

Sign Variance Report 1015 Lake Shore Boulevard East

Date:	August 10, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 30 – Toronto-Danforth
Reference Number:	07-150033

SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

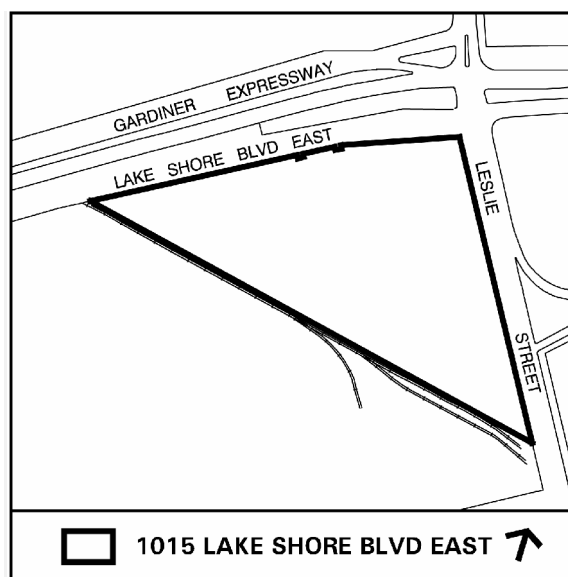
This report reviews and makes recommendations on a request by Turner Fleischer Architects, on behalf of Canadian Tire Real Estate Limited, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, 3 illuminated ground signs and 13 illuminated fascia signs on the property. These signs are for identification purposes.

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

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council refuse the request for variances to permit 3 illuminated ground signs and 13 illuminated fascia signs on the property at 1015 Lake Shore Boulevard East.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located at the south west corner of Lake Shore Boulevard East and Leslie Street.

The application for variances is to permit the installation of three illuminated ground signs (two on Leslie Street and one on Lake Shore Boulevard East) and 13 fascia illuminated signs. In addition to the signs requiring variances, the applicant is proposing nine signs that appear to comply with the provisions of the Municipal Code.

The applicant indicates that the proposed corporate fascia and ground signs are proportionate to the size, use, and location of the building and are similar in size to those on other Canadian Tire buildings. It is staff's opinion that the requested sign variances are not appropriate in this location and will detract from the public realm.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

Sign Number (Refer to Attachment 1 for location)	Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1 (west elevation)	Chapter 297 – 10D Q4 (a)	The proposed fascia sign will be on a building of a height of 16.46 metres.	The By-law permits a fascia sign in the form of a corporate logo provided it is erected on a building with a height of at least 34.0 metres.
1 (west elevation)	Chapter 297 – 10D Q4 (d)	The proposed logo will have a height of 3.66 metres.	The By-law permits a corporate logo on a building provided the height of the logo itself does not exceed 3.0 metres.
2 – 6 and 29 (west elevation)	Chapter 297 – 10D Q4 (d)	The proposed fascia sign will be on the third storey.	The By-law permits fascia signs which face a street provided they are not above the second storey.
7 (east elevation)	Chapter 297 10D Q6 (d)	The proposed fascia sign will be on building that is 16.46 metres in height.	The By-law permits a fascia sign in the form of a corporate logo provided it is erected on a building with a height of at least 34.0 metres.
7 (east elevation)	Chapter 297 – 10D Q4 (d)	The proposed corporate logo is 3.66 metres in height.	The By-law permits a corporate logo on a building provided the logo does not exceed a height of 3.0 metres.

Sign Number (Refer to Attachment 1 for location)	Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
8 – 13 (east elevation)	Chapter 297 – 10D Q6 (d)	The proposed signs facing the street will be at the 3 rd floor level.	The By-law permits a fascia sign which faces the street provided it is not erected above the 2 nd storey.
32 (Lake Shore Blvd. ground sign)	Chapter 297 – 10D Q9 (c)	It appears that the sign will comply with this provision, but the required dimension has not been provided on the plans.	The proposed sign is required to be a minimum of 2.0 metres from the property line.
33 and 34 (Leslie St. ground signs)	Chapter 297 – 10D Q9 (a)	The proposal shows two signs which exceed 25.0 square metres on the Leslie Street frontage.	The By-law permits ground signs which exceed 25.0 square metres provided there is only one such sign.
33 and 34 (Leslie St. ground signs)	Chapter 297 – 10D Q9 (b)	The proposal shows two ground signs along the Leslie Street frontage.	The By-law permits only one ground sign within any frontage.
33 and 34 (Leslie St. ground signs)	Chapter 297 – 10 (H)	The proposed ground signs will be approximately 13.0 metres in height.	The By-law permits ground signs in an I District provided they do not exceed 10.0 metres in height.
33 and 34 (Leslie St. ground signs)	Chapter 297 – 10D 11B (2)	The proposed ground signs will have an area of 43.38 square metres.	The By-law permits ground signs in this District, provide they do not have an area of sign exceeding 25.0 square metres.

