

Sign Variance - 25 York St. (61-71 Front St. West)

Date:	September 29, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	P:\2008\Cluster B\BLD\Toronto and East York\2008TE029

SUMMARY

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

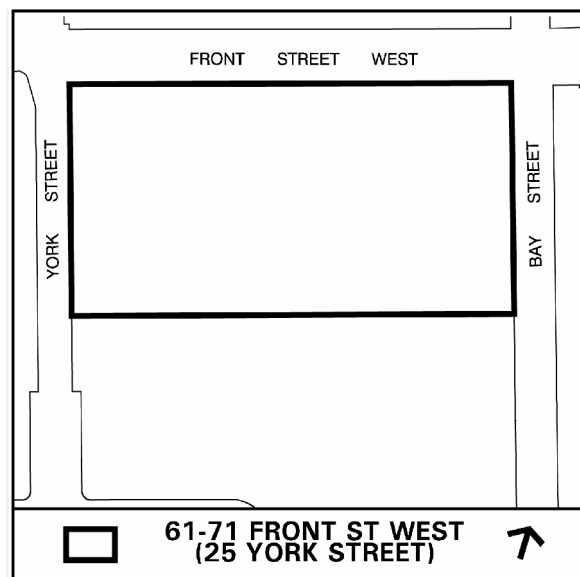
This report reviews and makes recommendations on a request by Lorne Persiko on behalf of Toronto Parking Authority for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to replace an existing four-sided illuminated pedestal sign located along the York street frontage of the property with a newly designed two-sided illuminated ground sign for third party advertising purposes at 25 York Street (61-71 Front Street).

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 located along the York street frontage of the property with a



newly designed two-sided illuminated ground sign for third party advertising purposes at 25 York Street (61-71 Front Street), 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 south of Front Street West, on the east side of York Street in a T zone. The Toronto Parking Authority is operating a “Green P” public parking lot on this property. An existing four-sided illuminated pedestal sign, for third party advertising purposes, is located along the York Street frontage of the property. The design of the existing sign 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 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, an existing four-side illuminated pedestal sign located along the York Street frontage of the property with a newly designed two-sided illuminated ground sign, for third party advertising purposes, at 25 York Street(61-71 Front Street).

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 (8)	To replace an existing four-sided illuminated third party pedestal sign with a newly designed illuminated two-sided ground sign for third party advertising purposes.	A ground sign, for third party advertising purposes, is not permitted in a T zone.
2. Chapter 297-10D (8) (b)	The proposed ground sign would set back 0.7m from the property line.	The 0.7m sign set back would be 1.3m 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 T zone. The applicant is proposing to remove an existing third party four-sided illuminated pedestal sign and replace it with a newly designed illuminated two-sided ground sign for third party advertising purposes.

Although the proposal does not meet the By-law requirement, staff considers that an overall reduction of advertising area of the proposed replacement sign and landscape improvements to the parking lot would be an overall 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 2.0 metres, there is a difference in grade elevation between the sidewalk and the location of the sign on private property, and the proposed sign would, therefore, not obstruct or block the view corridors or the 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

Norm Girdhar, Assistant Planner
Tel. No. 416-392-7209
Fax No. 416-392-7536
E-mail: ngirdhar@toronto.ca

