

Sign Variance - 111 Broadview Ave

Date:	October 17, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 30 – Toronto-Danforth
Reference Number:	P:\2008\Cluster B\BLD\Toronto and East York\2008TE026

SUMMARY

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

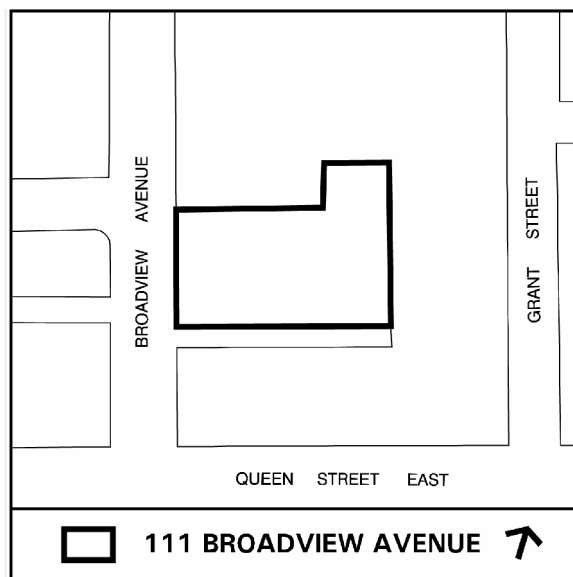
This report reviews and makes recommendations on a request by Lorne Persiko on behalf of Toronto Parking Authority for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to replace two existing illuminated four-sided pedestal signs with two newly designed two-sided, illuminated ground signs, for third party advertising purposes, at 111 Broadview Avenue.

Staff recommends approval of the application. The variances are 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 request for variances to replace two existing four-sided illuminated pedestal signs with two newly designed two-sided, illuminated ground signs, for third party purposes, located



along the Pape Street frontage of the property at 111 Broadview 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 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 just north of Danforth Avenue on the east side of Broadview Avenue in an MCR zone. The Toronto Parking Authority is operating a Green “P” public parking lot on this property. Two existing four-sided illuminated pedestal signs, for third party advertising purposes, are located along the Broadview Avenue frontage of the property. The design of the existing signs is dated and bulky and has been there for many years. The Toronto Parking Authority intends to upgrade their parking lots throughout the city and have worked very closely with planning and building staff in developing landscape plans to upgrade parking lots and replace existing pedestal and ground signs. The intent is to update the overall aesthetics of the parking lots, replace the existing signs by reducing the overall area of the advertising space and make landscape improvements to the parking lots. With this application, the applicant is seeking permission to remove the two existing four-side illuminated pedestal signs and replace them with two newly designed illuminated two-sided ground signs, for third party advertising purposes, at 111 Broadview Avenue.

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 297-10D (8)	The two proposed third party replacement ground signs would be located in a MCR zone.	A ground sign, for third party advertising purposes, is not permitted in a MCR zone.
2. Chapter 297-10D (8)(a)	The two replacement ground signs, for third party advertising purposes, would be located along the Broadview Avenue frontage of the property.	Only one ground sign or pedestal sign per frontage of the property is permitted.

3. Chapter 297-10D (8)(b)	The two proposed replacement signs would set back 0.60m and 0.80m from a street line.	A ground sign is required to set back 2.0m from the street line.
4. Chapter 297-10F (1)	The proposed replacement signs, for third party advertising purposes, would be located 35.5m from other third party signs 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.

COMMENTS

The first variance is required because a ground sign or a pedestal sign, for third party advertising purposes, is not permitted in a MCR zone. The applicant is seeking permission to remove the two existing third party four-sided illuminated pedestal signs, and replace them with newly designed illuminated two-sided ground signs for third party advertising purposes. Although the proposal does not meet the By-law requirement, staff considers that the reduction of advertising area proposed and the landscape improvements to the parking lot by the applicant to be an overall improvement to the property and the streetscape. It is staff's opinion that the replacement ground signs at this location would not adversely impact the property, surrounding uses or the streetscape.

With regards to the second variance, the Municipal Code permits only one ground sign or pedestal sign along any frontage of the property. The intent of the By-law is to avoid any sign clutter on the property. The lot has a sufficient frontage to accommodate two signs and the positioning of the two signs will not create sign clutter.

With respect to the third variance, the Municipal Code requires a ground sign to 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. Although the signs would not be set back 2.0m from the property line, they are positioned with a similar setback as the existing signs and it is staff's opinion that the signs would not obstruct or block the view corridors or sight lines for motorists, cyclists or the pedestrians.

