

Sign Variance - 45 Eastern Avenue

Date:	June 2, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 28 - Toronto Centre-Rosedale
Reference Number:	08-158328

SUMMARY

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

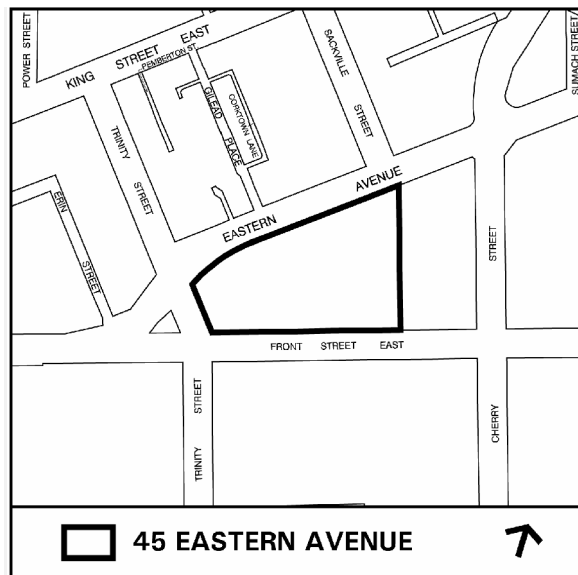
This report reviews and makes recommendations on a request by John David Adam of Zip Signs Ltd., on behalf of 1654199 Ontario Limited and 1385144 Ontario Limited for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated pedestal signs for directional purposes, along Eastern Avenue and Front Street East frontages of the property at 45 Eastern Avenue.

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

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, two illuminated pedestal signs for directional purposes, along Eastern



Avenue and Front Street East frontages of the property at 45 Eastern Avenue on condition that energy efficient lights be used; and

2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, 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 east of Parliament Street and west of Cherry Street on a corner lot bounded by Eastern Avenue on the north, Front Street East on the south and Trinity Street on the west of the property in an RA zone. The property is occupied by two auto dealerships. The Downtown Audi Dealership is located on the west portion of the property and the Volkswagen Dealership is located on the east portion of the property. The applicant is requesting permission to erect, for direction purposes, one illuminated pedestal sign at the entrance along Eastern Avenue frontage and one illuminated pedestal sign at the entrance along Front Street East frontage of the property at 45 Eastern Avenue. Each pedestal sign is 0.91m wide and 1.22m high with an area of 1.11m².

The signs do 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 297-10 D(12)(a)	With the addition of these two pedestal signs, for direction purposes, along the Eastern Avenue frontage and along the Front Street East frontage, the property would have a total of two pedestal and one ground sign on the property.	The property would contain a total of two pedestal signs and one ground sign, where as the Municipal Code permits a maximum of two pedestal or ground signs on a lot provided the lot frontage is greater than 30.0m.
2. Chapter 297-10 D(12) (c)	The proposed pedestal sign along the Eastern Avenue frontage would set back 1.30m from the property line.	The 1.30m set back from the property line would be 0.70m less than the required 2.0m set back.

COMMENTS

With regards to the first variance, the Municipal Code permits a maximum of two pedestal signs or ground signs on a property, provided the lot frontage is more than 30.0m long. The intent of the By-law is to prevent sign clutter on the property and along any lot frontage of the property. In this case, there are two auto dealerships located on the property and the pedestal signs are required for direction purposes. It is staff's opinion that the Eastern Avenue frontage and the Front Street East frontages of the property are large enough to accommodate the proposed pedestal signs without causing clutter. The proposed signs are designed, sized and positioned to blend in well with the property, surrounding uses and streetscape.

With respect to the second variance, the 2.0m set back requirement for a pedestal sign is to ensure that streetscape and view corridors are preserved and that sight lines for motorists, cyclists and pedestrians are maintained. Although, the sign along Eastern Avenue frontage does not meet the required 2.0m set back from the property line, the sign is set back more than 3.0m from the street curb line. It is staff's opinion that the proposed sign along Eastern Avenue frontage would not obstruct the view corridor, or obscure sight lines.

