

Sign Variance - 1325 Queen St West

Date:	October 1, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Toronto Building, Toronto and East York District
Wards:	Ward 14 – Parkdale-High Park
Reference Number:	P:\2008\Cluster B\BLD\Toronto and East York\2008TE038

SUMMARY

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

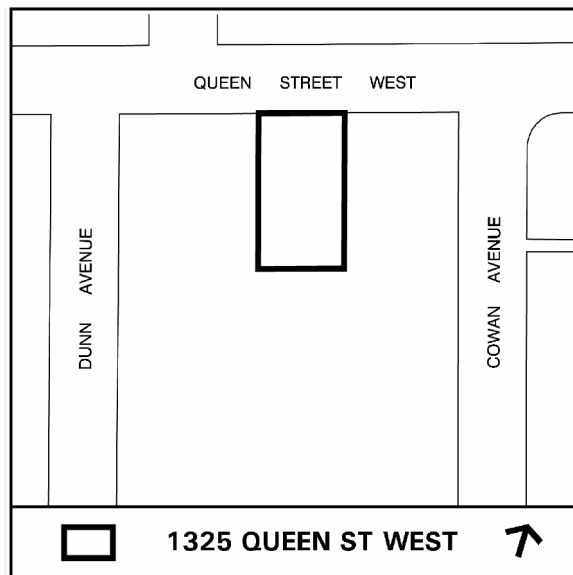
This report reviews and makes recommendations on a request by Lorne Persiko on behalf of Toronto Parking Authority for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to replace an existing four-sided illuminated pedestal sign located along the Queen Street West frontage of the property with a newly designed illuminated two-sided ground sign for third party advertising purposes at 1325 Queen Street West.

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 Queen Street West frontage of the property with a



newly designed illuminated two-sided ground sign for third party advertising purposes at 1325 Queen Street West, 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 south side of Queen Street West 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, for third party advertising purposes, is located along the Queen Street West 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 1325 Queen Street West.

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 MCR zone.
2. Chapter 297-10F (1)	The proposed ground sign would be located 45.6m from other third party sign located in the vicinity	The 45.6m separation distance from the other third party sign located in the vicinity would be 14.4m less than the required separation distance of 60.0m.

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 of the proposed replacement sign 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.

The second variance relates to the required 60m separation distance between the third party signs. In this case, it is not a new or additional third party sign, it is a replacement sign which will reduce the overall advertising area. It is staff's opinion that with the improved design and slightly less separation distance between the signs would represent an improvement to the area.

