

**Sign Variance - 400 Keele St**

<b>Date:</b>	October 17, 2008
<b>To:</b>	Etobicoke York Community Council
<b>From:</b>	Director, Toronto Building, Etobicoke York District
<b>Wards:</b>	Ward 13 – Parkdale-High Park
<b>Reference Number:</b>	2008EY028

**SUMMARY**

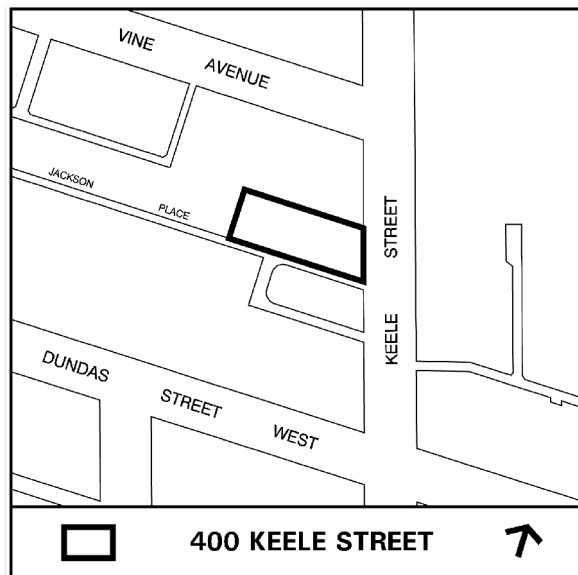
This Staff Report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

Mr. Lorne Persiko, on behalf of Toronto Parking Authority, reviewed and is providing recommendations on a request for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, replacement of an existing Illuminated Four-Sided Pedestal Sign with a newly designed Illuminated, Tri-Vision Ground Sign at 400 Keele Street.

**RECOMMENDATIONS**

**The Toronto Building Division recommends that:**

1. Etobicoke York Community Council approve the request for variances to replace, for third party advertising purposes, an existing illuminated four-sided pedestal sign located along the Keele Street frontage of the property with a newly designed illuminated tri-vision ground sign at 400 Keele Street.



2. Etobicoke York Community Council direct the City Clerk's Office to advise the applicant, upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

## Financial Impact

The recommendations in this report have no financial impact.

## ISSUE BACKGROUND

The property is located south of St. Clair Avenue West, on the west side of Keele Street in an “I 1” zone. The Toronto Parking Authority is operating a “Green P” public Parking lot on this property. An existing four-sided illuminated pedestal sign, for third party advertising purposes, is located along the Keele Street frontage of the property. The design of the existing sign is dated and bulky.

Toronto Parking Authority intends to upgrade their parking lots throughout the City, and have worked very closely with Planning and Building staff in developing plans to upgrade the signs and parking lots. The intent is to update the overall aesthetics of the parking lots, replace the existing signs by reducing the overall square footage of the advertising space, and make landscape improvements to the parking lots.

With this application, the applicant is seeking permission to replace the existing Four-Sided Illuminated Pedestal Sign located along the Keele Street frontage of the property with a newly designed Illuminated Tri-Vision Ground Sign, for third party advertising purposes at 400 Keele Street.

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 (9)(c)	The proposed replacement sign would set back less than 2.0m from a property line.	A ground sign is required to set back 2.0m from the street line and 6.0m from a point of intersection of two street lines.

2. Chapter 297-10E (7)(c)	The illuminated sign would be located less than 20m from a lot in R zone.	The Municipal Code requires that an illuminated sign be located at least 20.0m from a lot in R zone.
3. Chapter 297-10F (1)	The sign would be located less than 60.0m from other third party sign located in the vicinity.	A third party sign is required to have a minimum separation distance of 60.0m from other third party signs located in the vicinity.
4. Chapter 297-10C Chapter 297-2- Definitions	To install an illuminated tri-vision replacement ground sign and remove the existing four-sided illuminated third party pedestal sign located along the Keele Street frontage of the property.	The proposed replacement sign is not a defined type sign which is permitted in this district.

## COMMENTS

In reference to the first variance, the Municipal Code requires that a ground sign be set back 2.0m from the property line to ensure that the streetscape and view corridors are preserved, and sight lines for motorists, cyclists, and pedestrians are maintained. The variance to the setback occurs due to the angle of the sign in relationship to the street line. A majority of the sign meet the setback requirement of 2m. It is staff's opinion that the sign would not obstruct or block the view corridors or sight lines for motorists, cyclists or pedestrians.

The second variance is required because the proposed replacement illuminated ground sign would be located less than 20.0m from a lot in an R zone. Although the sign does not meet the 20m distance requirement from an R zone property, the illumination of the sign would not be directly visible from residential properties within the vicinity.

The third variance relates to the required 60m separation distance between the third party signs. There are 3 other third party signs with a 60m distance of the existing sign on the property. However, in this case, the sign is a replacement third party sign with a reduced advertising footage. It is staff's opinion that the new design and landscape improvement to the property would improve the development on the site and would not adversely impact the property, general vicinity, or the streetscape.