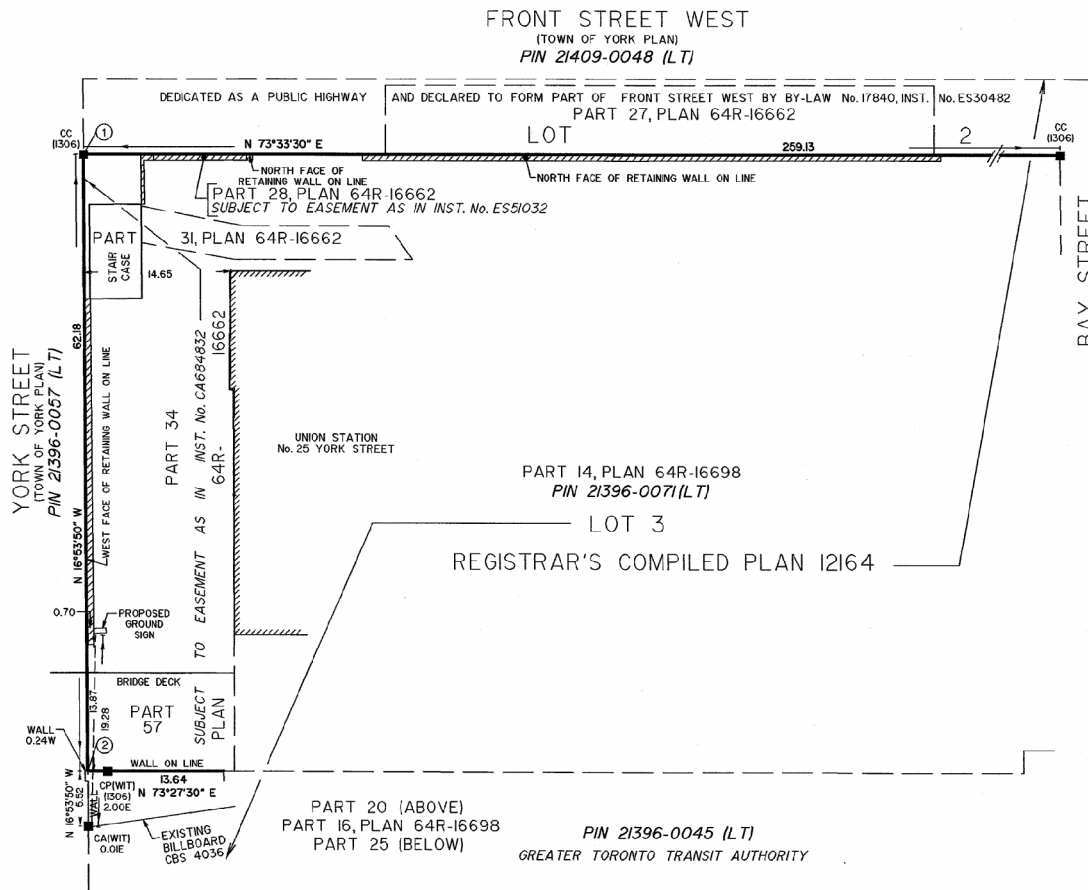
SIGNATURE

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

ATTACHMENTS

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

Attachment 1: Sign Locations



Sign Locations

61 - 71 Front Street West (25 York Street)

Applicant's Submitted Drawing

Not to Scale
10/06/03



File # 08_201811

Attachment 2: Elevations

York South of Front – Before



York South of Front – After



Elevations

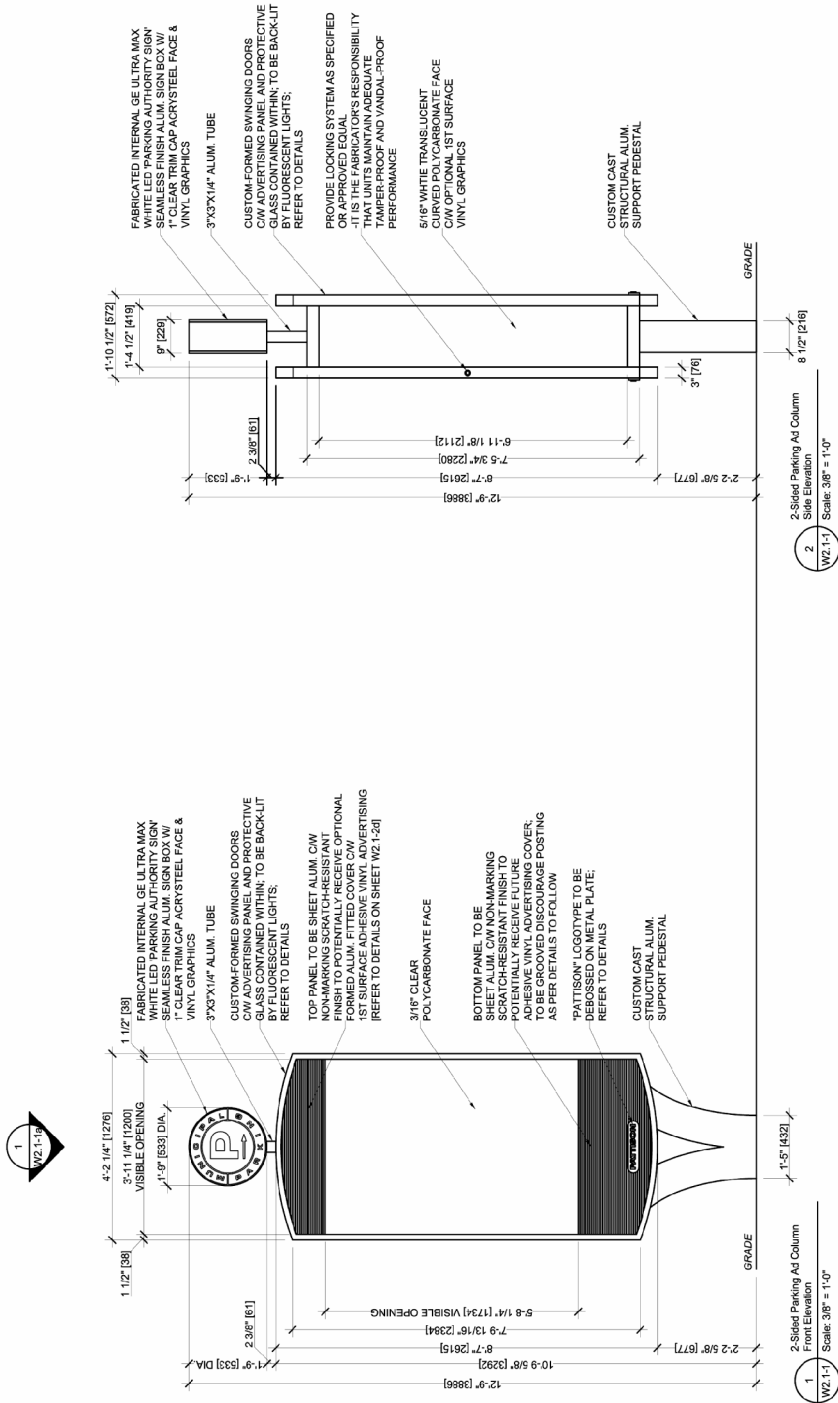
Applicant's Submitted Drawing

Not to Scale
10/06/08

61 - 71 Front Street West (25 York Street)

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Attachment 3: Elevations and Sign Details



61 - 71 Front Street West (25 York Street)

Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale
10/06/08

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