

Sign Variance - 650 Mount Pleasant Rd

Date:	February 3, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 22 – St. Paul's
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE013

SUMMARY

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

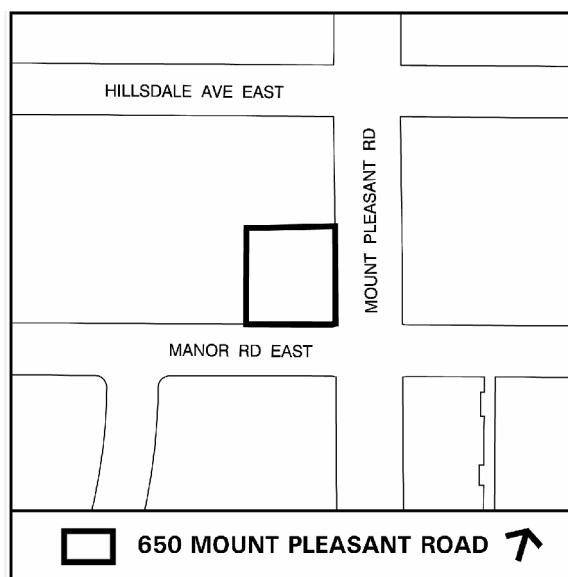
This report reviews and makes recommendations on a request by Dominic Rotundo on behalf of Chateau Royal Developments, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code and from the Former Metropolitan Toronto By-law No. 118 And 211-79 as amended to permit, an illuminated projecting sign, an illuminated ground sign and an illuminated overhead fascia sign located over the entrance and exit ramps to the under ground parking garage, on the Mount Pleasant Road frontage of the building at 650 Mount Pleasant Road. All of the proposed signs are for first party identification purposes.

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 requested variances to permit, for



- identification purposes, an illuminated projecting sign, an illuminated ground sign and an illuminated overhead fascia signs over the entrance to an under ground parking garage, on the Mount Pleasant Road elevation of the building at 650 Mount Pleasant Road, on condition that the 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 northwest corner of Mount Pleasant Road and Manor Road East in a “MCR” zone. The property contains an eight-storey residential apartment building with retail uses at grade level. An under ground parking garage in this building is to be operated by the Toronto Parking Authority. The proposal is to erect an illuminated projecting sign, an illuminated ground sign and an illuminated overhead fascia sign over the entrance and exit ramp to an under ground parking garage, on the Mount Pleasant Road frontage of the building at 650 Mount Pleasant Road. All of the proposed signs are for first party identification purposes. The round shape illuminated projecting sign is 0.97m wide and 0.97m high with an area of 0.94m². The sign would project 1.13m from the building face. The ground sign is to be located on top of the median located between the entrance and exit ramp to the underground parking garage. The ground sign is 0.99m wide and 0.79m high with an area of 0.78m². The height from grade to the bottom of ground sign is 0.74m and to the top of the sign is 1.53m. The overhead fascia sign located over the entrance and exit ramps to the under ground parking garage is 6.73m wide and 0.61m high with an area of 4.11m² (see attached graphics).

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 297-10 E (5)	The vertical clearance from grade or from top of pedestrian walkway to the bottom of the clearance bar located under the fascia sign is 2.10m.	The 2.10m vertical clearance from grade to the bottom of the clearance bar located under the sign would be 0.4m less than the 2.50m vertical clearance for a sign required.
2. Chapter 297-10 D (8)(b)	The ground sign set backs 0.90m from the property line.	The 0.90m sign set back from the property line would be 1.10m less than

		the 2.0m set back required.
3. Chapter 297-10 D (14)(e)	The proposed illuminated round shape projecting sign would be located less than 10.0m away from a window of a residential unit in the building.	The By-law requires that an illuminated projecting sign must have a separation distance of 10.0m from a window of a residential unit in the building.
4. Chapter 297-10 E (3)	The proposed projecting sign would project 1.28m over the public walkway.	The 1.28m sign projection over the public walkway would exceed by 0.28m, the maximum 1.0m sign projection permitted.
5. Chapter 297-10 E (5)	The projecting sign would have a vertical clearance of 2.43m from the top of walkway to the bottom of the sign.	The 2.43m vertical clearance from top of walkway and the bottom of the sign would be 0.07m less than the 2.50m vertical clearance required.
6. The Former Metropolitan Toronto By-law No. 118 And 211-79 as amended	The proposed projecting sign would project 1.28m over the public sidewalk of the former Metropolitan Road.	The proposed 1.28m sign projection over the public walkway would exceed by 0.83m, the maximum 0.45m sign projection permitted.
7. The Former Metropolitan Toronto By-law No. 118 And 211-79 as amended	The proposed projecting sign would have a vertical clearance of 2.43m from top of the public sidewalk and bottom of the sign.	The 2.43m vertical clearance from top of the sidewalk and the bottom of sign would be 0.31m less than the 2.74m vertical clearance required.

