

## Sign Variance Report 1A Atlantic Avenue

<b>Date:</b>	January 21, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 19 – Trinity-Spadina
<b>Reference Number:</b>	07-274598

### SUMMARY

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

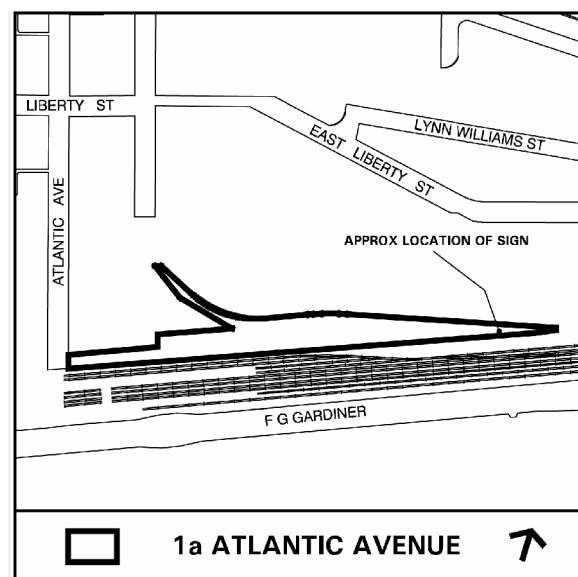
This report reviews and makes recommendations on a request by Bill Nigh of IMA Outdoor on behalf of 1289777 Ontario Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an illuminated “V”-shaped, tri-vision ground sign at 1A Atlantic 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 City Planning Division recommends that:**

1. Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, an illuminated “V”-Shaped, tri-vision ground sign at 1-A Atlantic Avenue.



## Financial Impact

The recommendations in this report have no financial impact.

## ISSUE BACKGROUND

The property is located at the foot of Atlantic Avenue at the south end of Liberty Village, and immediately north of the F.G. Gardiner Expressway. The property is zoned IC. The applicant intends to install an illuminated, tri vision ground sign for third party advertising purposes. The proposed sign would be located at the southeast corner of the property and it would be facing the Gardiner Expressway. The sign would have a height of 20.0m and it would have an area of 49.16m<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 (9)(a)	The proposed 49.16m <sup>2</sup> illuminated tri vision ground sign would be the third ground sign along the south frontage of the property.	Only one ground sign exceeding 25.0m <sup>2</sup> within any frontage of the lot is permitted.
2. Chapter 297-12N	The proposed ground sign would have a height of 20.0m above grade.	The 20.0m sign height would exceed by 5.0m, the maximum 15.0m sign height above grade permitted.

## COMMENTS

Previous applications 05-193068 ZSV 00 ZR and 05-193077 for 5 signs at 1 Jefferson Avenue and 1A Atlantic were refused by the Toronto and East York Community Council at their meeting of January 17, 2006. At present two large illuminated ground signs, for third-party advertising purposes, are located on the property and three illuminated ground signs, for third-party advertising purposes, are located to the south of the property on the adjacent CN Rail property. This would be third illuminated ground sign, for third party advertising purposes, along the south frontage of the property. The proposed V-shape, tri-vision illuminated ground sign, would have a height of 20.0m above grade.

### Views/Aesthetics

Sign restrictions in the Gardiner Corridor are intended to protect panoramic views of the City's skyline and to provide an attractive gateway to and from the City. It is appropriate from a planning and city beautification perspective to strive for the elimination of third-party advertisements visible from the Gardiner Corridor.

## Safety

The Municipal Code restricts the height and the area of ground signs. The intent of this regulation is to prevent the erection of large signs that are directed toward the expressways, distracting motorists and potentially affecting traffic safety.

## Existing Signage

Two very large third party advertising signs already exist on the subject property. There is also a significant concentration of third party signs in the area north of the Gardiner Expressway between Dufferin Street and Strachan Avenue. The intent of the Municipal Code is that over time these signs be removed and no new signs be permitted.

## Residential Development

Nearby Fort York Neighbourhood and the King Liberty lands are currently undergoing significant redevelopment with a substantial number of people moving in to the residential neighbourhood. Large third-party advertising signs compromise the urban design objectives for these neighbourhoods and are not appropriate close to residential areas.

## Liberty Village

The Liberty Village area that is located north of the proposed sign is emerging as an important employment area for the City with high-technology, multi-media and creative businesses moving into the area. The proposed sign along the Gardiner Expressway is detrimental with regard to the public realm objectives for the Liberty Village employment area. The Liberty Village is also a significant heritage area and the sign may be detrimental to the heritage character of the area.

