

Sign Variance - 1 Mount Pleasant Road

Date:	September 15, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 - Toronto Centre-Rosedale
Reference Number:	2008TE017

SUMMARY

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

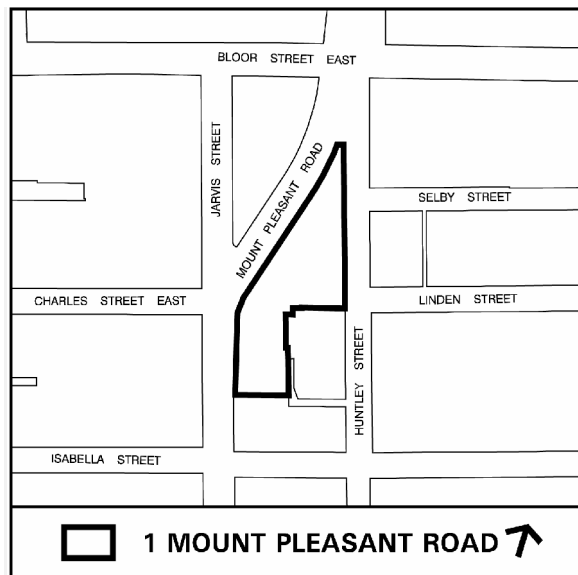
This report reviews and makes recommendations on a request by Stephen Ledrew on behalf of Rogers Wireless, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated pedestal sign along the Jarvis Street frontage of the property at 1 Mount Pleasant Road.

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. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, an illuminated pedestal sign along the Jarvis Street frontage of the property at 1 Mount Pleasant Road



on condition that the 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 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 on the northeast corner of Isabella Street and Jarvis Street in a "CR" zone. The property contains a multi-storey office building and it is occupied by Rogers Head Office. The applicant intends to install, for identification purposes, an illuminated pedestal sign along the Jarvis Street frontage of the property. The sign is 0.91m wide and 4.50m high with an area of 4.10m².

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
2. Chapter 297-10D (12)(c)	The proposed pedestal sign would be set back 1.40m from the property line.	The 1.40m sign set back would be 0.60m less than the required 2.0m set back from the property line.

COMMENTS

The Municipal Code requires a pedestal sign or a ground sign to be set back 2.0m from the property line, in order to ensure that the streetscape and view corridors are preserved and sight lines for motorists, cyclists and pedestrians are maintained. The proposed pedestal sign would set back 1.40m from the property line. In this instance, the pedestal sign is proposed to be located between the two archway columns of the building. It is staff's opinion that the sign at this location would not obstruct the view corridor or obscure sight lines and it would not adversely impact the building 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

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

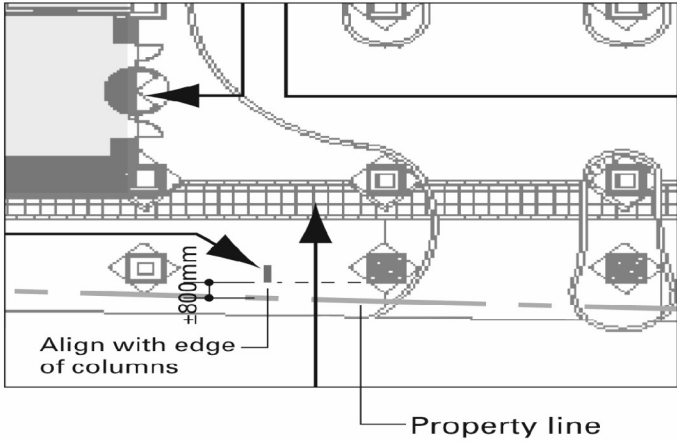
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ATTACHMENTS

Attachment 1: Elevation

Attachment 2: Sign Details

Attachment 1: Elevation



One Mt. Pleasant Entrance,
Jarvis Street

Sign No.