The fourth variance is required because the proposed replacement tri-vision type sign is not a defined sign type which is permitted in this district. It is staff's opinion that the replacement ground sign at this location is well designed and positioned to complement the property and enhance the general vicinity. Furthermore, the replacement sign would not adversely impact the property, surrounding uses, or the streetscape.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

## **CONTACT**

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## **SIGNATURE**

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Edward Tipping  
Deputy Chief Building Official and Director, Toronto Building  
Etobicoke York District

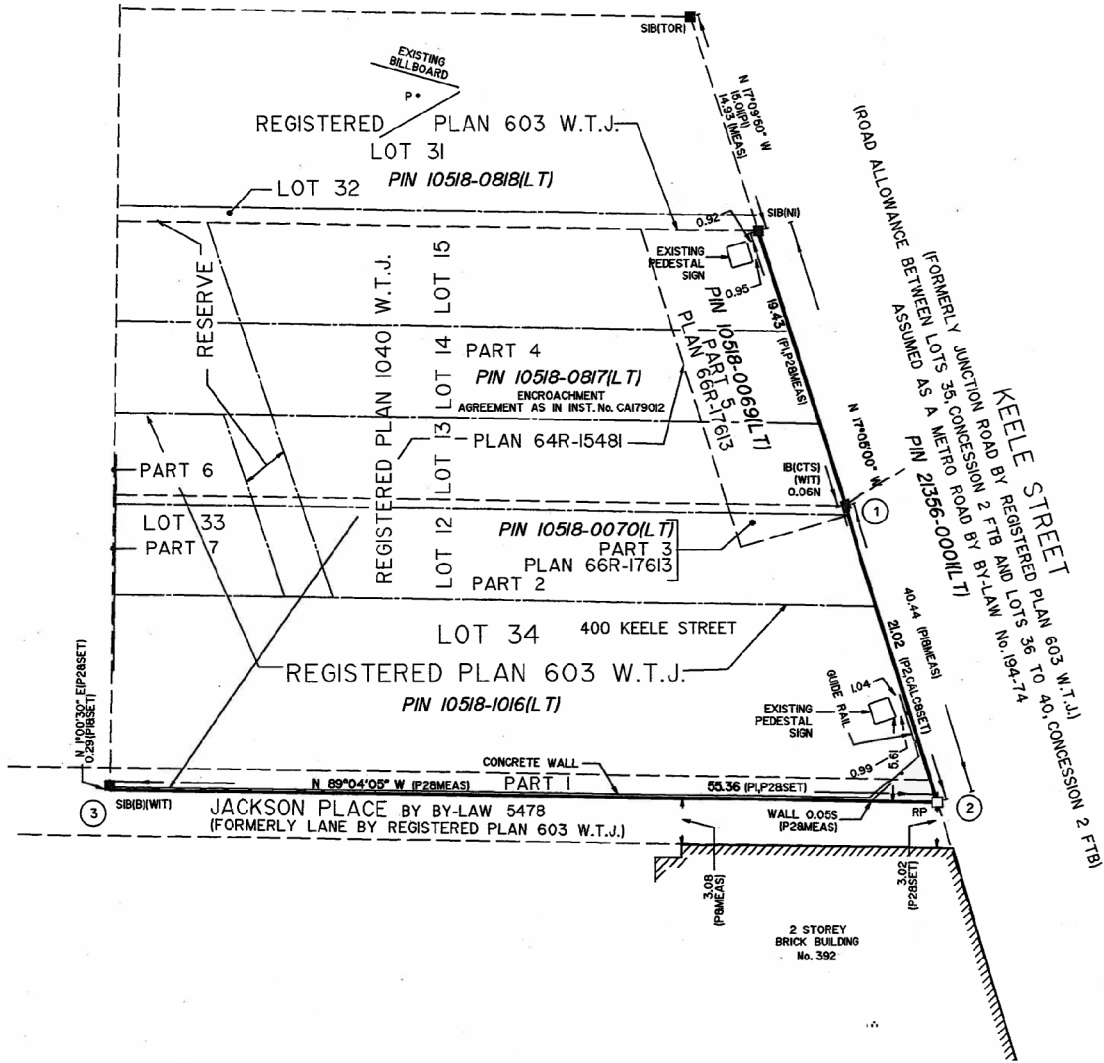
## **ATTACHMENTS**

Attachment 1: Sign Location

Attachment 2: Elevations

Attachment 3: Sign details

# Attachment 1: Sign Location



## Sign Locations

Applicant's Submitted Drawing

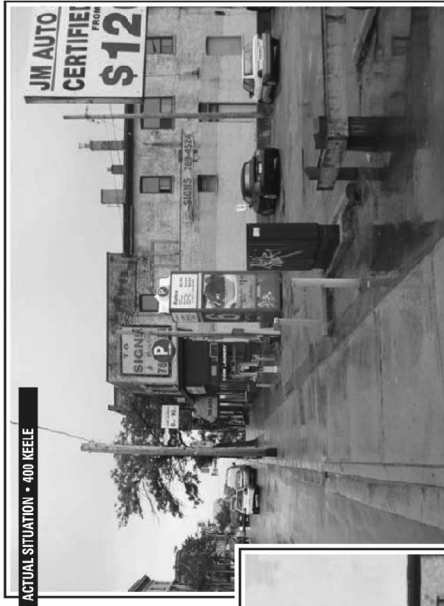
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09/29/08



