

Sign Variance - 3 Broadway Ave

Date:	March 4, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 22 – St. Paul's
Reference Number:	2010TE055 10 120060 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 Abro of Abcon Outdoor Inc, on behalf of D.D.3. Broadway Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the north elevation of the building at 3 Broadway Avenue.

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, a non-illuminated fascia sign on the north elevation of the building at 3 Broadway Avenue.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the southeast corner of Broadway Avenue and Yonge Street in an MCR zone. The property contains a four-storey residential apartment building with retail uses at grade level. The applicant is seeking permission to install, for third party advertising purposes, a non-illuminated third party fascia sign, on the north elevation of building at 3 Broadway Avenue.

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) (e)	To install, for third party advertising purposes, a non-illuminated fascia sign at the fourth floor level, on the north elevation of the building. The sign height from grade to the sign is 11.46m.	A fascia sign located above the second storey or more than 10.0m high above grade is not permitted.
2. 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.
3. Chapter 297-10D. (5) (f)	The fascia sign will face a street.	The by-law only permits a third party fascia sign when it doesn't face a street

COMMENTS

The first variance is required because the sign height from grade to the top of sign exceeds the permitted height. The height of sign on the building is regulated in order to minimize their adverse impact on the building to which they are attached, surrounding uses and the streetscape.

With respect to the second variance, the proposed sign would not meet the required minimum separation distance of 60.0m from other third party signs located in the vicinity. The intent of the By-law is to minimize sign clutter in the area.

The third variance is required because the proposed third party fascia sign would face Broadway, whereas the Municipal Code does not permit a third party fascia sign to face a street. The intent of the By-law is to protect the businesses located in the building for their 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.

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

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

ATTACHMENTS

Attachment 1: Site Plan

Attachment 2: Elevation

Attachment 3: Elevation

Attachment 2: Elevation

** NO WINDOWS BEHIND SIGN. ~~INDICATED~~*

AREA:
2400 ft²
228 m² SQ.

10' - 3.98 m

24' 7.4 m

13' 3.5"
4.06 m

HEIGHT TO GRADE.

3 BROADWAY AVE.

NORTH ELEVATION

Photometry FKSCIA SIGN - NON-ILLUMINATED.

Project No.	FEB 15-2010
Project Name	CROSS
Drawn By	EC
Title	CROSS-ABCON

ABCON ADVERTISING
3 BROADWAY AVE.
TORONTO, ONTARIO

Attachment 3: Elevation

