

**Sign Variance - 1612 Danforth Avenue**

<b>Date:</b>	October 17, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 31 – Beaches-East York
<b>Reference Number:</b>	P:\2008\Cluster B\BLD\Toronto and East York\2008TE027

**SUMMARY**

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

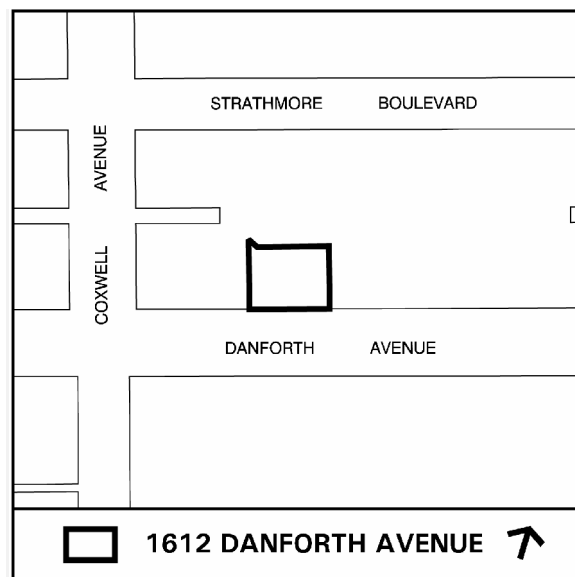
This report reviews and makes recommendations on a request by Lorne Persiko on behalf of Toronto Parking Authority for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to replace an existing four-sided illuminated pedestal sign and a single sided ground sign located at the southwest corner of the property with a newly designed illuminated tri-vision ground sign for third party advertising purposes at 1612 Danforth 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 an existing, four-sided illuminated pedestal sign and a single sided ground sign located at the southwest corner of



the property with a newly designed illuminated tri-vision ground sign for third party advertising purposes at 1612 Danforth 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 city owned property is located on the north side of Danforth Avenue in a “MCR” zone. The Toronto Parking Authority is operating a “Green P” public parking lot on this property. A four-sided illuminated pedestal sign and a single side ground sign containing third party advertising is located at the southwest corner of the property. The design of existing signs is dated and bulky and the sign 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 with newly designed 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 replace, the existing signs located at the southwest corner of the property with a newly designed illuminated tri-vision ground sign, for third party advertising purposes, at 1612 Danforth Avenue.

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

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. Chapter 297-10D (8)	To replace the existing third party signs with a newly designed illuminated tri-vision ground sign for third party advertising purposes.	A ground sign, for third party advertising purposes, is not permitted in a MCR zone.
2. Chapter 297-10D (8) (b)	The proposed ground sign would set back 0.55m from the property line.	The 0.55m sign set back would be 1.45m less than the minimum 2.0m set back required.

## **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 replace the existing third party, four-sided illuminated pedestal sign and third party ground sign with a newly designed illuminated tri-vision ground sign for third party advertising purposes. Although the proposal does not meet the By-law requirement, staff considers an overall reduction of advertising area to 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.

With respect to the second variance, the Municipal Code requires that a ground sign 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 sign would not be set back 2.0m from the property line, the vertical clearance from grade to the bottom of sign is more than 2.5m and therefore it would not obstruct or block the view corridors or sight lines for motorists, cyclists or the pedestrians.

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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E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