COMMENTS

The proposed signage requiring variances are external to the property and front onto Leslie Street and Lake Shore Boulevard East. The proposed internal signs appear to comply with the By-law.

The area and height of signs above grade are regulated in order to reduce their visual impact on the buildings to which they are attached, and on the streetscape. In addition to the 9 signs that appear to comply with the By-law, it is staff's opinion that the 13 proposed fascia signs requiring variances introduces visual clutter to this area.

The Leslie Street ground signs (33 and 34) have a sign area that is approximately 74% larger than what is permitted. These two signs on Leslie Street are not appropriate and would diminish the objectives for quality public realm in this area. Only one ground sign is permitted within any frontage. The proposed second ground sign on Leslie Street is excessive.

The cumulative impacts of the requested variances are inappropriate and do not meet the general intent and purpose of the sign provisions of the Municipal Code. This property is a large site and acts as a gateway into the Port Lands area of the city and the proposed signage, if approved, will have a negative impact on the public realm. As part of the City's Waterfront revitalization initiatives, the City has committed to the Greening of Leslie Street, along with other streets in the Waterfront area. Given the intensity of signage proposed at this location and its visual impact, it is staff's opinion that all signs should comply with the Municipal Code.

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

CONTACT

Jeffrey Cantos, Planner

Telephone: 416-338-5740

Fax No.: 416-392-1330

E-mail: jcantos@toronto.ca

Norm Girdhar, Assistant Planner

Telephone: 416-392-7209

Fax No. 416-392-1330

E-mail: ngirdhar@toronto.ca

SIGNATURE

Gary Wright, Director
Community Planning, Toronto and East York District

(P:\2007\Cluster B\pln\teycc12928693027.doc) - smc

ATTACHMENTS

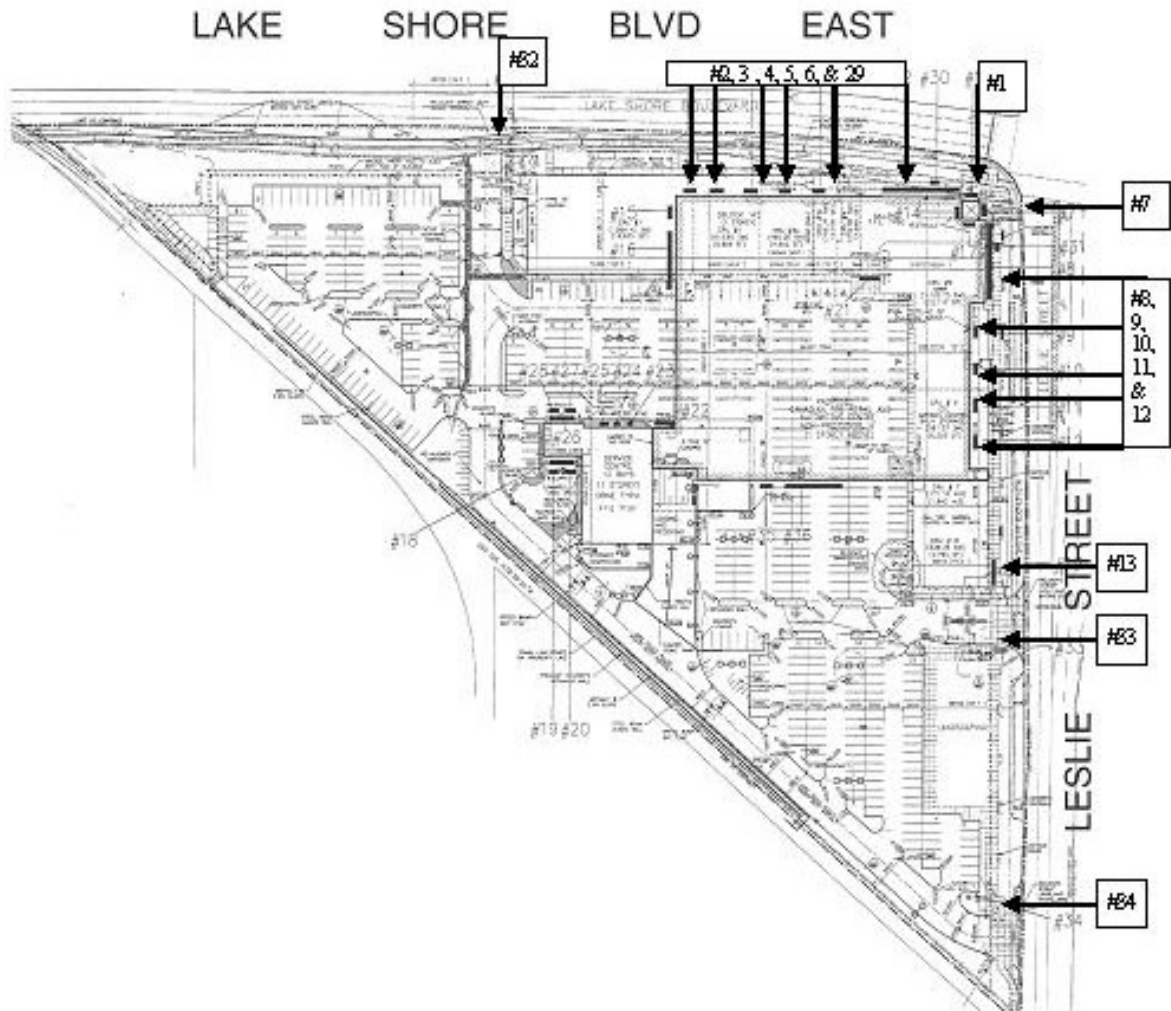
Attachment 1: Sign Locations

Attachment 2: Elevation & Sign Details

Attachment 3: Sign Details

Attachment 4: Elevations