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

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

ATTACHMENTS

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

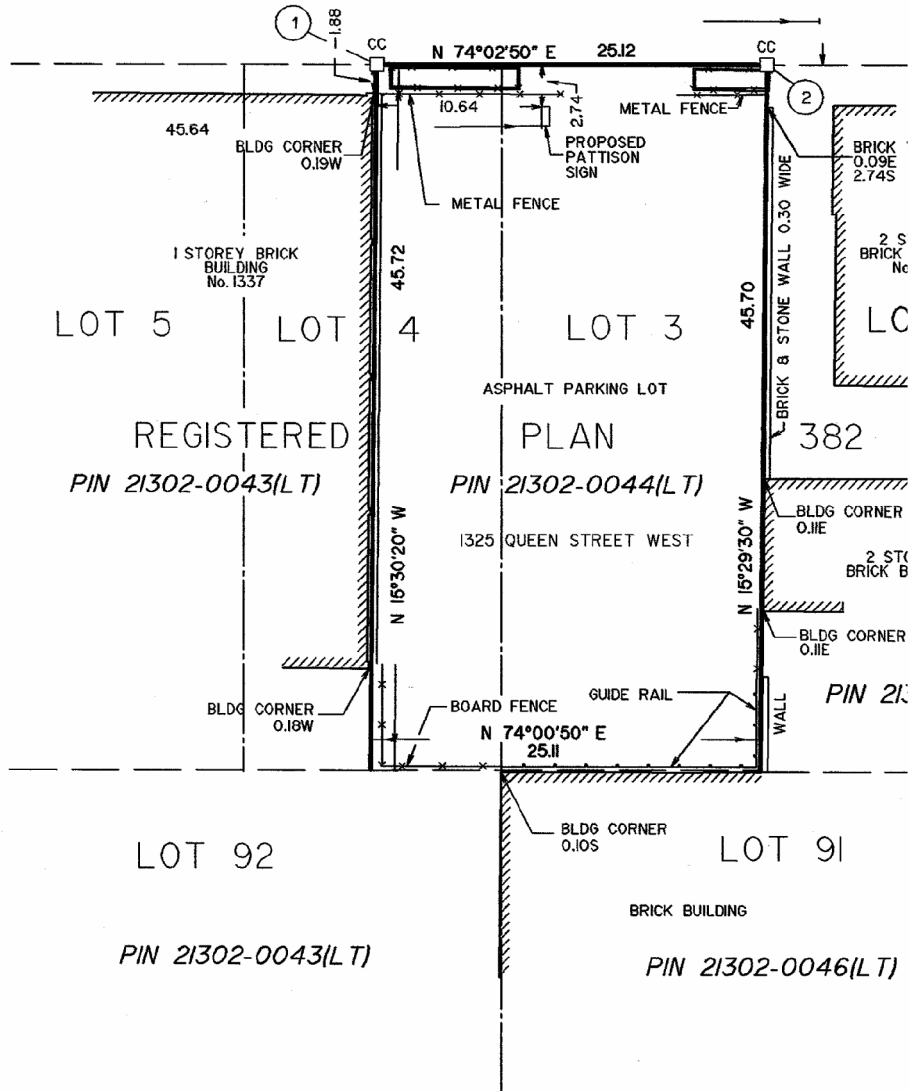
Attachment 1: Sign Location

QUEEN STREET WEST

FIRST CONCESSION FROM THE BAY AND BROKEN FRONT CONCESSION)

20.12

PIN 21303-0038(LT)



Sign Locations

1325 Queen Street West

Applicant's Submitted Drawing

Not to Scale 

File # 08_201808

Attachment 2: Elevations

1325 Queen Street – Before



1325 Queen Street - After



Elevations

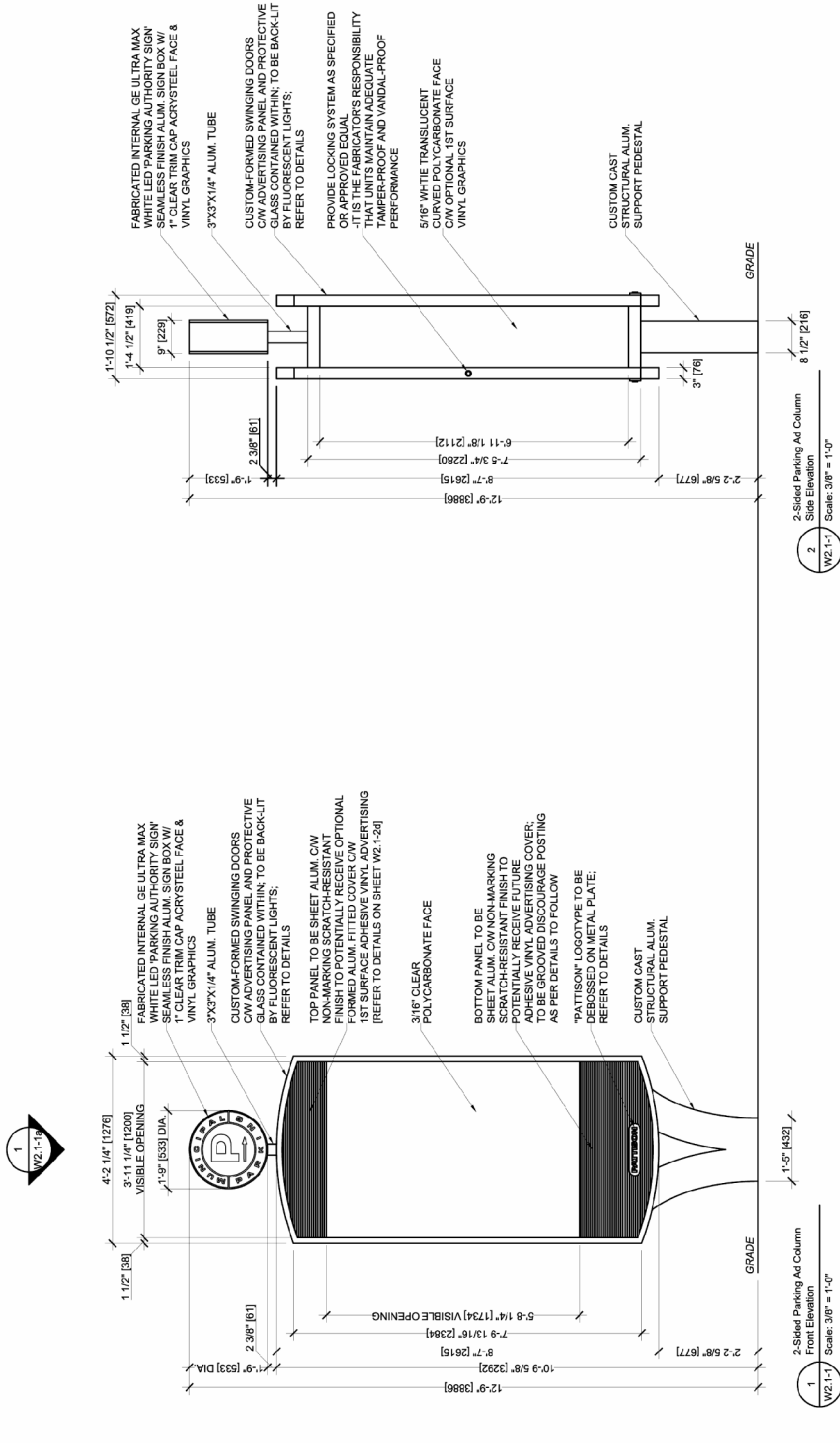
Applicant's Submitted Drawing

Not to Scale
10/02/08

1325 Queen Street West

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Attachment 3: Elevations and Sign Details



1325 Queen Street West

Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale
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