

Sign Variance - 2972-2974 Danforth Ave

Date:	February 19, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 31 – Beaches-East York
Reference Number:	2010TE082 08 225617 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.

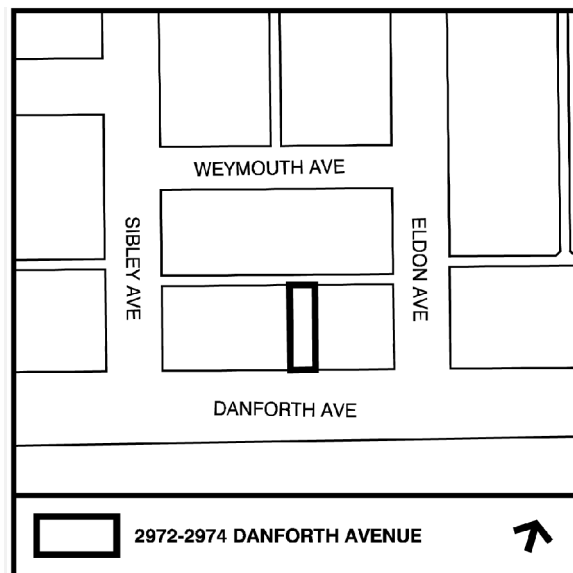
This report reviews and makes recommendations on a request by Simon Ng for approval of variances from By-law No. 64-87 of the former Borough of East York to maintain, for identification purposes, nine fascia signs and three projecting signs on the front elevation of the building at 2972-2974 Danforth Avenue.

Staff recommends refusal of the application. The variances are major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

Toronto and East York Community Council refuse the request for variances to maintain, for identification purposes, nine fascia signs and three projecting signs on the front elevation of the building at 2972-2974 Danforth Avenue.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located west of Victoria Park Avenue, on the north side of Danforth Avenue in a CR zone. The property contains a two-storey commercial building with retail uses at the first floor level and at sub-grade level. The applicant is seeking permission to maintain, for identification purposes, nine fascia signs and three projecting signs located on the front elevation of the building at 2972-2974 Danforth Avenue. The size of signs is shown on the attached graphics. These signs were installed without obtaining sign permits from the city.

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. By-law No. 64-87: Section 4.2.1 a 1	To maintain three illuminated projecting sign located on the front elevation of the building.	The three projecting signs are not permitted.
1. By-law No. 64-87: Section 4.2.1 a (i)	Two fascia signs are located at the first floor level and each has a height of 1.83m.	The 1.83m height of the fascia signs located on the first floor level exceeds by 0.63m, the maximum 1.20m sign height permitted.
3. By-law No. 64-87: Section 4.2.1 a (i)	To maintain a total of nine fascia signs, for identification purposes, two sign are facing east and two signs are facing west.	Only one identification fascia sign on each elevation is permitted.

COMMENTS

The first variance is required because there are three existing illuminated projecting signs located on the front elevation of the building where as under the by-law these projecting signs are not permitted.

With regards to the second variance, the height of two fascia signs located at the first floor level of the building exceeds in height by 0.63m, the maximum permitted height of 1.20m.

The third variance is required because the by-law permits one identification sign on each elevation of the building. In this case, there are nine first party signs located on the front elevation of the building. The intent of the by-law to regulate number of sign on each

frontage of the building is to protect the building on which the signs are erected, surrounding uses and streetscape from a sense of sign clutter. In this case, the entire frontage of the building appears to have a sign clutter and more over these signs were installed without obtaining a sign permit from the city. Although, staff understands that an identification sign for a business is required, however, in this case, staff cannot justify recommending approval of twelve first party signs on this relatively narrow and small facade of a two storey high building.

Staff recommends refusal of the application. The variances are major and not within the general intent and purpose of the Municipal Code.