The fourth variance relates to the required 60m separation distance between third party signs. The signs would be located 35.5 m from other third party sign. Since, they are well designed signs which will replace existing third party signs and they will have reduced advertising area, it is staff's opinion that they would not adversely impact the property, general vicinity 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

Norm Girdhar, Assistant Planner

Tel. No. 416-392-7209

Fax No. 416-392-7536

E-mail: ngirdhar@toronto.ca

SIGNATURE

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

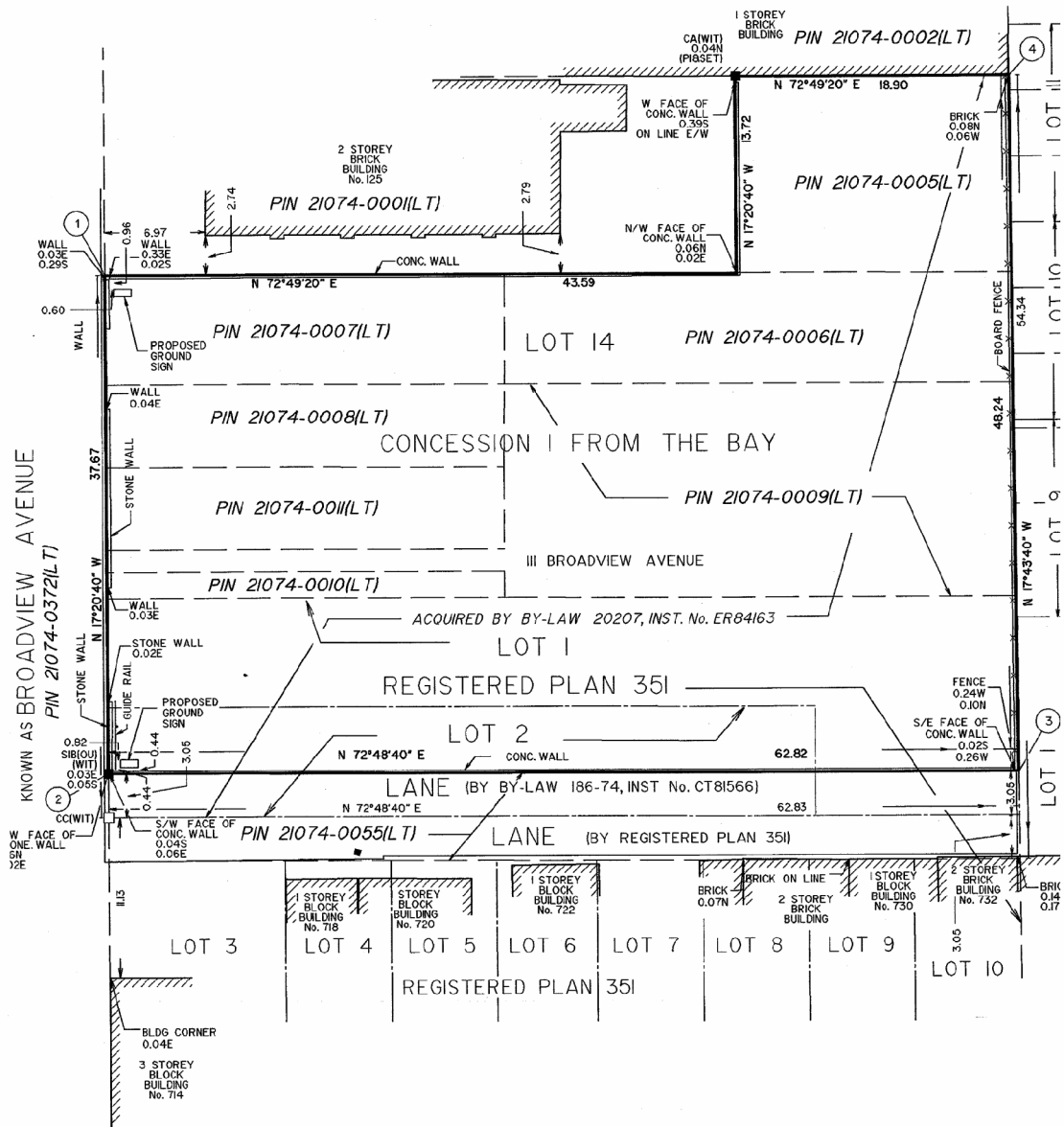
