

**Sign Variance - 125 The Esplanade (1 A – Church St.)**

<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 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	P:\2008\Cluster B\BLD\Toronto and East York\2008TE036

**SUMMARY**

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

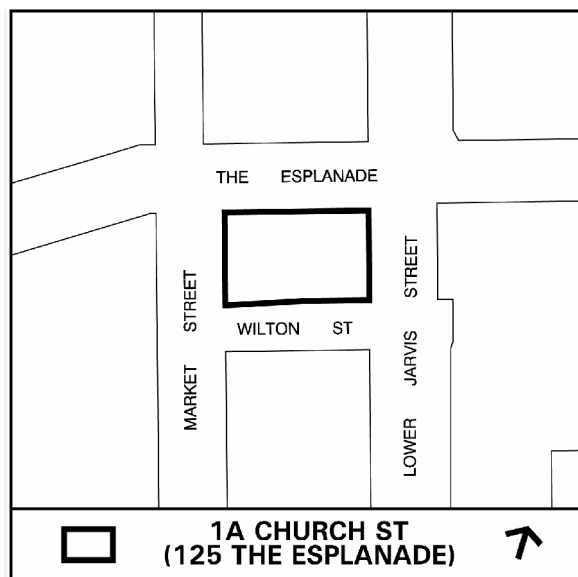
This report reviews and makes recommendations on a request by Lorne Persiko on behalf of Toronto Parking Authority for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to replace, two existing four-sided, illuminated pedestal signs with two newly designed illuminated, two-sided ground signs, for third party advertising purposes, along the Lower Jarvis Street frontage of the property at 125 The Esplanade (1 A-Church 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 approve the request for variances to permit the replacement of two existing four-sided, illuminated



- pedestal signs with two newly designed illuminated, two-sided ground signs, for third party advertising purposes, along the Lower Jarvis Street frontage of the property at 125 The Esplanade (1 A-Church 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 on the southwest corner of The Esplanade and Lower Jarvis Street in a “CR” zone. The Toronto Parking Authority is operating a “Green P” public parking lot on this property. Two four-sided illuminated pedestal signs, for third party advertising purposes, are located along the Lower Jarvis Street frontage of the property. The design of existing signs is dated and bulky. 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 plans to upgrade signs and the parking lots. The intent is to update the overall aesthetics of the parking lots, replace the existing signs with newly designed signs and 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, two existing four-side illuminated pedestal signs located along the Lower Jarvis Street frontage of the property with two newly designed two-sided illuminated ground signs, for third party advertising purposes, at 125 Esplanade (1A-Church Street).

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 297-9C (2)	To replace two existing four-sided illuminated pedestal signs, for third party advertising purposes, with two newly designed illuminated two-sided ground signs at northeast and southeast corner of the property which is located in a “G” zone.	An illuminated ground sign, for third party advertising purposes, is not permitted in a “G” zone.
2. Chapter 297-9D(5)(a)	Each of the proposed ground sign would have an area of 4.22m <sup>2</sup> .	The 4.22m <sup>2</sup> area of each ground sign would exceed by 3.97m <sup>2</sup> , the

		maximum 0.25m <sup>2</sup> sign area permitted.
3. Chapter 297-9D(5)(b)	Each of the proposed ground sign would have a height of 3.96m.	The 3.96m height of each of the proposed ground sign would exceed by 1.96m, the maximum 2.00m sign area permitted.
4. Chapter 297-9D(5)(b)	The two replacement ground signs would be located along the Lower Jarvis frontage of the property	The Municipal Code requires that only one ground sign per frontage of a property be permitted.

## COMMENTS

The first variance is required because an illuminated ground sign or a pedestal sign, for third party advertising purposes, is not permitted in a G zone. The applicant is seeking permission to replace the existing third party four-sided illuminated pedestal signs with two newly designed, two-sided illuminated ground signs for third party advertising purposes. The signs are back-lit resulting in illumination which is less intrusive than the conventional method of sign illumination. It is staff's opinion that the back-lit illuminated signs would not adversely impact the property, surrounding uses or the streetscape.

With respect to the second and third variances, the permitted type signs in a G zone are required to be small and low. In this case, the replacement ground signs are smaller in size with less advertising area than the existing signage. The signs are designed well and positioned to complement the property, surrounding uses and the streetscape.