COMMENTS

The under ground parking garage at 650 Mount Pleasant Road is one of many public parking garages and parking lots operated by the Toronto Parking Authority throughout the city. The sizes and types of identification signs on all of their parking garages are of standard design. Although, the proposed signs in this case do not meet the Municipal Code requirements, the signs are consistent with the signs installed on many other public parking garages owned or operated by the Toronto Parking Authority.

In 2002 City Council had approved a similar signage proposal from the Toronto Parking Authority, for one of their other under ground parking garage located to the north of this location at 700-720 Mount Pleasant Road. Both the subject site and 700-720 Mount Pleasant Road are located on the corner of Mount Pleasant Road and a residential side street very close to one another. There is a potential for similar impacts on the residential properties to the rear of both properties and the neighbourhood in general. The signs on that building were installed under permit in 2002 and since their installation, there has not been any known public complaint related to the existing signage at 700-720 Mount Pleasant Road.

Staff are of the opinion that the proposed signs are part of a public service to identify the availability of parking facility in the area. The signs are back-lit, well designed, sized and positioned and in staff's opinion they would not adversely impact the residents, building, surrounding uses or the streetscape.

Staff recommends approval of the application. The variances are 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

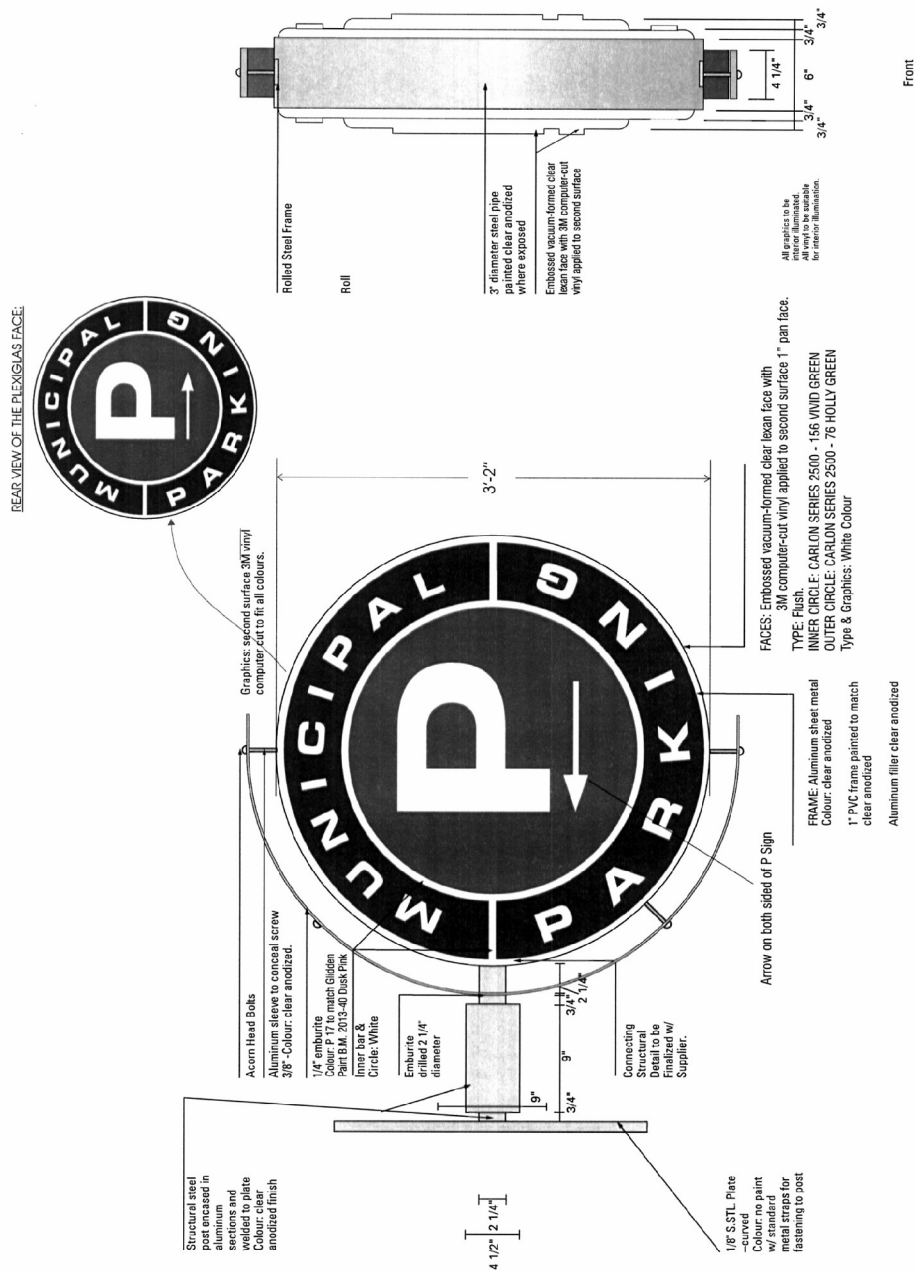
SIGNATURE

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

ATTACHMENTS

Attachment 1: Elevation & Sign Details
Attachment 2: Elevation & Sign Details
Attachment 3: Elevation & