

**Sign Variance - 10 Kingsdale Ave**

<b>Date:</b>	October 1, 2008
<b>To:</b>	Chairman and Members, North York Community Council
<b>From:</b>	Director and Deputy Chief Building Official, Toronto Building, North York District
<b>Wards:</b>	Ward 23 – Willowdale
<b>Reference Number:</b>	2008NY026 08 200641 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.

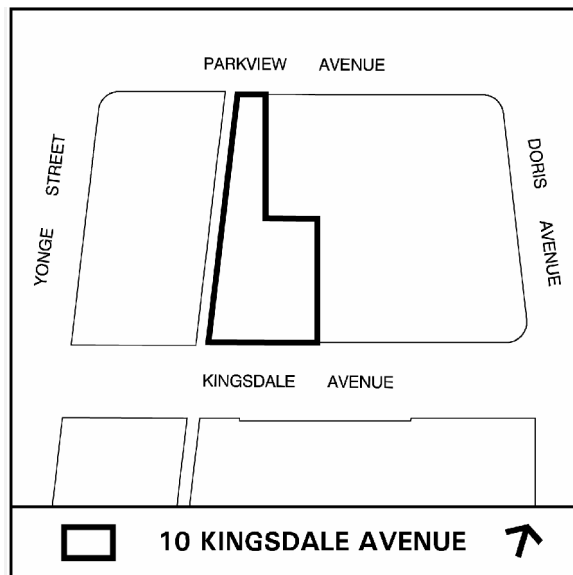
This report reviews and makes recommendations on a request by Lorne Persiko on behalf of Toronto Parking Authority for approval of variances from By-law No. 30788 as amended, of the former City of North York Toronto Municipal Code to replace, for third party advertising purposes, an existing four-sided illuminated pedestal sign located at the southwest corner of the property with a newly designed two-sided illuminated ground sign at 10 Kingsdale Avenue.

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

**RECOMMENDATIONS**

**The Toronto Building Division recommends that:**

1. North York Community Council approve the request for variances to replace, for third party advertising purposes, an existing four-sided illuminated pedestal sign located at



the southwest corner of the property with a newly designed two-sided illuminated ground sign at 10 Kingsdale Avenue.

2. North 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 city owned property is zoned “R4” and it is located in the Neighbourhood (Mckee)(Schedule Q) in District No. 4 )(Schedule A). The property is located east Yonge Street on the north side of Kingsdale Avenue. 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 on the southwest corner of the property. The existing sign at this location was installed many years prior to amalgamation and the sign design is dated and bulky. As a part of their citywide drive to upgrade and beautify the parking lots, the Toronto Parking Authority intends to replace the existing pedestal signs throughout the City with newly designed two-sided illuminated ground signs and have worked very closely with planning and building staff in developing new landscape plans and plans to replace the existing signs on most of the city owned parking lots in the city. The Toronto Parking Authority’s intention 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, an existing four-side illuminated pedestal sign located at the southwest corner of the property with a newly designed two-sided illuminated ground sign for third party advertising purposes at 10 Kingsdale Avenue.

The sign does not comply with the former City of North York Sign By-law #30788, as amended, in the following way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
By-law 30788, Section 1.1.23	To replace an existing four sided “Off premise pedestal sign” for third party advertising purposes with a newly designed two side illuminated ground sign.	An “Off premise sign” for third party advertising purposes is not permitted.

**COMMENTS**

The variance is required because an “Off premise sign” for third party advertising purposes is not permitted on this property. The proposal is to remove the old and bulky type four-sided illuminated pedestal sign and to replace it with newly designed two-sided ground sign. Although the proposal does not meet the By-law requirement, staff considers that an overall reduction of advertising footage in the proposed replacement

sign and the landscape improvements to the parking lot would be an improvement to the property and the streetscape. It is staff's opinion that the replacement ground sign at this location would not adversely impact the property, surrounding uses or the streetscape.