Staff recommends approval of the application. The variances are minor and 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

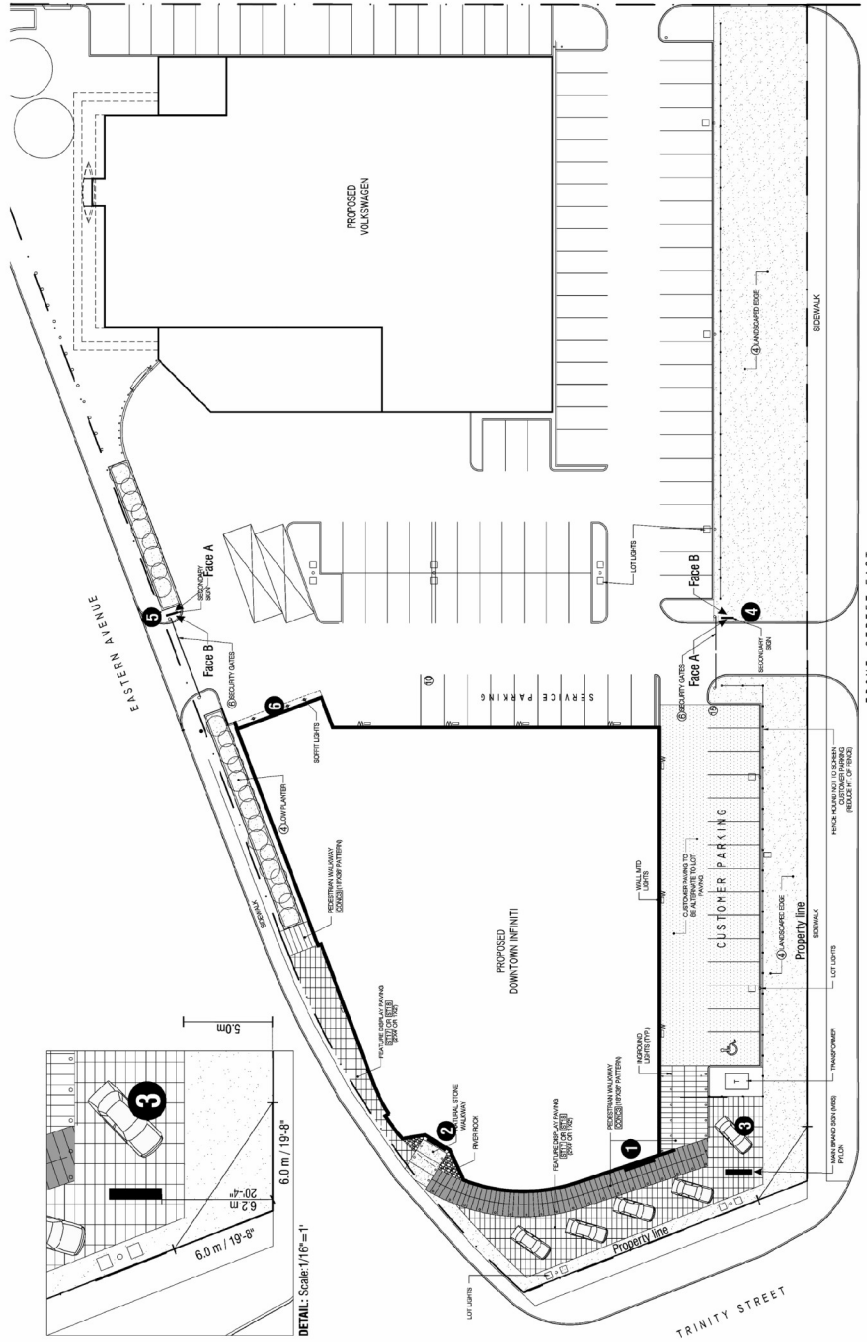
Raymond David, Acting Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Locations
Attachment 2: Elevation & Sign Details