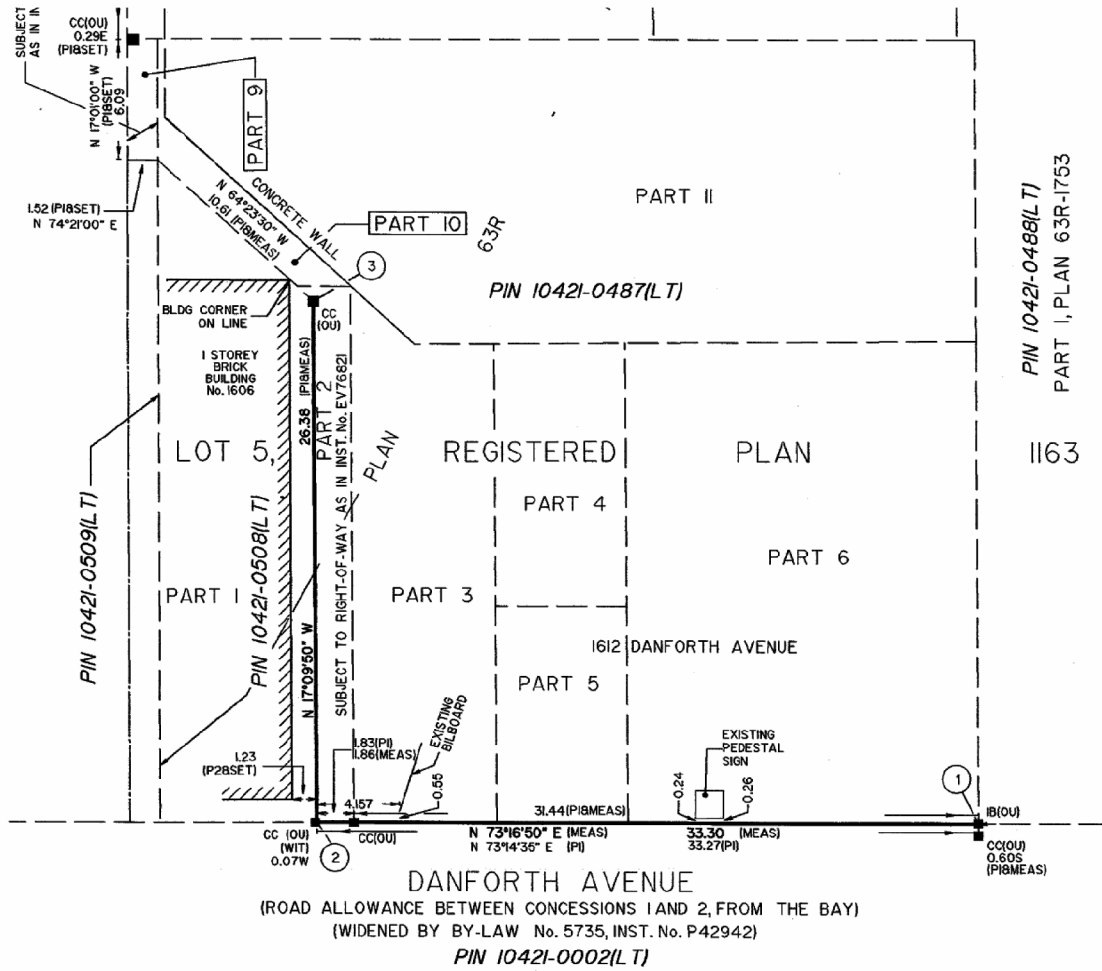
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Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building  
Toronto and East York District

## **ATTACHMENTS**

Attachment 1: Sign Locations  
Attachment 2: Sign Details  
Attachment 3: Elevations