CONTACT

Norm Girdhar, Assistant Planner

Tel. No. 416-392-7209

Fax No. 416-392-7536

E-mail: ngirdhar@toronto.ca

SIGNATURE

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

ATTACHMENTS

Attachment 1: Site Plan

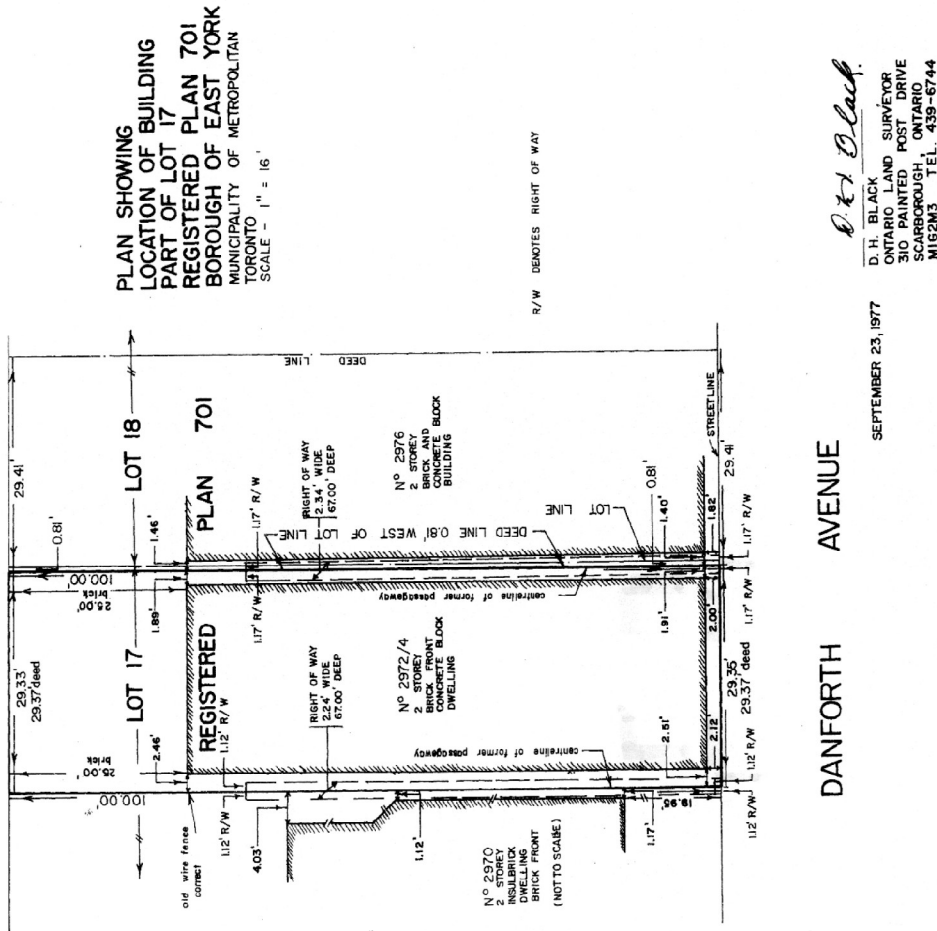
Attachment 2: Elevations

Attachment 3: Elevations

Attachment 4: Elevations

Attachment 5: Elevations

Attachment 1: Site Plan