With regards to the fourth variance, the Municipal Code permits only one ground sign or a pedestal sign along any frontage of the property. The intent of the By-law is to avoid sign clutter on the property. In this case, the lot frontage is wide enough to accommodate two signs without adding to sign clutter. It is staff's opinion that the two replacement signs along the Jarvis Street frontage of the property are positioned at the north and south ends of the Jarvis Street frontage and would not adversely impact the property, surrounding uses 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**

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

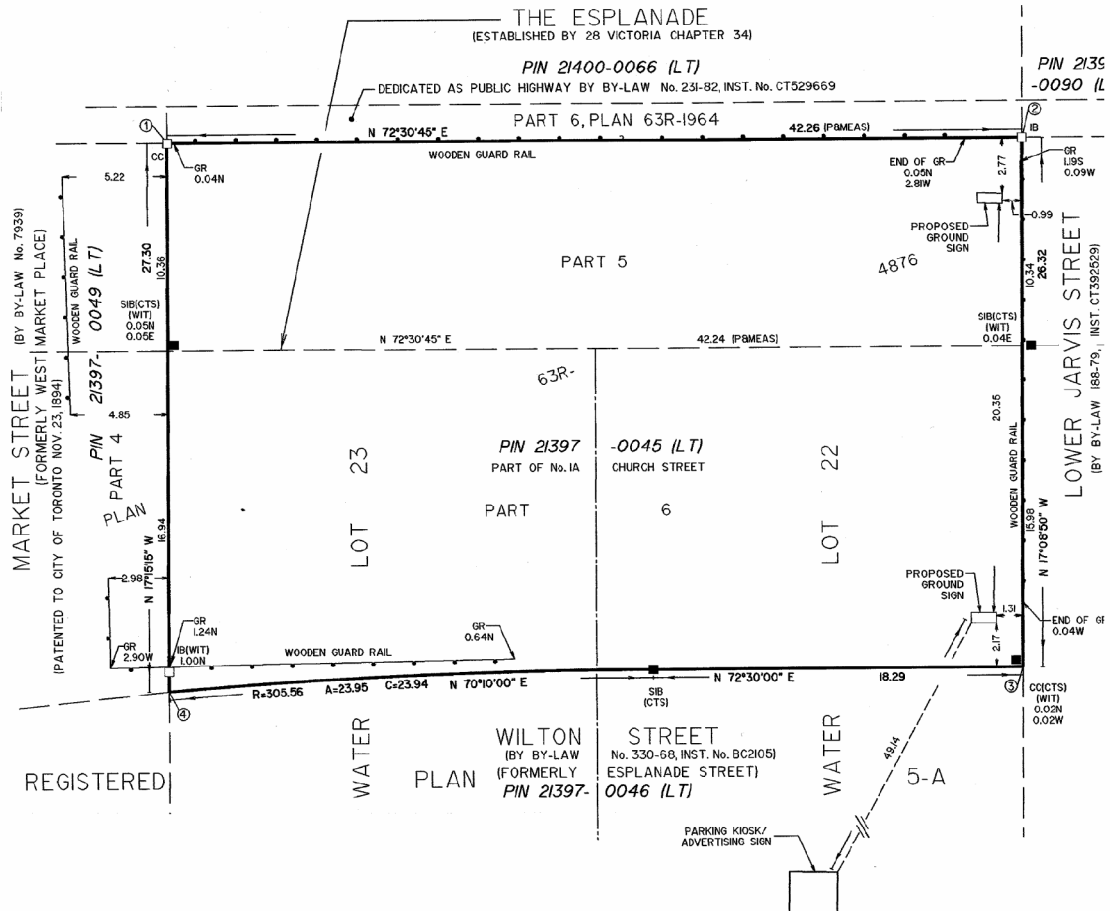
**ATTACHMENTS**

Attachment 1: Sign Locations