5

Elevation

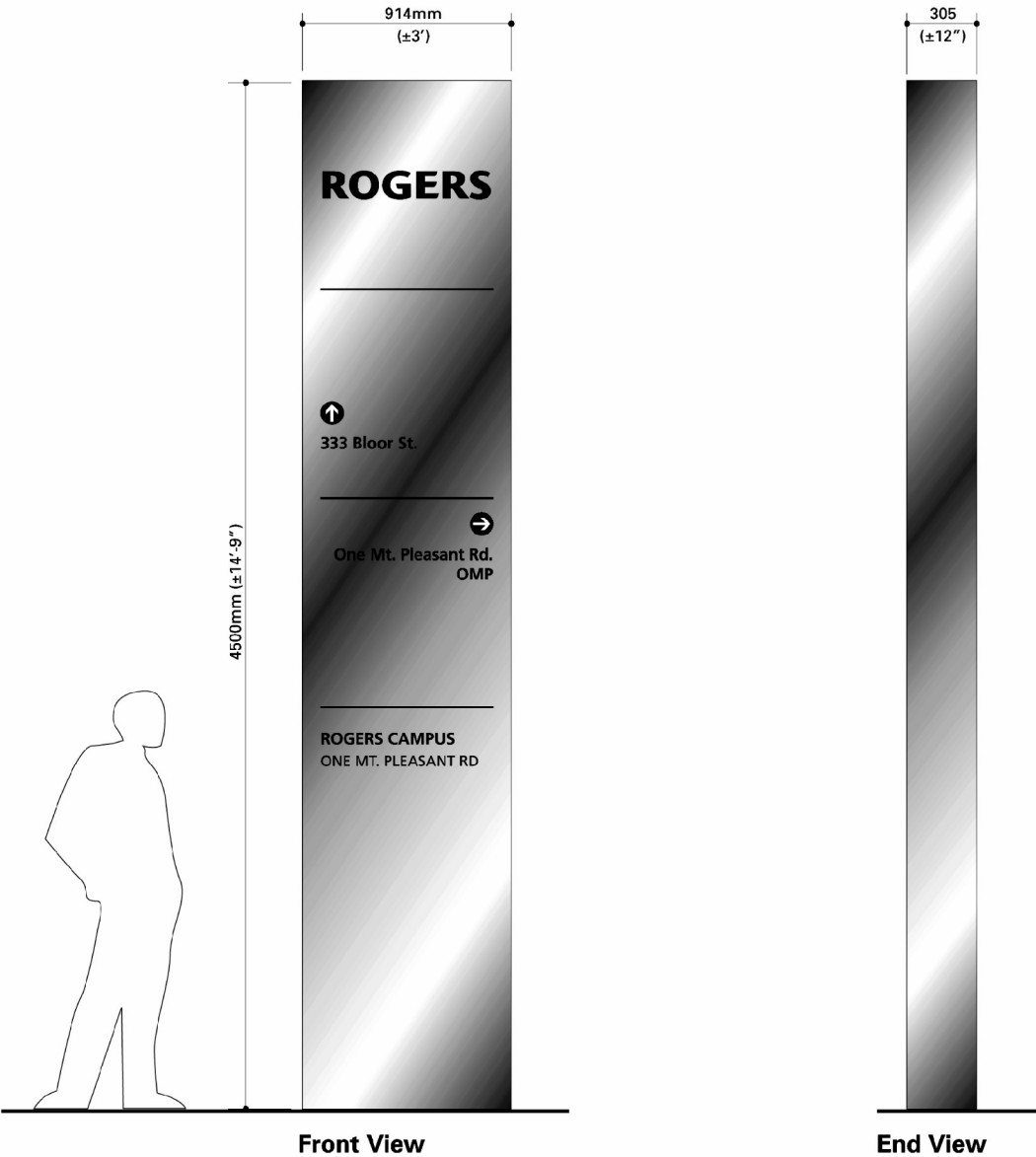
Applicant's Submitted Drawing

Not to Scale
09/05/03

1 Mount Pleasant Road

File # 08_158072

Attachment 2: Sign Details



Sign Details

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Not to Scale
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1 Mount Pleasant Road

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