



STAFF REPORT ACTION REQUIRED

Sign Variance – 17 Riverview Gardens

Date:	August 12, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Ward:	Parkdale-High Park - Ward 13
Reference Number:	2009EY032

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 By-law No. 1-83 and By-law 3369-79, of the former Municipality of York to replace, for third party advertising purposes, an existing four-sided illuminated pedestal sign located along the east side of the property with a newly designed two-sided illuminated ground sign at 17 Riverview Gardens.

Staff recommends approval of the application. The variance is minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

- (1) the request for variances be approved for the reasons outlined in this report; and
- (2) the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permit.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The city owned property is located north of Bloor St. West, east of Old Mill Rd. The property is in a “R1” 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 on the northwest corner of the property. As a part of their citywide drive to upgrade and beautify the parking lots, the Toronto Parking Authority intends to replace existing pedestal signs throughout the City with newly designed two-sided illuminated ground signs and have worked very closely with planning and building staff in developing new landscape plans and plans to replace the existing signs on most of the city owned parking lots in the city. The Toronto Parking Authority’s intention is to update the overall aesthetics of the parking lots, replace the existing signs by reducing the overall square footage 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 with a newly designed two-sided illuminated ground sign which incorporates third party advertising at 17 Riverview Gardens.

The sign does not comply with By-law #3369-79 of the former Municipality of York in the following way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
By-law 3369-79. Section 17, Residential Districts. Off premise signs are not permitted in any residential zone.	To replace a third party ground sign in a “R1” zone.	A third party ground sign located in a “R1” zone.
3369-79.16.2.1	Proposed new third party ground sign in access of the maximum permitted locations of 177.	To allow a third party ground sign in access of the maximum permitted off premises sign locations of 177

COMMENTS

The variances are required because the proposed two sided illuminated ground sign, with third party advertising, does not meet the sign by-law requirements for signs erected in residential zones and it exceeds the maximum cap of 177 third party advertising sign locations permitted under the by-law.

The proposal is to replace an existing ground sign which incorporates third party advertising with a newly designed two-sided illuminated that also incorporates third party advertising ground sign along Riverview Gardens resulting in the overall advertising area on the sign being reduced from what currently exists.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

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E-mail: veltman@toronto.ca

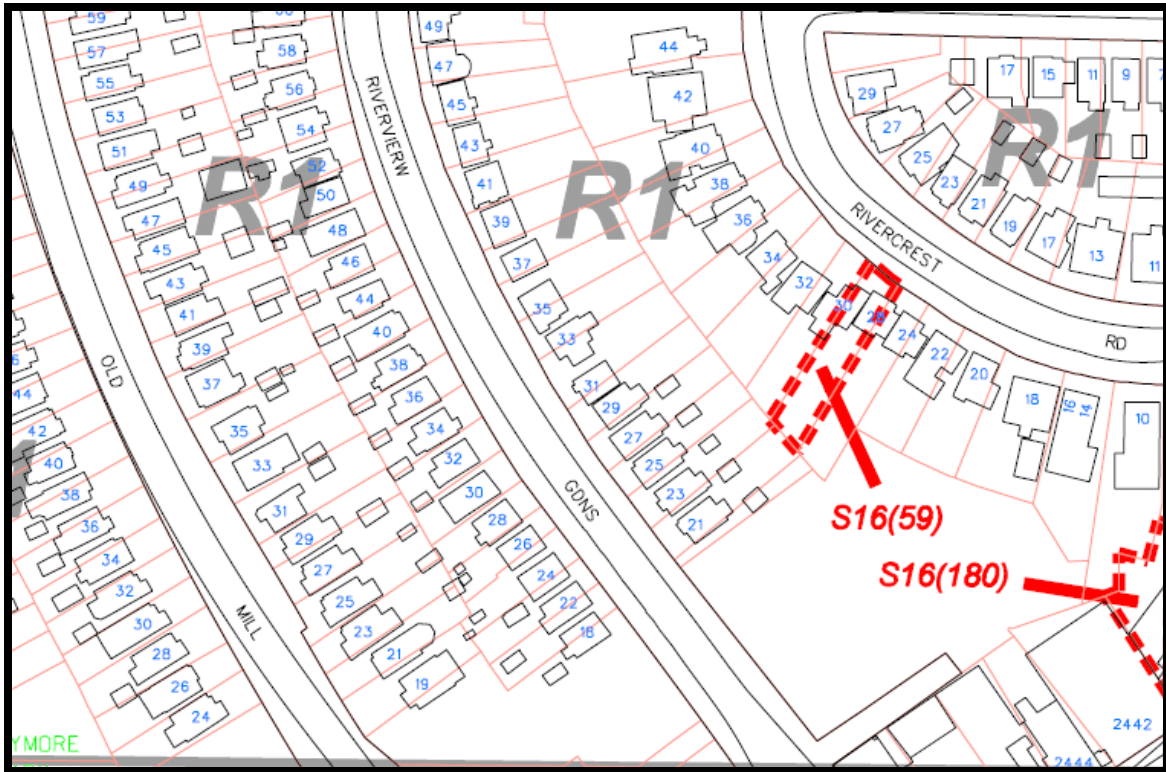
SIGNATURE

Mark Sraga, Deputy Chief Building Official and Director, Toronto Building
Etobicoke York District

