

## Sign Variance – 17-23 Leslie St

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|--------------------------|--|
| <b>Date:</b>             | December 15, 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 32 – Beaches-East York                                |
| <b>Reference Number:</b> | 2008TE040  |

### SUMMARY

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

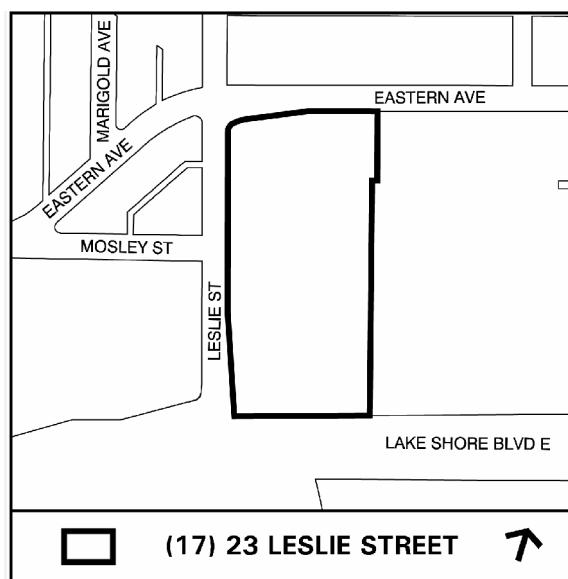
This report reviews and makes recommendations on a request by Catherine Quesnel-Dupras of International Neon on behalf of Arcturus Realty Corporation for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal code to permit, for identification purposes, an illuminated ground sign along the Lake Shore Boulevard East frontage of the property at 17-23 Leslie Street.

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. Toronto and East York Community Council approve the requested variance to permit, for identification purposes, an illuminated ground sign along the Lake Shore Boulevard East frontage of the property at 17-23 Leslie 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 property is located on the northeast corner of Leslie Street and Lake Shore Boulevard East in a “CR” zone. The property contains a multi-storey office building. The property contains two existing first party pedestal signs, one at the southeast corner and one at the southwest corner, along the Lake Shore Boulevard East frontage of the property. The applicant is seeking permission to replace the existing pedestal sign located at the southeast corner of the property with a newly designed illuminated pedestal sign to display property address and main corporate tenants in building. The proposed replacement pedestal sign is 1.39m wide and 3.35m high with an area of 4.66m<sup>2</sup>.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

| <b>Sign By-law Section and Requirements</b> | <b>Applicant's Proposal</b>   | <b>Required Variance</b>   |
|---|---|--|
| 1. Chapter 297-10D-(9)(b)                   | To install an illuminated ground sign “for identification purposes” along the Lake Shore Boulevard East frontage of the property. | Only one identification ground sign per frontage of the property is permitted, whereas in this case there would two ground signs located along the Lake Shore Boulevard East frontage of the property. |

### **COMMENTS**

The variance is required because only one ground sign per frontage of a property is permitted. The intent of the By-law is to prevent sign clutter along any frontage of a property. In this instance, an existing ground sign that identifies the “Burger King” is located at the southwest corner of the property. The proposed ground sign would be located approximately 40.0m from the Burger King Sign. The lot frontage along the Lake Shore Boulevard East is long enough to accommodate more than one sign and the positioning of the two signs is such that sign clutter will not occur. The proposed ground sign, for identification purposes, would help motorists and pedestrians to identify the Loblaws and other retail stores are also located on the property. The applicant has

submitted a copy of the letter from Toronto and Region Conservation Authority which outlines and confirms that they have no objection to the proposed ground sign at this location. Also, the applicant has confirmed that the proposed ground sign would set back at least 2.0m from the property line. It is staff's opinion that the proposed illuminated ground sign at this location 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**

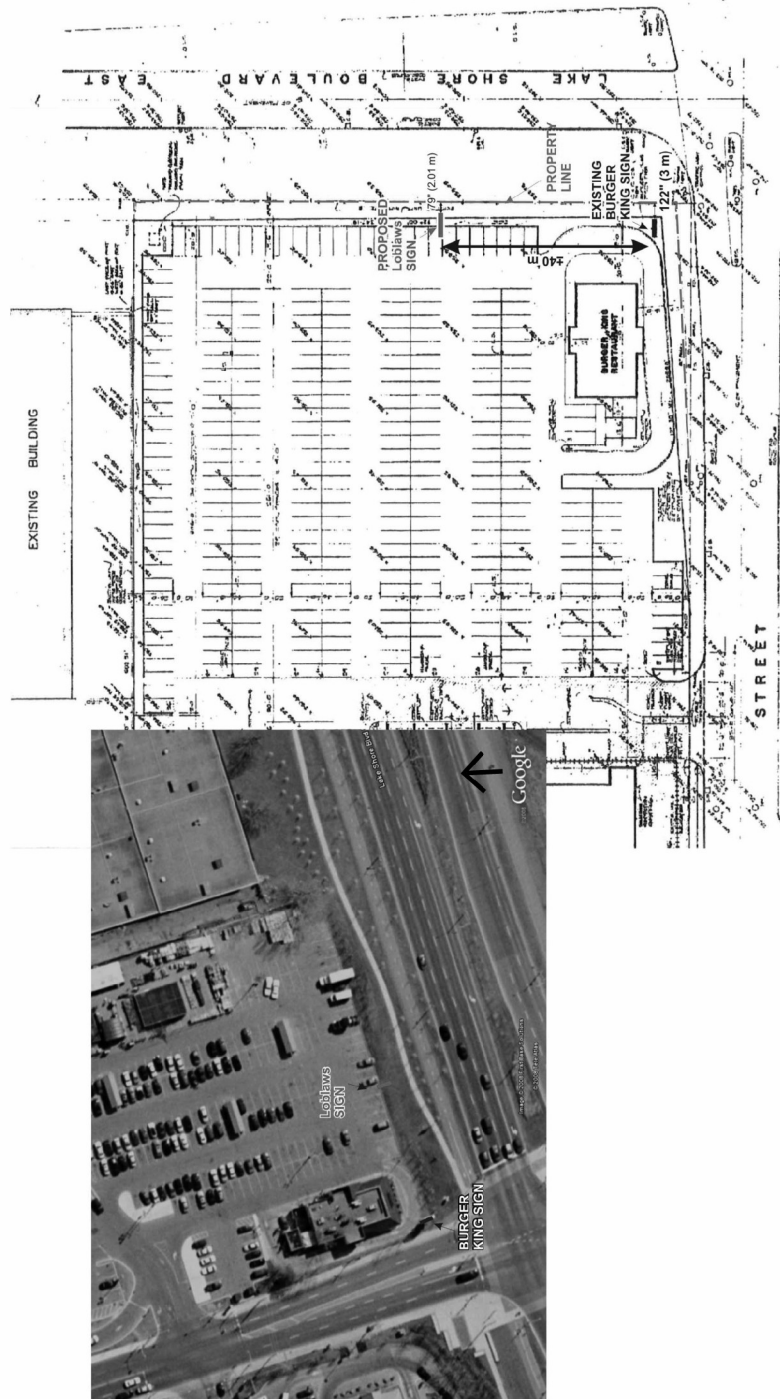
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Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building  
Toronto and East York District

## **ATTACHMENTS**

Attachment 1: Sign Location  
Attachment 2: Elevations

## Attachment 1: Sign Location



### Sign Location

(17) 23 Leslie Street

Applicant's Submitted Drawing

Not to Scale  
11/26/08



File # 08\_207567

Staff report for action – Sign Variance - «PropAdd1»



(17) 23 Leslie Street

Not to Scale  
11/26/08

File # 08\_207567