# Attachment 1: Sign Locations



## Sign Locations

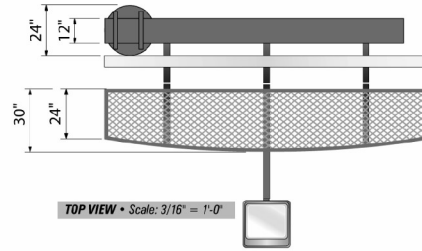
1612 Danforth Avenue

Applicant's Submitted Drawing

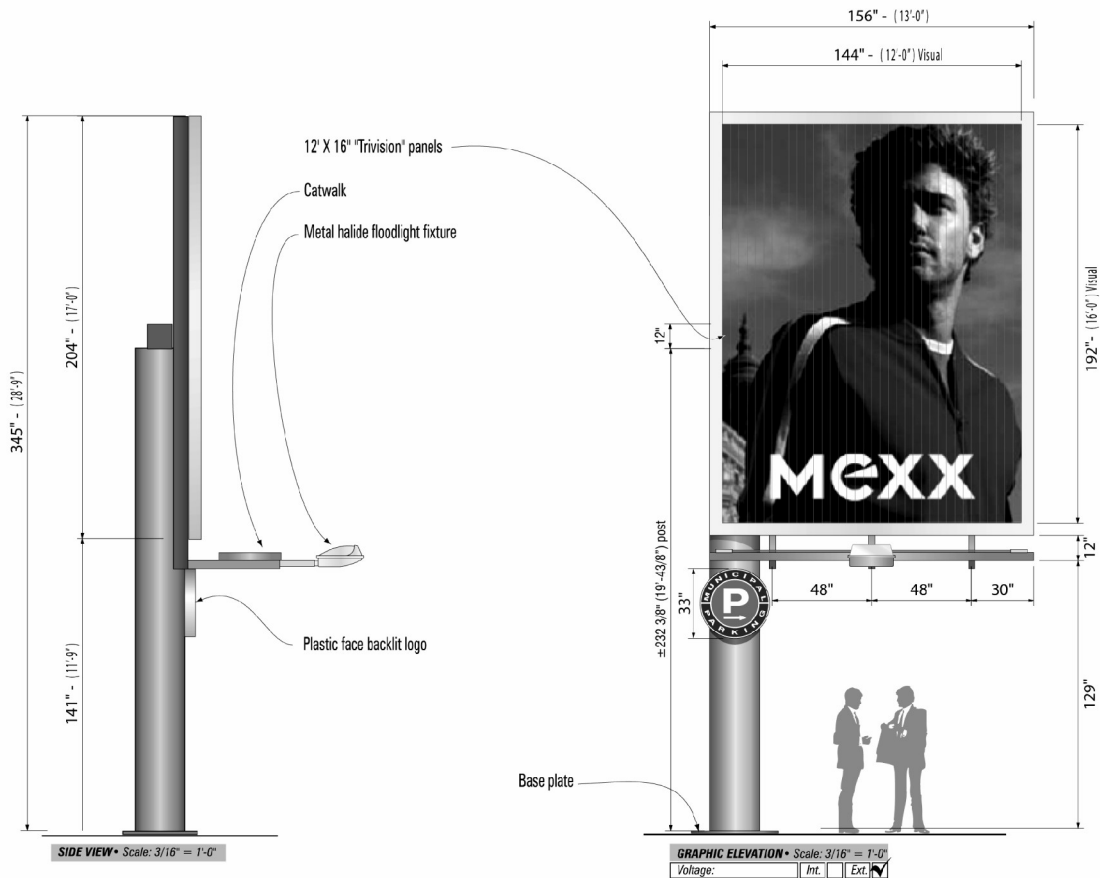
Not to Scale  
09/29/03

File # 08\_200652

## Attachment 2: Sign Details



**ITEM "2B"**  
**S/F TRIVISION BILLBOARD SIGN**



### Sign Details

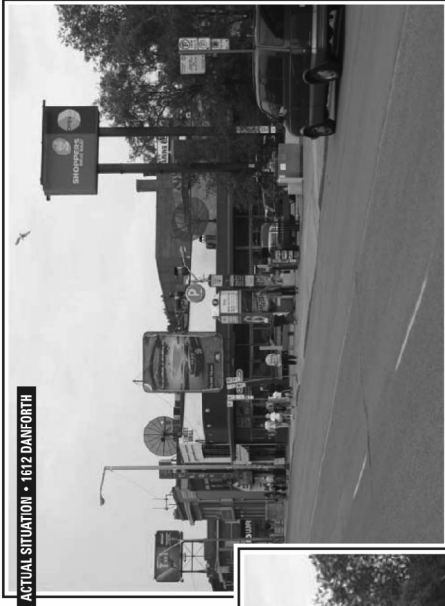
Applicant's Submitted Drawing

Not to Scale  
 09/29/08

1612 Danforth Avenue

File # 08\_200652

**Attachment 3: Elevations**



**ACTUAL SITUATION • 1612 DANFORTH**

**ITEM "2-A"  
12' x 16' DF TRIVISION BILLBOARD SIGN**



**SIMULATION • 1612 DANFORTH**

**1612 Danforth Avenue**

**Elevations**

Applicant's Submitted Drawing

Not to Scale  
09/29/08

File # 08\_200652