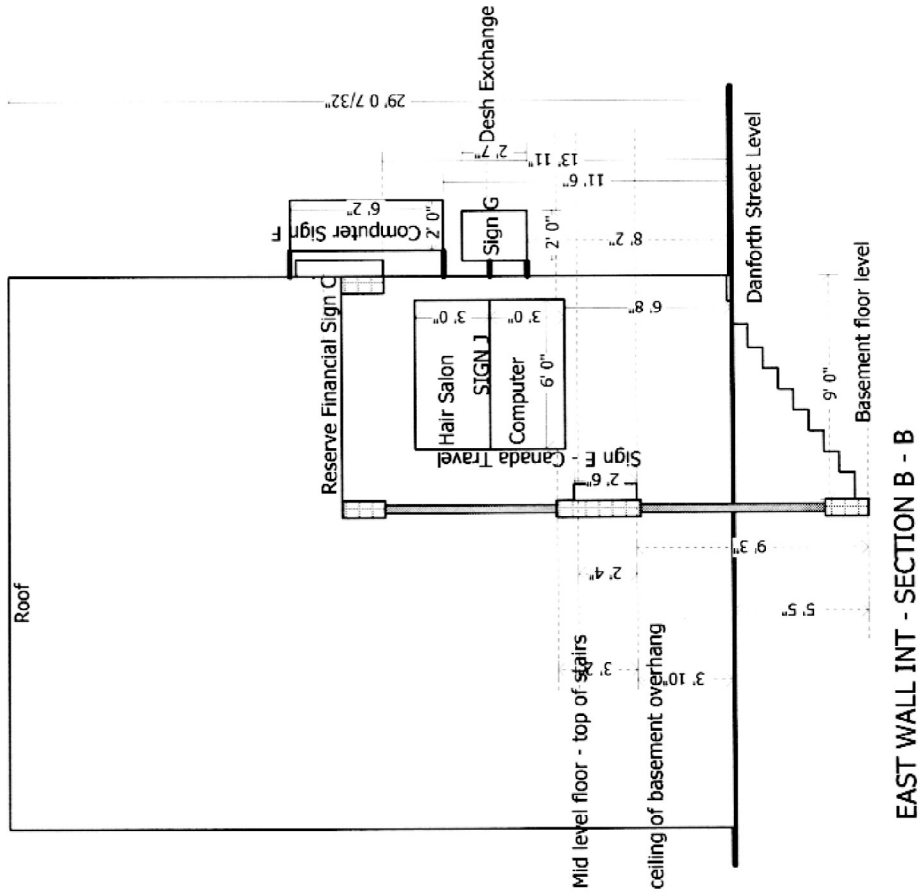


Site Plan
Applicant's Submitted Drawing
Not to Scale
02/19/2010

2972-2974 Danforth Avenue

File # 08_225617

Attachment 2: Elevations



2972-2974 Danforth Avenue

Elevations
 Applicant's Submitted Drawing

Not to Scale
 02/19/2010

File # 08_225617

Attachment 3: Elevations



Elevations

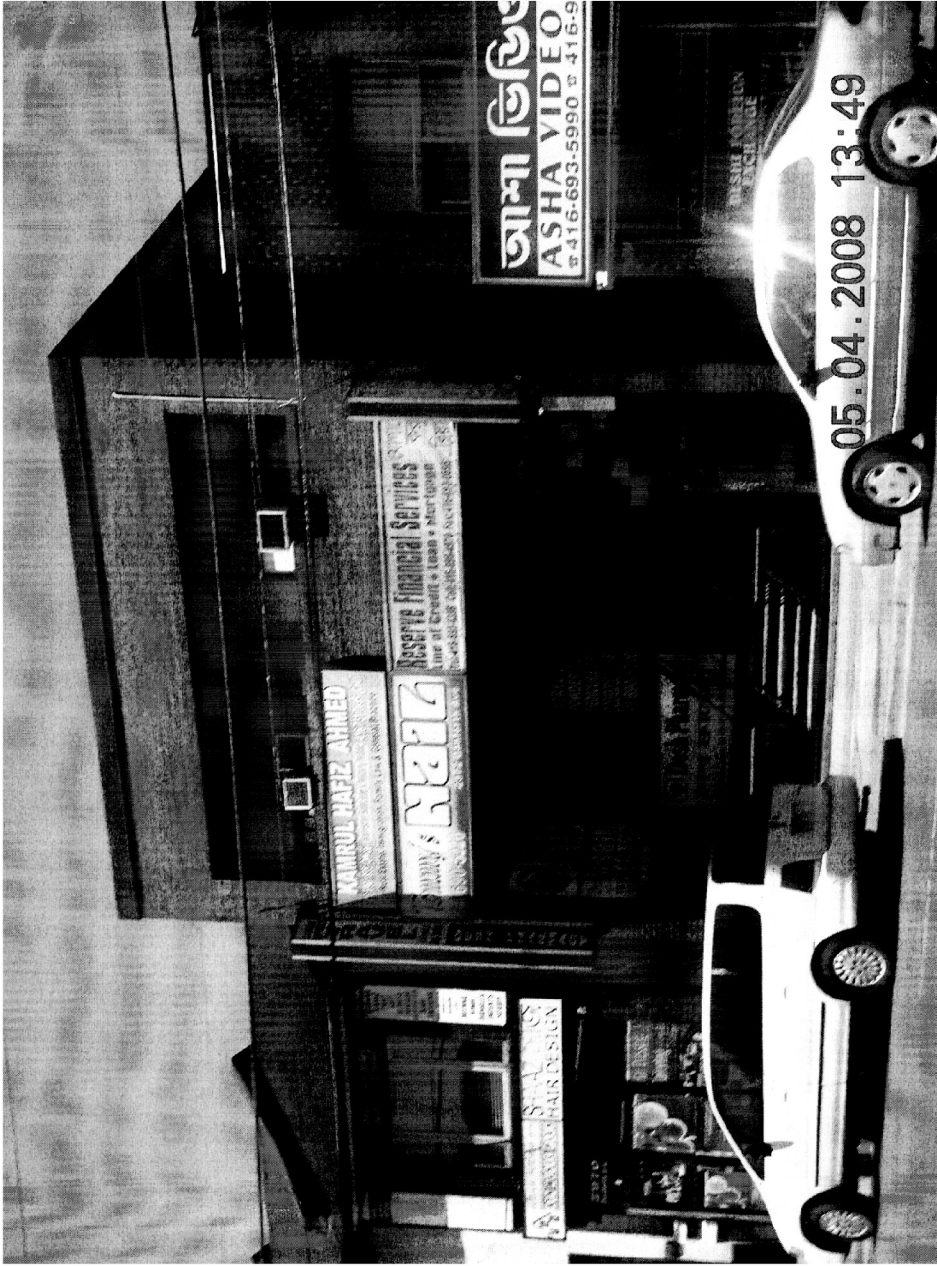
Applicant's Submitted Drawing

