CR is not permitted to face a street. The intent of the By-law is to protect first party signs from competing with the third party signs and to ensure that all businesses located in the building have the opportunity to display their signs on the walls of their respective unit frontage in the building. In this instance, the only business in the building is a convenience store and which is located at the grade level. The convenience store has displayed its signage on the front elevation of the store. Although, the proposed non-illuminated fascia sign located at the third floor level on the side elevation of the building would face a street, it is staff's opinion that the proposed sign does not deprive the business owner in the building to display its business signs on the property. Staff considers the proposed non-illuminated fascia sign to be

acceptable and it would not adversely impact the property, surrounding uses and the streetscape.

Staff recommends approval of the application for a period of five years. The variance is minor and within the general intent and purpose of the Municipal Code.

CONTACT

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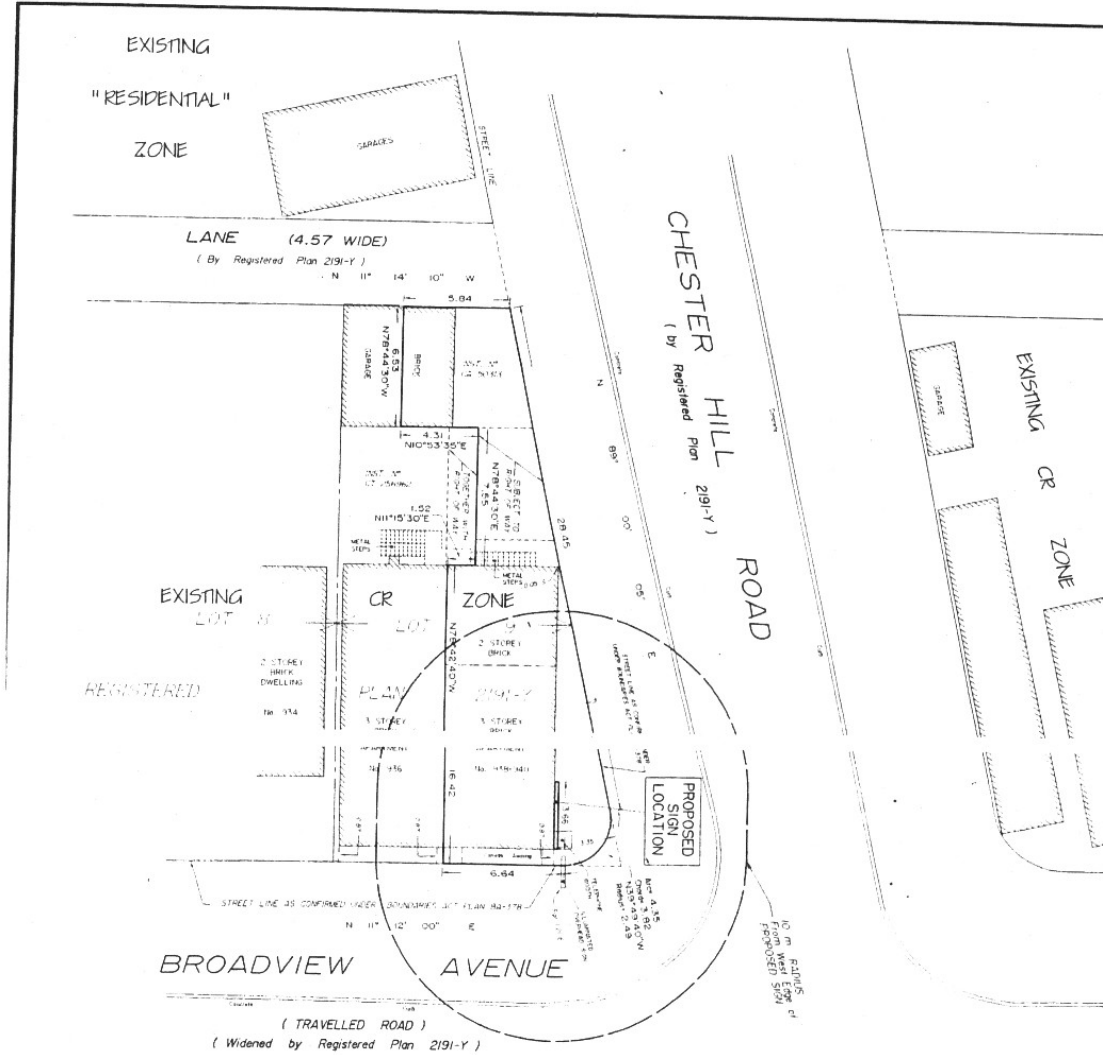
SIGNATURE

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

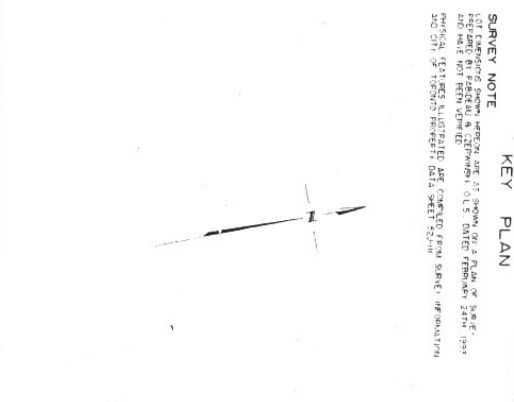
ATTACHMENTS

Attachment 1: Site Plan
Attachment 2: Sign Detail
Attachment 3: Elevations
Attachment 4: Elevations

Attachment 1: Site Plan



<p>SITE PLAN OF PROPOSED SIGN LOCATION</p> <p>PART OF LOT 9 REGISTERED PLAN 2191-Y 17 938 - 940 BROADVIEW AVENUE CITY OF TORONTO</p>	
<p>METRIC</p> <p>DISTANCES SHOWN ON THIS PLAN ARE IN METRES AND CAN BE CONVERTED TO FEET BY DIVIDING BY 0.3048</p>	
<p>THIS PLAN IS PREPARED BY:</p> <p>RABIDEAU & CZERWINSKI ONTARIO LAND SURVEYORS 777 SHEPPARD AVENUE EAST SUITE 101 TORONTO, ONTARIO M2N 1K1</p>	
<p>SCALE 1:150</p>	<p>DATE NOV 13, 2009</p>
<p>CREATED BY: JAW</p>	<p>PLAN NO: E200909A</p>



Attachment 2: Sign Detail

PROPOSED THIRD PARTY SIGN

938-940 BROADVIEW AVE.

- non-illuminated, fascia sign
- sign consists of photographs + texts as per copy of sign below



NOVEMBER 22, 2009

SUBMITTED BY:

SANDRA PATE +

LINA RISI

Attachment 3: Elevations



Attachment 4: Elevations

