

Sign Variance - 716 Pape Ave

Date:	October 17, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 29 – Toronto-Danforth
Reference Number:	P:\2008\Cluster B\BLD\Toronto and East York\2008TE032

SUMMARY

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

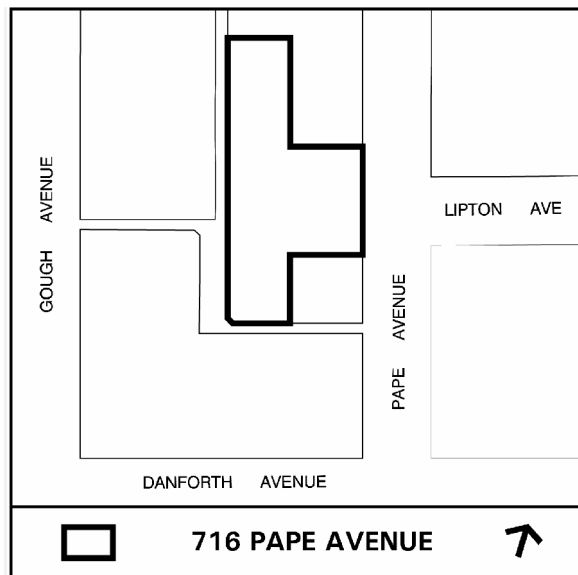
This report reviews and makes recommendations on a request by Lorne Persiko on behalf of Toronto Parking Authority for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to replace an existing illuminated four-sided pedestal sign with a newly designed two-sided, illuminated ground sign for third party advertising at 716 Pape 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 with a newly designed two-sided, illuminated ground sign, for third party purposes, located along the



Pape Street frontage of the property at 716 Pape Avenue on the 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 just north of Danforth Avenue on the west side of Pape Avenue in a CR zone. The Toronto Parking Authority is operating a Green “P” parking lot on this property. An existing four-sided illuminated pedestal sign, for third party advertising purposes, is located along the Pape Avenue frontage of the property. The design of the existing sign is dated and bulky and it 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 existing four-side illuminated pedestal sign and replace it with a newly designed illuminated two-sided ground sign, for third party advertising purposes, at 716 Pape Avenue.

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)	The proposed third party replacement ground sign would be located in a CR zone.	A ground sign, for third party advertising purposes, is not permitted in a CR zone.
2. Chapter 297	The sign set backs 0.51m from the property line.	A ground sign is required to set back 2.0m from the property line.
3. Chapter 297-10F (1)	The sign would be located 10.0m from other third party sign 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 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 and the landscape improvements to the parking lot proposed by the applicant 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 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. Given the adjacent buildings to the north and south are located at the front lot line, the proposed reduction in the setback from the street line would not obstruct or block further the view corridors or the sight lines for motorists, cyclists or the pedestrians.

The third variance relates to the required 60m separation distance between the third party signs. In this case, the sign is not an additional third party sign, it is a replacement sign and with a reduction in the overall advertising area. It is staff's opinion that with the improved design and landscape improvement to property, some what less separation distance between the signs would not adversely impact the property, general vicinity 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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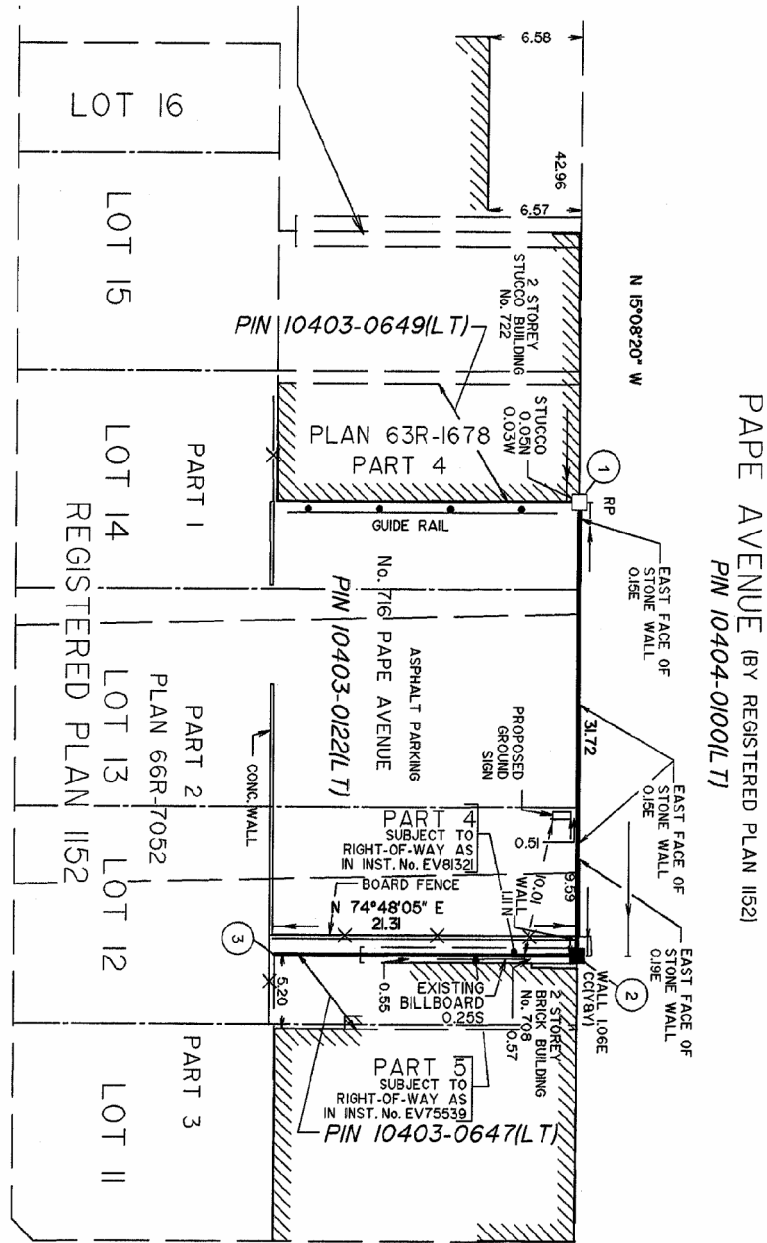
SIGNATURE

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

ATTACHMENTS

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

Attachment 1: Sign Location



Sign Locations

Applicant's Submitted Drawing

Not to Scale
10/03/08

716 Pape Avenue

File # 08_200659

Attachment 2: Elevations

716 Pape – Before



716 Pape – After



Elevations

Applicant's Submitted Drawing

Not to Scale
10/03/08

716 Pape Avenue

File # 08_200659