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

## **CONTACT**

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## **SIGNATURE**

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Steve Franklin, Deputy Chief Building Official and Director, Toronto Building  
North York District

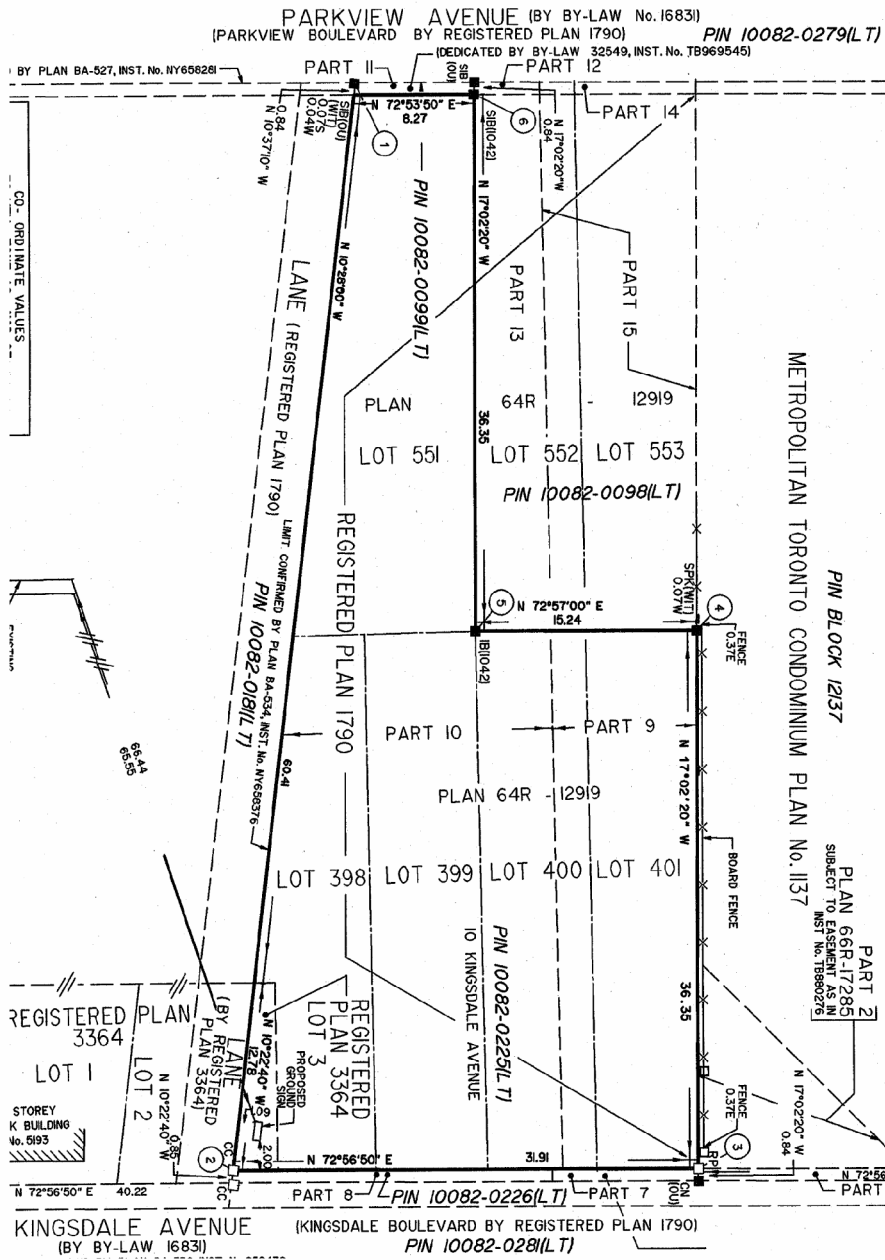
## **ATTACHMENTS**

Attachment 1: Sign Location

Attachment 2: Elevations

Attachment 3: Elevations and Sign Details

# Attachment 1: Sign Location



## Sign Locations

## 10 Kingsdale Avenue

Applicant's Submitted Drawing