Attachment 1: Sign Locations



Sign Locations

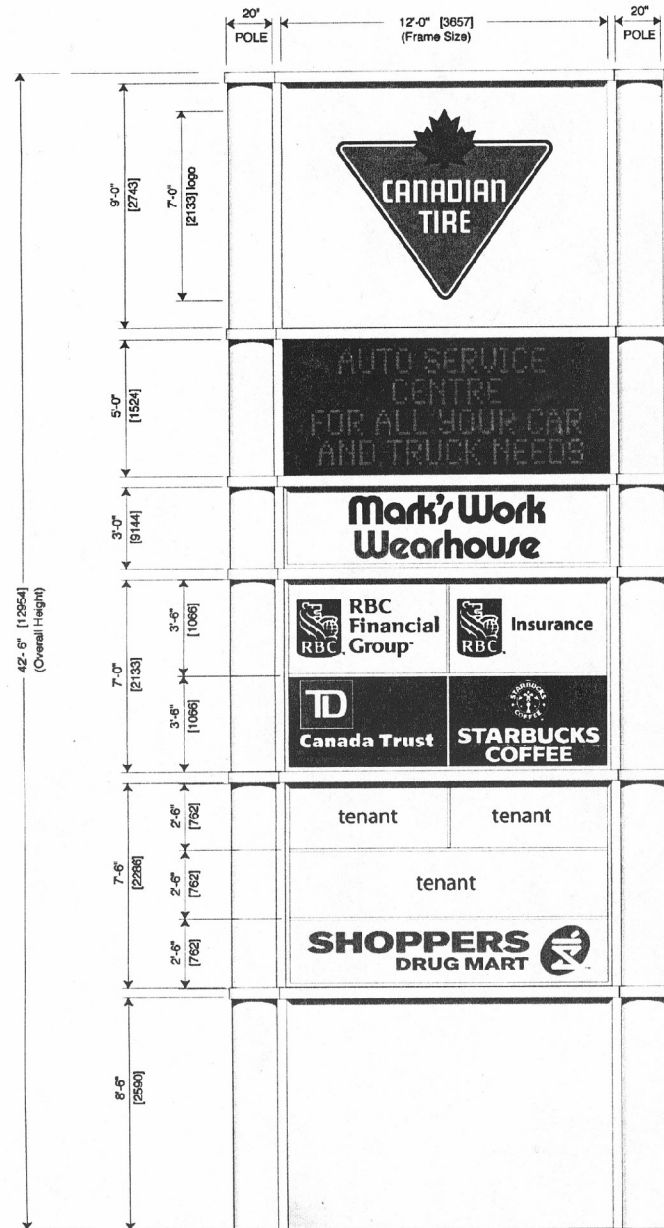
Applicant's Submitted Drawing

Not to Scale
07/23/07

1015 Lake Shore Boulevard East

File # 07_150033

Attachment 2: Elevation & Sign Details



Elevation & Sign Details

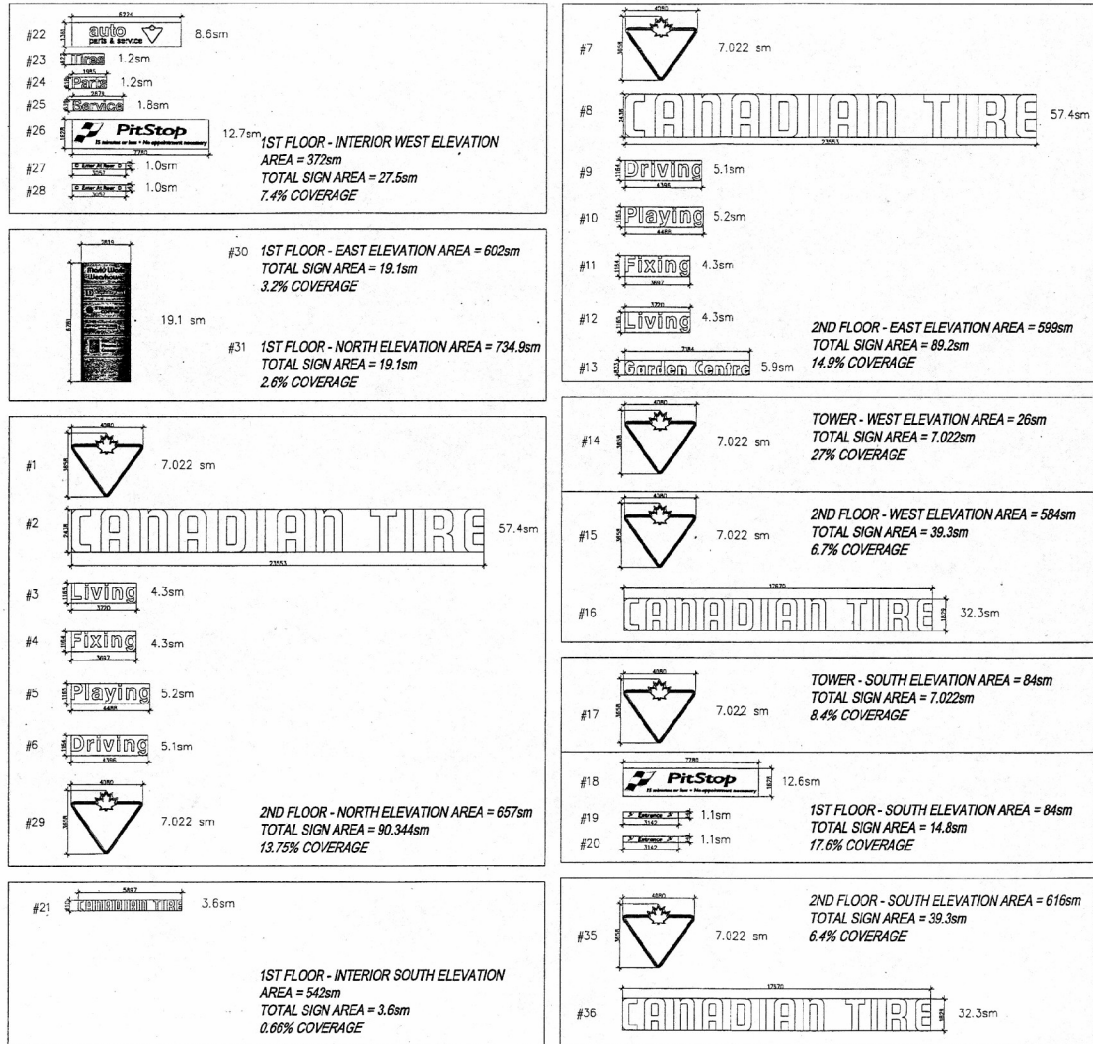
1015 Lake Shore Boulevard East

Applicant's Submitted Drawing

Not to Scale
07/20/07

File # 07_150033

Attachment 3: Sign Details



Sign Details

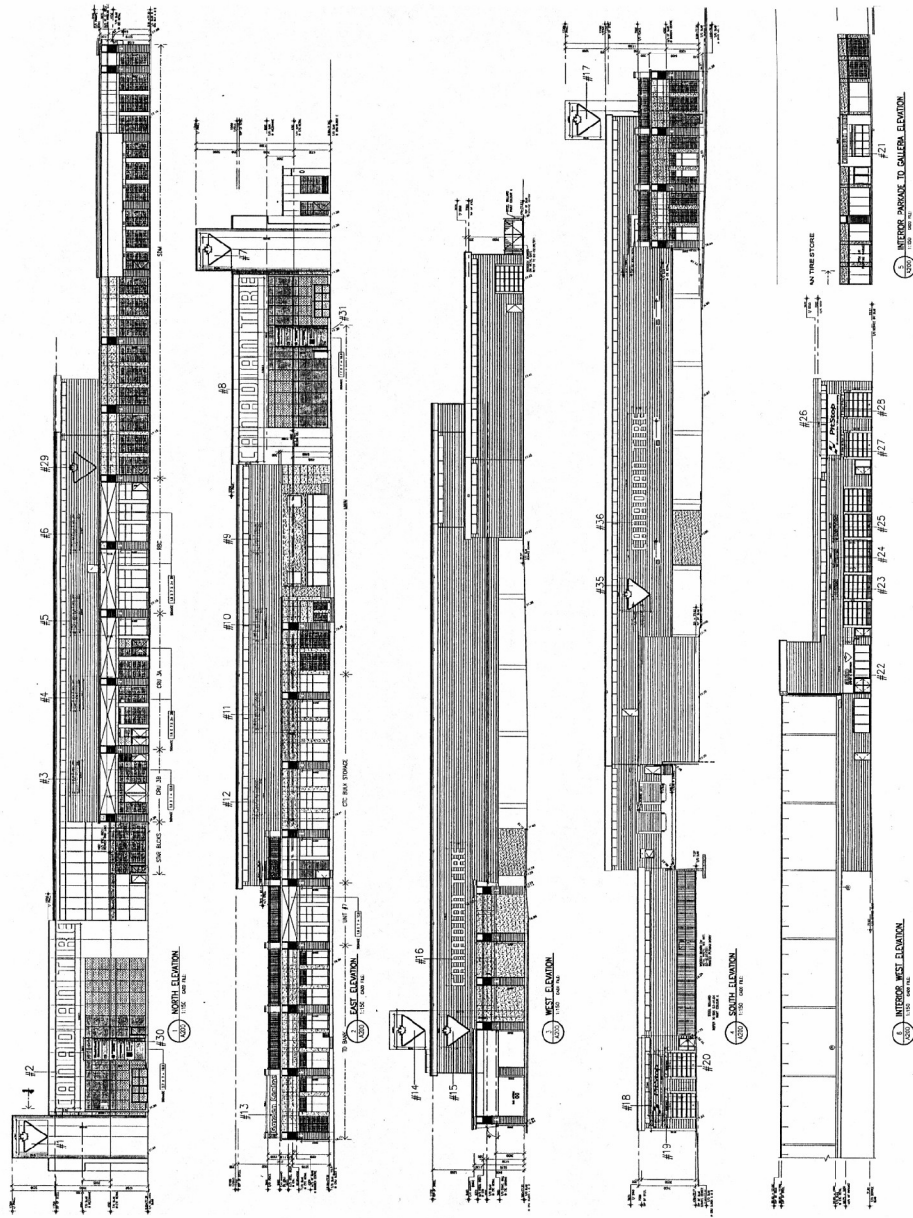
Applicant's Submitted Drawing

Not to Scale
07/20/07

1015 Lake Shore Boulevard East

File # 07_150033

Attachment 4: Elevations



Elevations

Applicant's Submitted Drawing

Not to Scale
07/20/07

1015 Lake Shore boulevard East

File # 07_150033