Not to Scale
02/19/2010

2972-2974 Danforth Avenue

File # 08_225617

Attachment 4: Elevations



Elevations

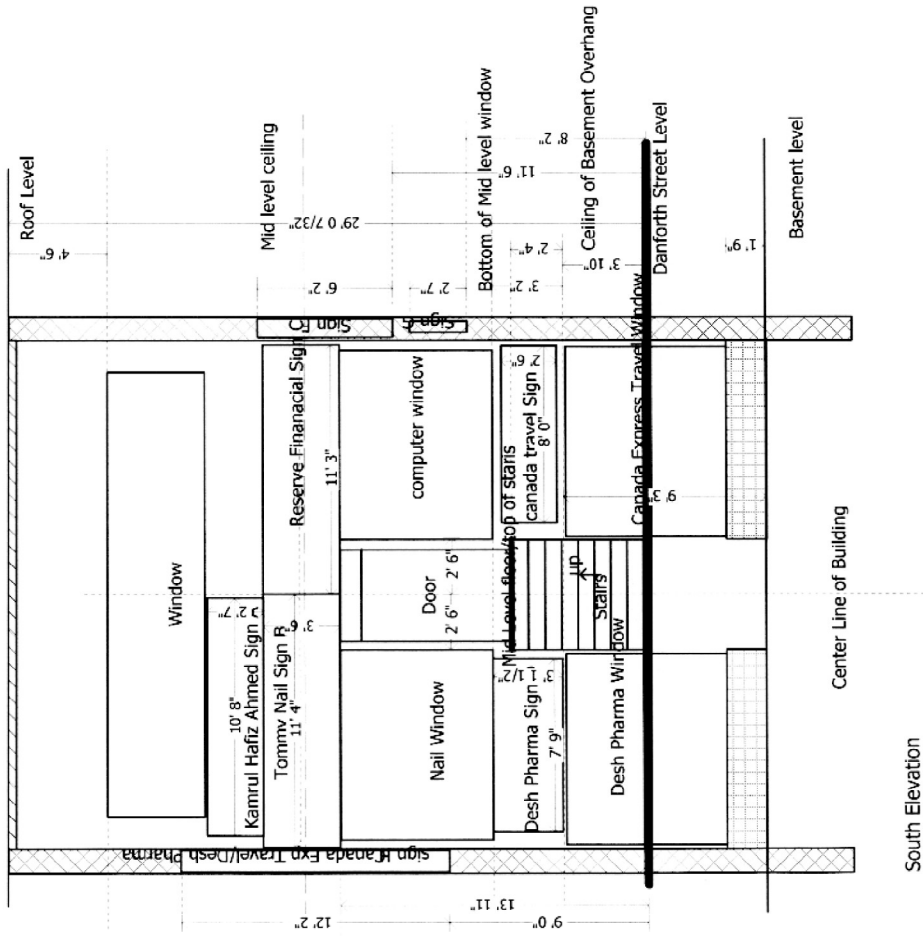
Applicant's Submitted Drawing

Not to Scale
02/19/2010

2972-2974 Danforth Avenue

File # 08_225617

Attachment 5: Elevations



South Elevation

2972-2974 Danforth Avenue

Elevations

Applicant's Submitted Drawing

Not to Scale
02/19/2010

File # 08_225617