Attachment 2: Elevations

Attachment 3: Elevations and Sign Details

# Attachment 1: Sign Locations



## Sign Locations

## 1A Church Street (125 The Esplanade)

Applicant's Submitted Drawing

Not to Scale  
10/06/03



File # 08\_201812

## Attachment 2: Elevations



Existing Jarvis Street Frontage



Existing Parking Signage Column



Proposed Greening and Signage at Jarvis Street Frontage

### 1A Church Street (125 The Esplanade)

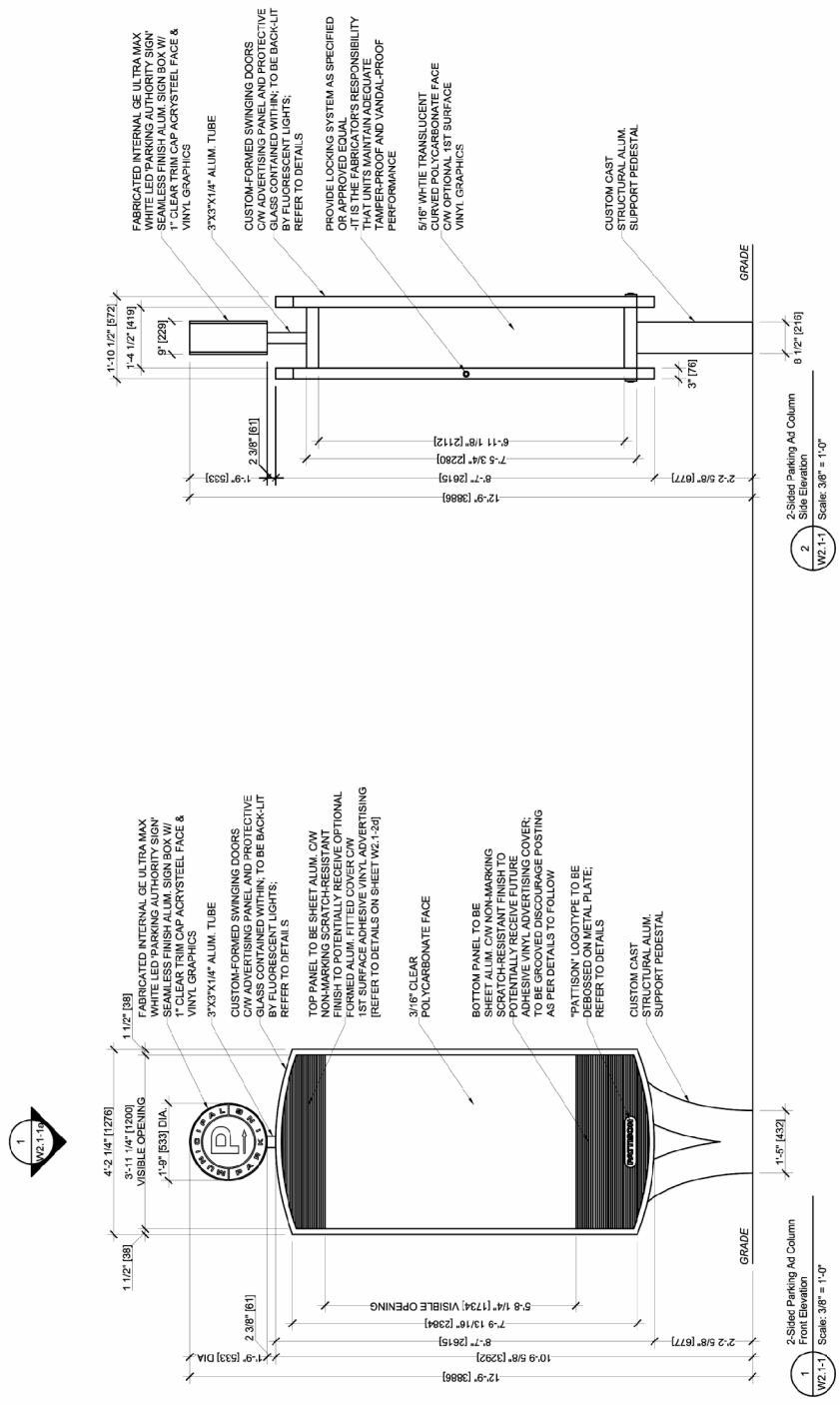
### Elevations

Applicant's Submitted Drawing

Not to Scale  
10/06/08

File # 08\_201812

# Attachment 3: Elevations and Sign Details



1A Church Street (125 The Esplanade)

Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale  
10/06/08

File # 08\_201812