Not to Scale  
10/02/03



File # 08\_200641

## Attachment 2: Elevations

**10 Kingsdale - Before**



**10 Kingsdale - After**



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### Elevations

Applicant's Submitted Drawing

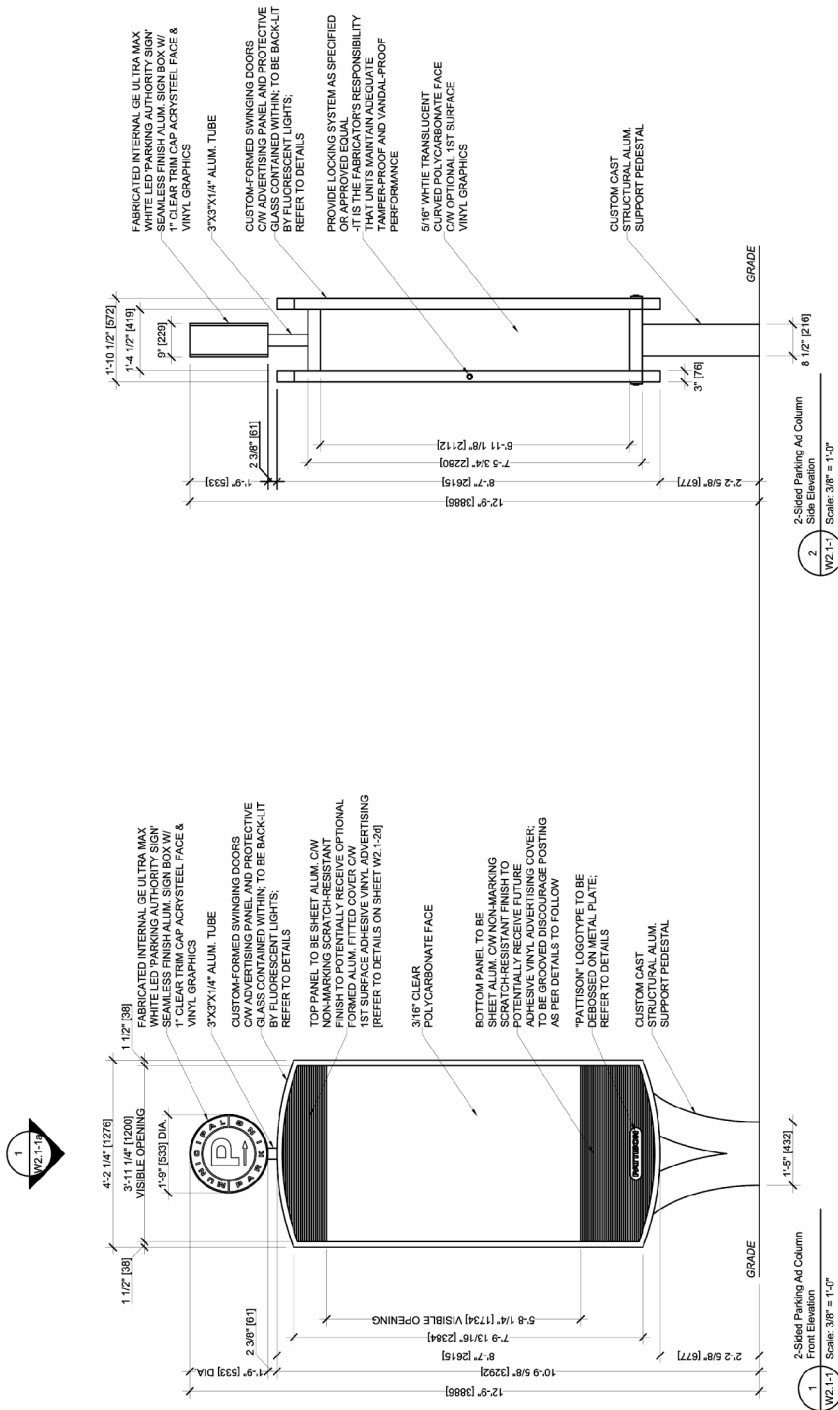
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# Attachment 3: Elevations and Sign Details



10 Kingsdale Avenue

Elevations & Sign Details

Applicant's Submitted Drawing

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