

**Sign Variance - 2452 Danforth Ave**

<b>Date:</b>	February 18, 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 31 – Beaches-East York
<b>Reference Number:</b>	2010TE049 10 120052 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.

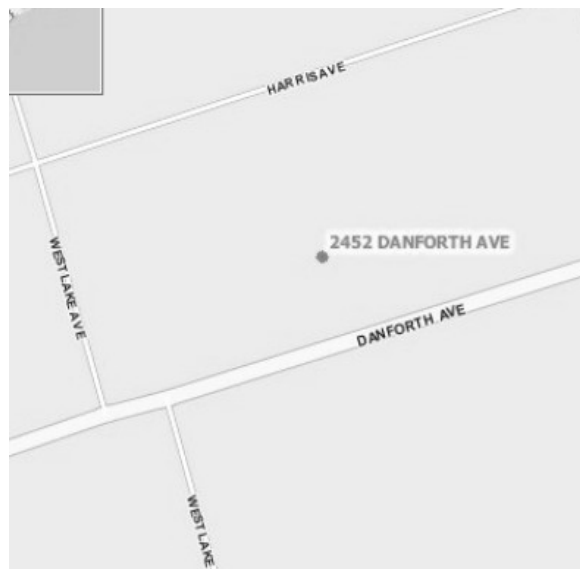
This report reviews and makes recommendations on a request by Timothy May of CBS Outdoor Canada, on behalf of Cencetto Ciccirella for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an illuminated roof sign located on top of a two-storey building at 2452 Danforth Ave.

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

**RECOMMENDATIONS**

**The Toronto Building Division recommends that:**

1. Toronto and East York Community Council refuse the request for variances permit, for third party advertising purposes, an illuminated roof sign on top of a two-storey building at 2452 Danforth Avenue.



## Financial Impact

The recommendations in this report have no financial impact.

## ISSUE BACKGROUND

The property is located west of Westlake Avenue on the south side of Danforth Avenue in an MCR zone. The property contains a two-storey building with retail uses at grade level. The applicant is seeking permission to permit, for third party advertising purposes, an illuminated roof sign on top of a two-storey building at 2452 Danforth Avenue. The proposed roof sign would have an area of 18.58m<sup>2</sup>.

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 (16)	To install, for third party advertising purposes, a roof sign on a two-storey commercial building located in an MCR zone.	A third party roof sign located on a building in an MCR zone is not permitted.
4. Chapter 297-10F (1)	The sign is located less than 60.0m from other third party signs located in the vicinity.	A third party sign is required to have a separation distance of minimum 60.0m from other third party sign in the vicinity.

## COMMENTS

At its meeting of April 24, 1995, City Council passed By-law 1995-0229 to amend Chapter 297 of the Municipal Code to prohibit roof signs in all mixed-use CR, MCR and RA zone districts in the former City of Toronto. The prohibition resulted from a study of signage along the City's "Main Streets" which detailed the unattractive appearance of roof signs within the mixed-use zone districts and from adjacent residential districts as well as the negative effect on skyline views. The By-law does not permit the replacement of the attributes of the signs, so as not to prolong their life span.

The variances are required because the proposed replacement third party sign is not permitted in an MCR zone, also, the sign is located higher than the permitted height of 10.0m above grade. The proposed third party roof sign does not meet the required 60.0m separation distance from other third party signs located in the vicinity.

Staff can advise that roof signs under the new sign by-law recently approved by Council are a specifically prohibited sign type and accordingly any approval under the new sign by-law would require a site specific amendment and could not be approved under the variance process.

This application clearly contradicts the City's prohibition of roof signs and its clear objective to prohibit this type of signage under the current by-law. It is staff's opinion that permitting a roof sign by way of a minor variance application would undercut the clear intent of City policy and would undermine the integrity and the spirit of the Municipal Code.

