

Sign Variance - 105 Spadina Avenue

Date:	October 1, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	P:\2008\Cluster B\BLD\Toronto and East York\2008TE035

SUMMARY

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

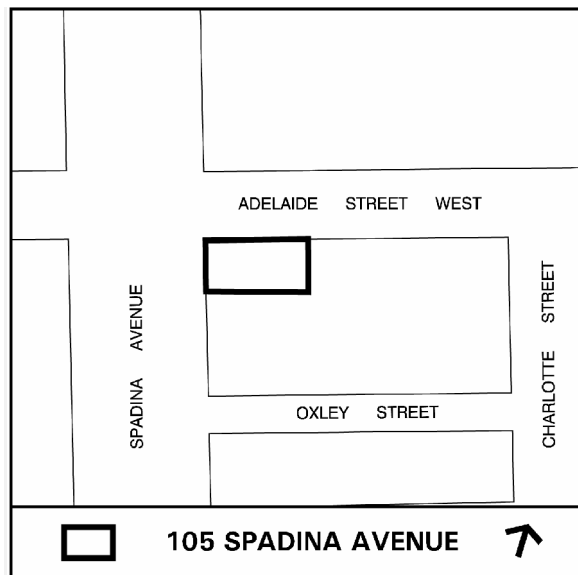
This report reviews and makes recommendations on a request by Lorne Persiko on behalf of Toronto Parking Authority for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to remove two existing ground signs located along east and south lot lines and one existing double-sided pedestal sign and to replace it with a newly designed illuminated single-sided tri-vision ground sign for third party advertising purposes at 105 Spadina Ave.

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 remove two existing ground signs located along east and south frontage of the property and one existing double-sided pedestal



sign and to replace it with a newly designed illuminated single-sided tri-vision ground sign for third party advertising purposes at 105 Spadina 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 southeast corner of Spadina Avenue and Adelaide Street west in an “RA” zone. The Toronto Parking Authority is operating a “Green P” public parking lot on this property. There are two existing illuminated ground signs located along east and south lot lines and one two-sided illuminated pedestal sign, for third party advertising purposes located on the property. The design of existing signs is dated and the signs have 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 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 all three existing third party signs located on the lot and replace them with one newly designed illuminated tri-vision ground sign, for third party advertising purposes, at 105 Spadina 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)	To replace the two existing illuminated third party ground signs and an illuminated two-sided pedestal sign with one newly designed illuminated tri-vision ground sign for third party advertising purposes.	A ground sign, for third party advertising purposes, is not permitted in an RA zone.
2. Chapter 297-10D (8) (b)	The proposed ground sign would set back 0.0m from the property line.	The Municipal Code requires that a ground sign be set back 2.0m from the property line and 6.0m from the point of intersection of two street lines.

3. Chapter 297-10F (1)	The replacement ground sign would be located 22.7m from an existing third party sign located in the vicinity.	A third party sign is required to have a separation distance of 60.0m from other third party sign located in the vicinity.
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COMMENTS

The first variance is required because a ground sign or a pedestal sign, for third party advertising purposes, is not permitted in a RA zone. The applicant is seeking permission to replace the three existing third party signs which have been on this property for several years prior to amalgamation of the city with one illuminated tri-vision ground sign along the east frontage of the property. 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 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 sign would be set back 0m from the north property line, the support pillar is set back more than 2.0m from the property line. Also, a vertical clearance of almost 3.0m from grade to the bottom of sign is provided. It is staff’s opinion that proposed replacement tri-vision ground sign at this location would 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

Mario Angelucci, Acting Director, Toronto Building, Toronto and East York District