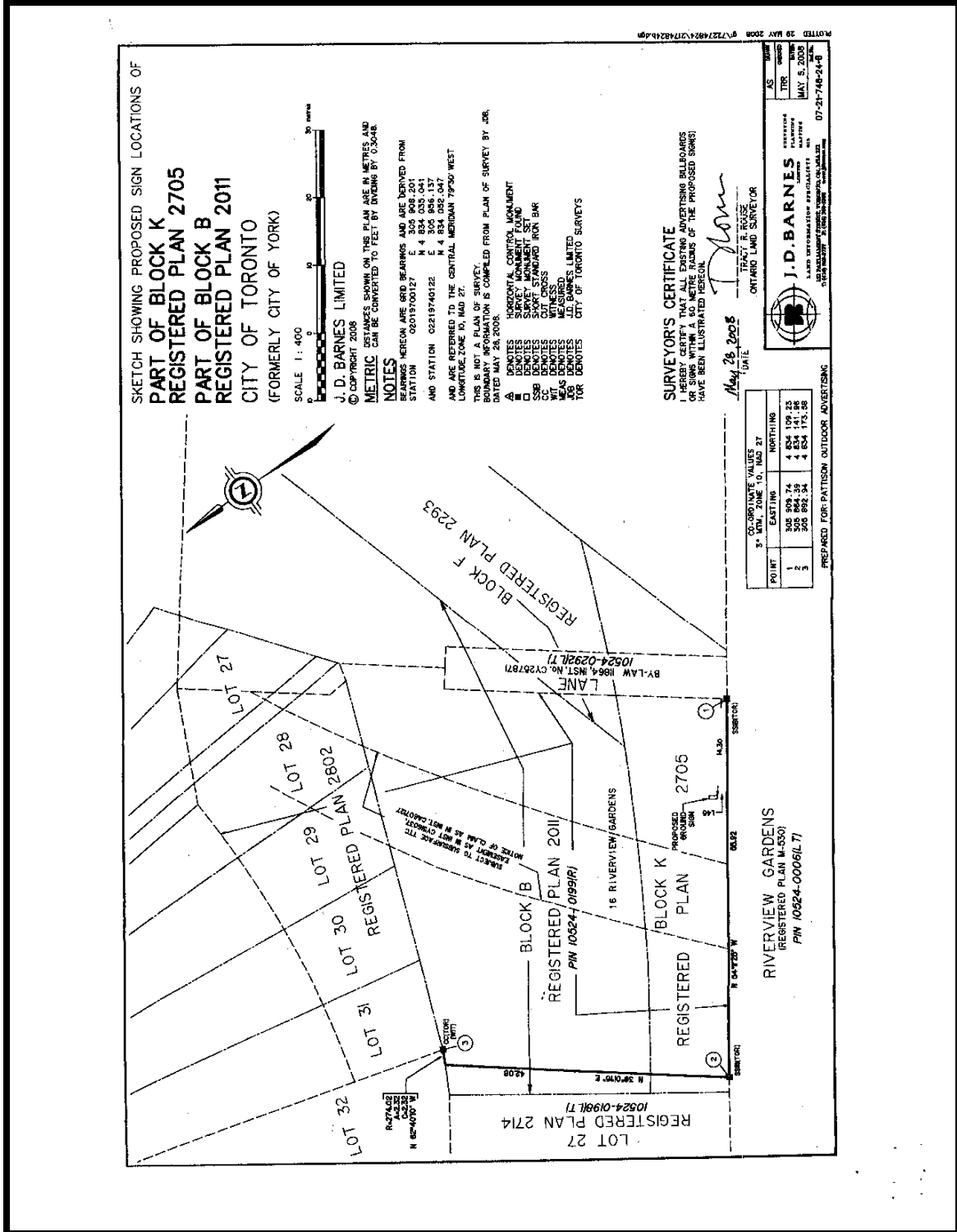
ATTACHMENTS

- Attachment 1: Zoning Map
- Attachment 2: Site Plan
- Attachment 3: Elevations and Sign Details
- Attachment 4: Aerial Map

Attachment 1: Zoning Map



Attachment 2: Site Plan



Attachment 3: Elevations and Sign Details

Job No.

Version: F
 Date: 28-Nov-07
 Order #: 07-132
 Scale: 1/4" = 1'-0"
 Designer: A. LOANOU

Rev. #: _____
 Date: _____

Vector Artwork
 High-Resolution Image Required
 Final Colors Required

Conceptual artwork only

Illumination Requirements
 LED
 Other

Illumination Requirements
 LED
 Other

PATTISON
 Pattison Outdoor
 2285 Wyecott Rd.
 Chicago, IL 60616
 U.S.A.

SIDE 1

SIDE 2

SIDE VIEW

Supply & Deliver

- Twenty Five (25) 1/4" "Porting Authority Sign" (two S/F back to back - 50 faces total)
- Stainless finish
- Returns: painted powder coated silver in a hammerstone finish
- Clear 1" firm caps
- Acrylic face
- Graphics face applied
 - 3M Reflective 3530-75
 - 3M Vinyl Green 3530-136
- GE Ultra Max White LED illumination

Supply & Deliver

- Twenty Five (25) 3" x 3" x 1/4" Aluminum SO Supports
- Powder coated silver Hammerstone finish

**Engineering Drawing
Not To Scale**

568 Elmwood Road
 Chicago, IL 60646
 www.pattison.com
 Tel: (616) 254-1111
 Fax: (616) 254-1111
 Toll Free: 1-800-268-6336

PATTISON SIGN GROUP
 20000 E. 1st Ave., Suite 100, Denver, CO 80231

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Attachment 4: Aerial Map