Staff recommends refusal of this application. The variance is major and not 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**

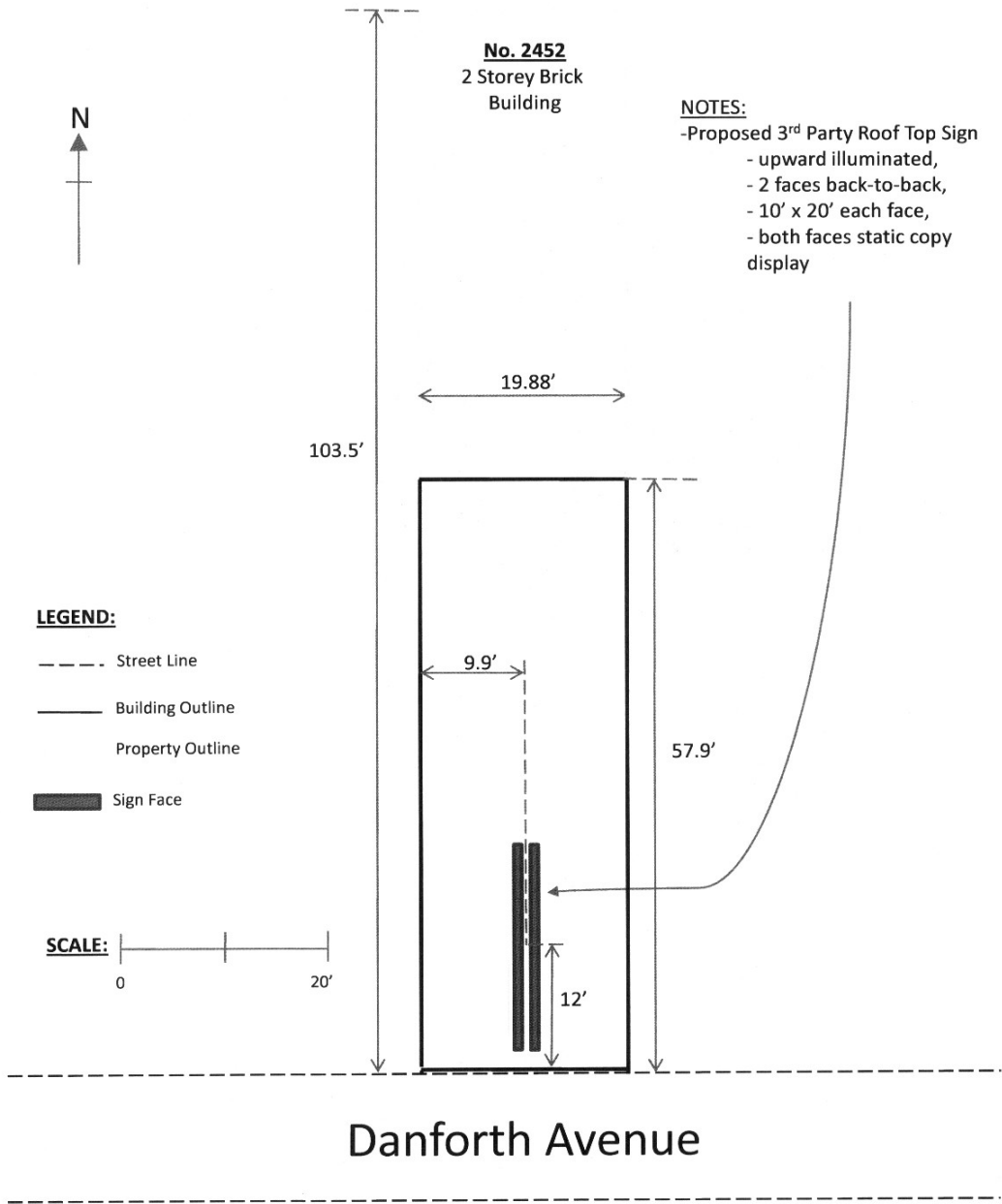
Attachment 1: Site Plan

Attachment 2: Photos

Attachment 3: Sign Details

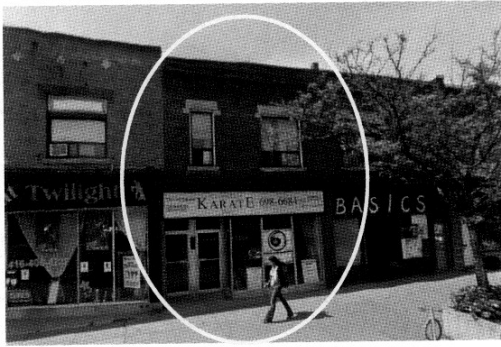
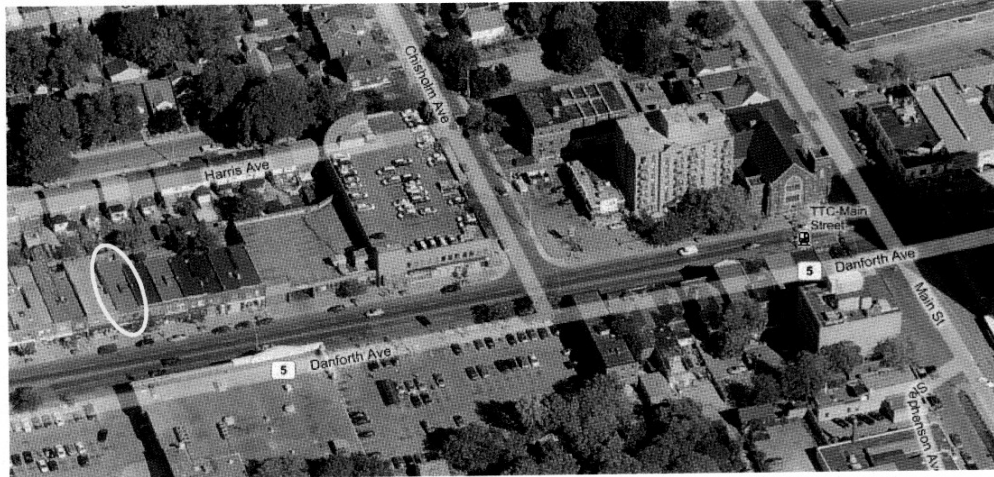
# Attachment 1: Site Plan

## 2452 Danforth Avenue – Site Plan



## Attachment 2: Photos

### 2452 Danforth Avenue - Photos



#### Proposal:

- To build a 3<sup>rd</sup> party roof sign, 2 faces back-to-back, 10'x20' each face, upward illuminated, static paper copy display