Attachment 1: Sign Locations



45 Eastern Avenue

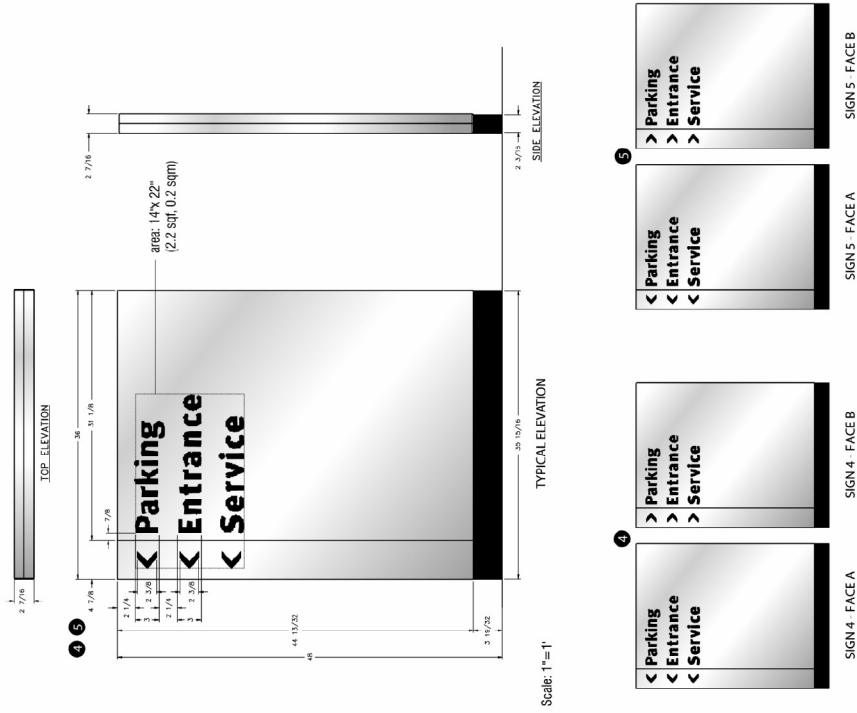
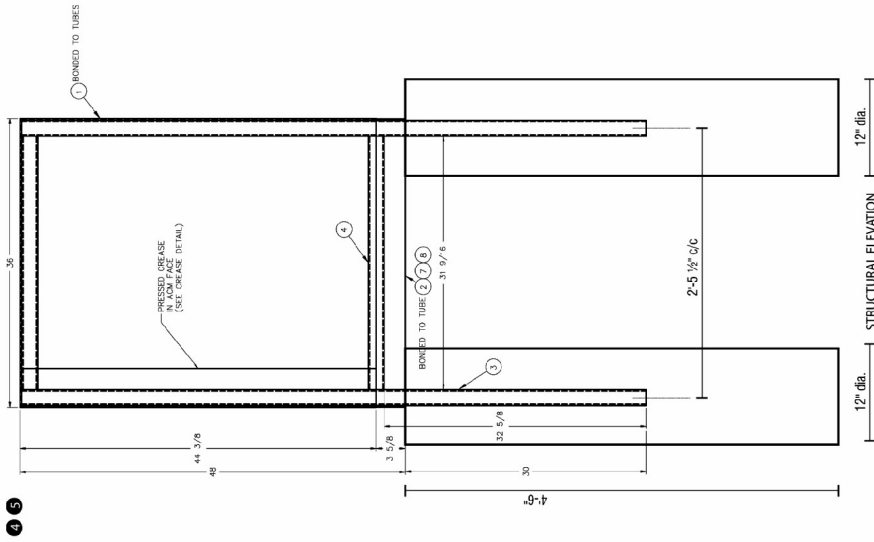
Sign Locations

Applicant's Submitted Drawing

Not to Scale
05/26/08

File # 08_158328

Attachment 2: Elevation & Sign Details



Scale: 1"=1'

45 Eastern Avenue

Elevation & Sign Details

Applicant's Submitted Drawing

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