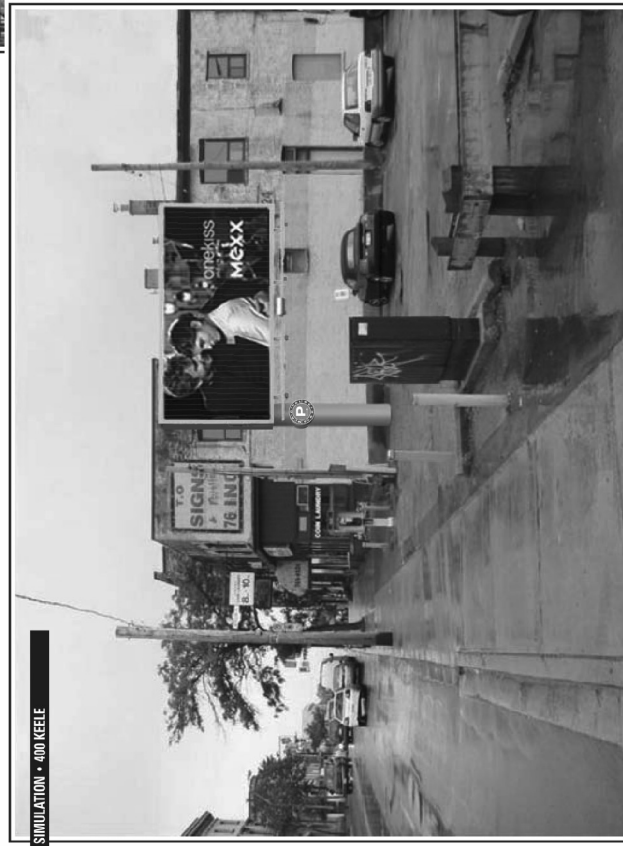
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File # 08\_200624

Attachment 2: Elevations



ITEM "T"  
10' x 20' S/F TRIVISION BILLBOARD SIGN



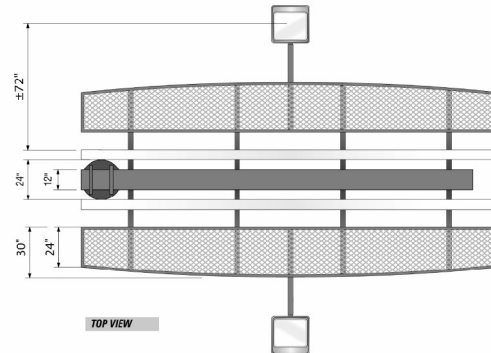
400 Keele Street

Elevations  
Applicant's Submitted Drawing

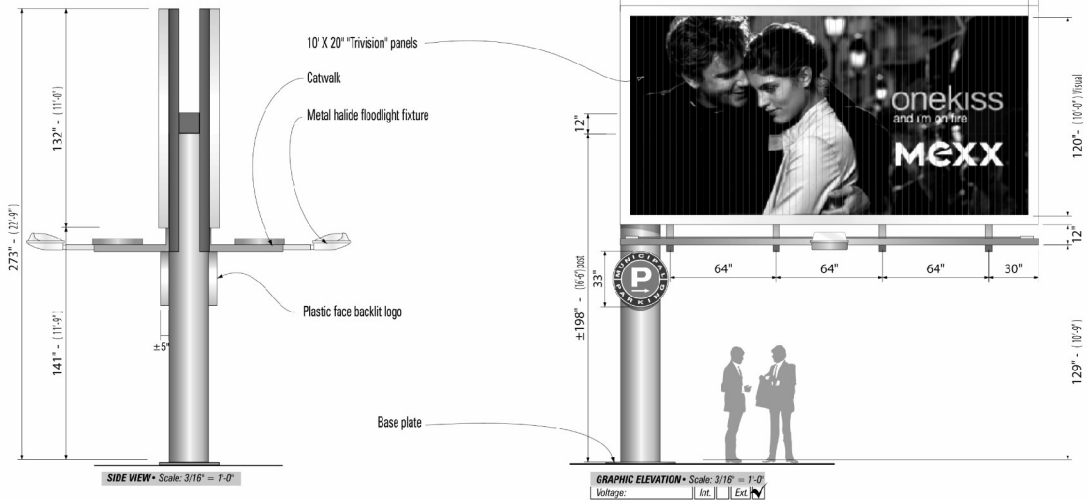
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### Attachment 3: Sign Details



**ITEM "1"**  
D/F TRIVISION BILLBOARD SIGN



## Sign Details

Applicant's Submitted Drawing

Not to Scale  
09/29/08

400 Keele St

File # 08\_200624