- Building/Sign located on the North side of Danforth Avenue
- Sign faces perpendicular to Danforth Avenue, one face facing East, one face facing West



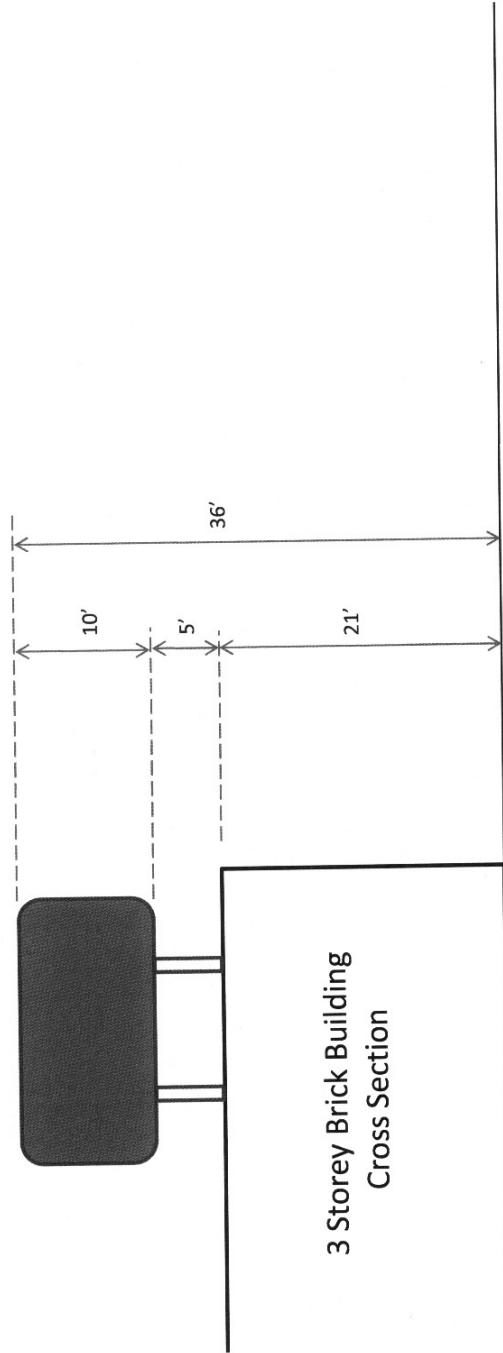
POV heading Eastbound



POV heading Westbound

### Attachment 3: Sign Details

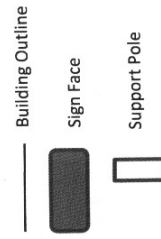
#### 2452 Danforth Avenue – Elevation



**NOTES:**

- Proposed 3<sup>rd</sup> Party Roof Top Sign
- upward illuminated,
- 2 faces back-to-back,
- 10' x 20' each face,
- both faces static copy display

**LEGEND:**



**SCALE:**