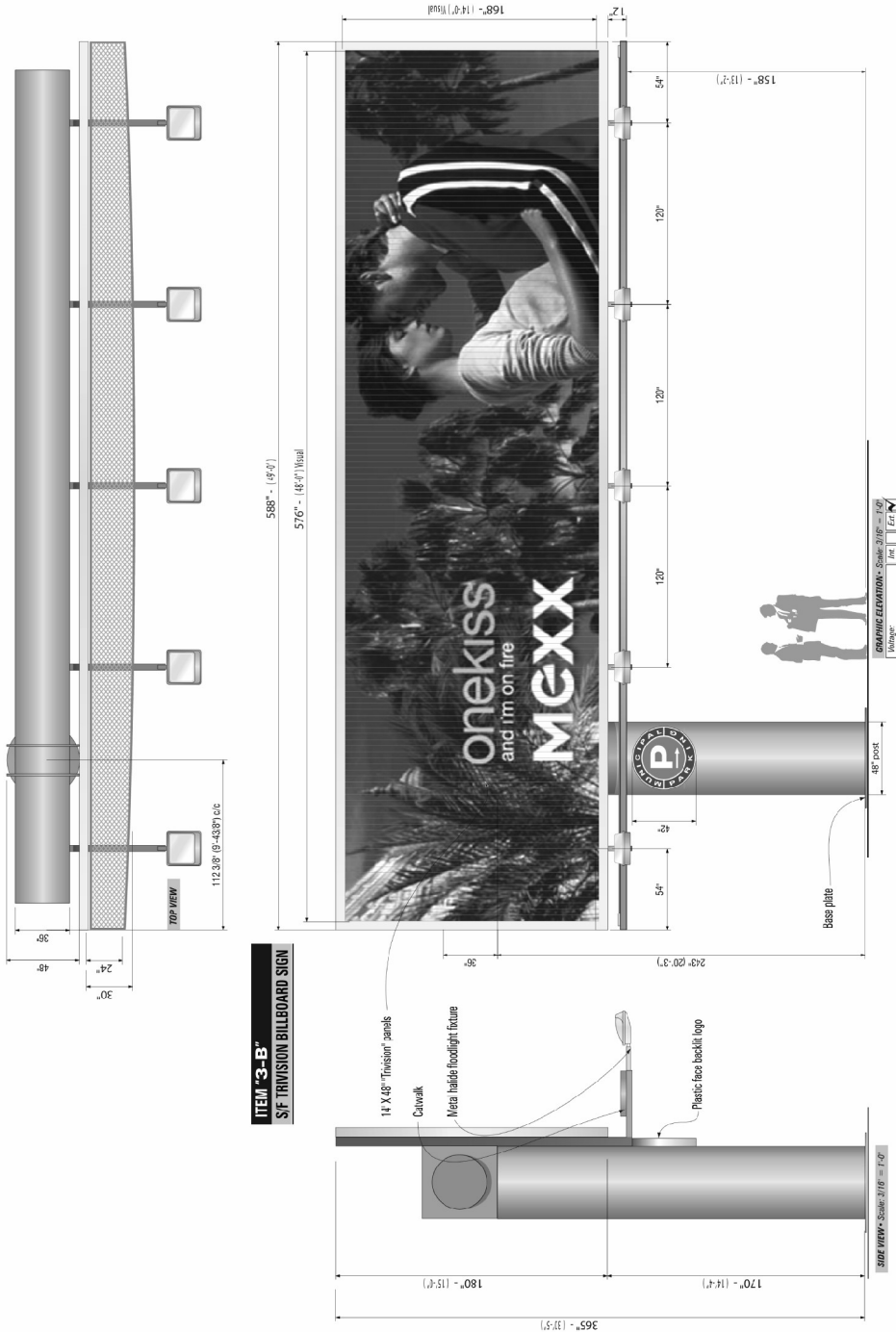
ATTACHMENTS

Attachment 1: Sign Locations

Attachment 2: Elevations and Sign Details

Attachment 3: Elevations

Attachment 2: Elevations and Sign Details

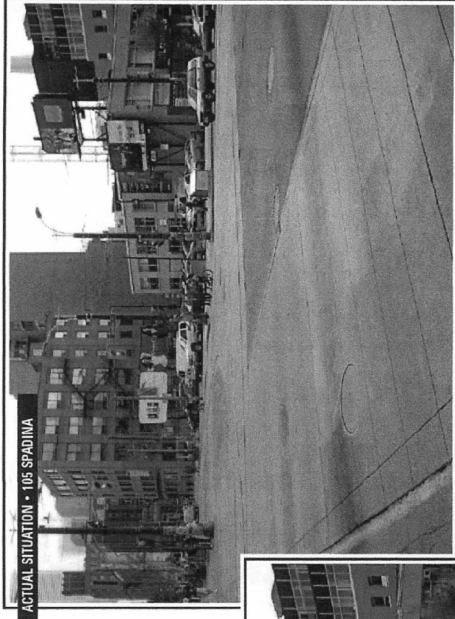


Elevations & Sign Details
 Applicant's Submitted Drawing
 Not to Scale
 1003008

105 Spadina Avenue

File # 08_201805

Attachment 3: Elevations



Elevations

105 Spadina Avenue

Applicant's Submitted Drawing

Not to Scale
10/03/08

File # 08_201805