## Toronto Waterfront Revitalization:

The proposed sign is also inappropriate when considered in the context of the Waterfront Revitalization Task Force proposal including the potential dismantling of the Gardiner Expressway. The proposed sign may detract from opportunities to improve views from the city to the lake and enhance the urban design quality of this area.

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

## **CONTACT**

Norm Girdhar, Assistant Planner  
Telephone: 416-392-7209  
Fax No. 416-392-1330  
E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

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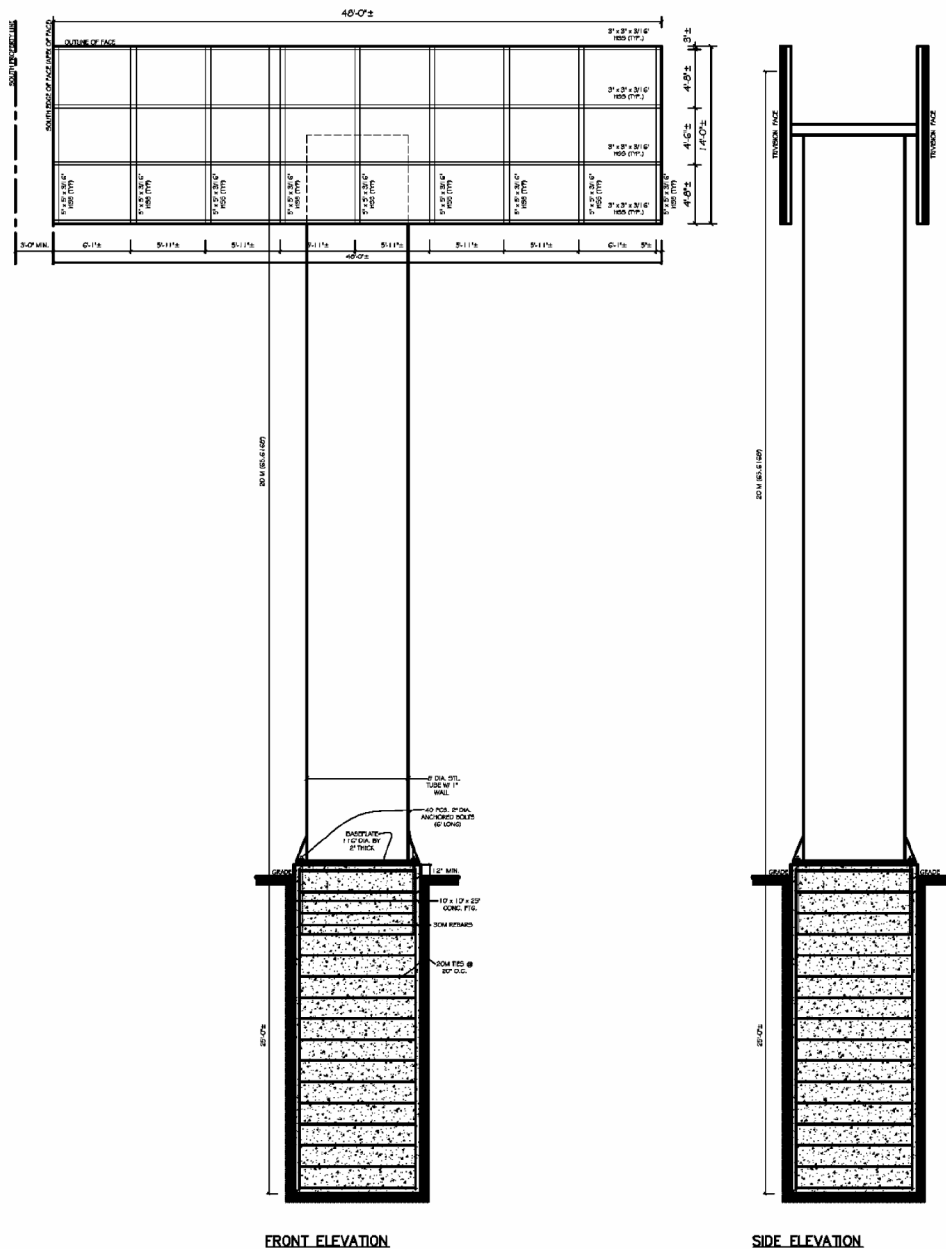
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevations  
Attachment 2: Plan Views

## Attachment 1: Elevations



### Elevations

Applicant's Submitted Drawing

Not to Scale  
12/19/07

1a Atlantic Avenue

File # 07\_274598

Staff report for action – Sign Variance Report – 1A Atlantic Avenue