ATTACHMENTS

Attachment 1: Sign Location

Attachment 2: Elevations

Attachment 3: Elevations and Sign Details

Attachment 1: Sign Location



Sign Locations

111 Broadview Avenue

Applicant's Submitted Drawing

Not to Scale

File # 08_200675

Attachment 2: Elevations

111 Broadview- Before



111 Broadview- After



Elevations

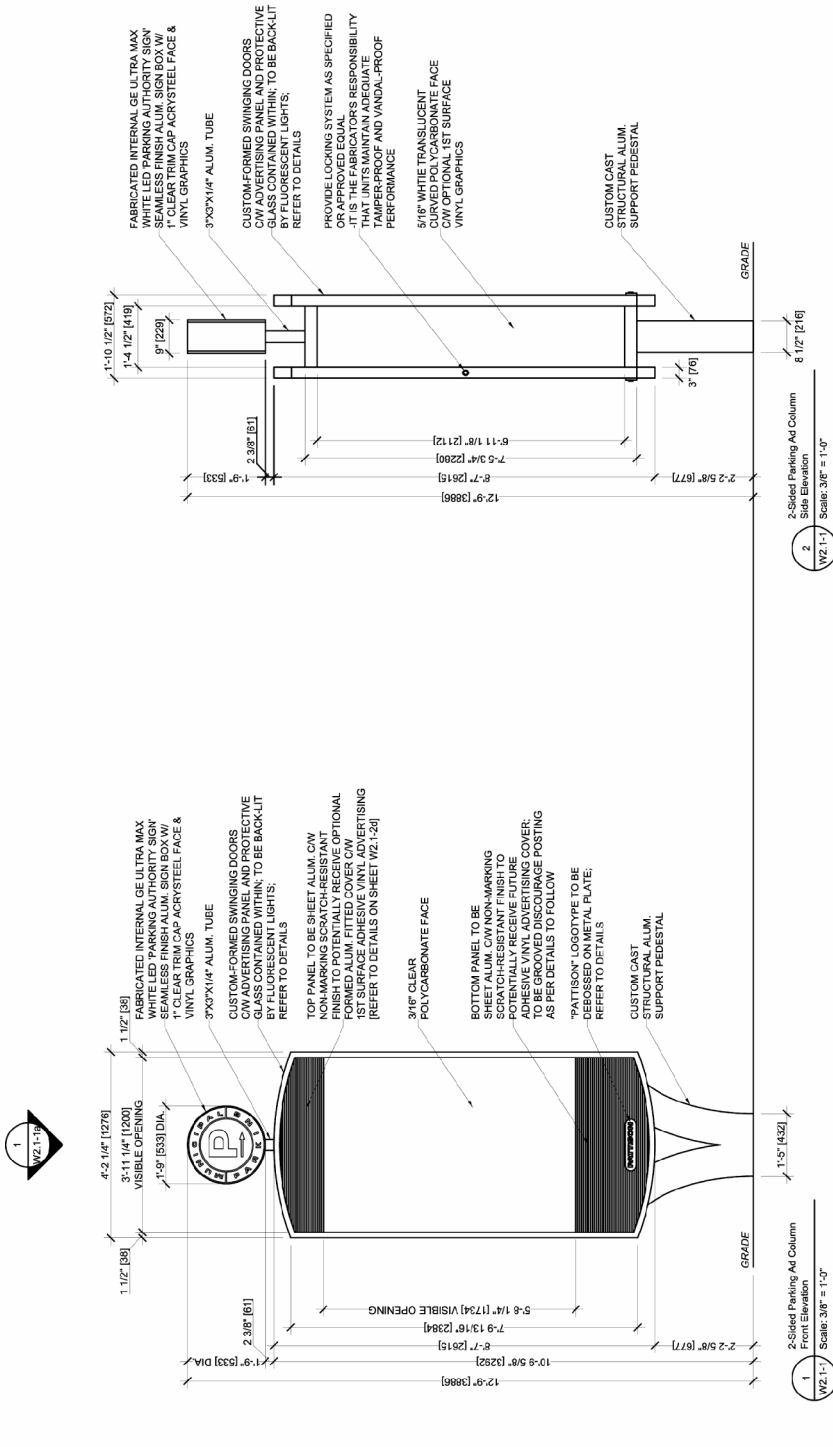
Applicant's Submitted Drawing

Not to Scale
10/02/08

111 Broadview Avenue

File # 08_200675

Attachment 3: Elevations and Sign Details



111 Broadview Avenue

Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale
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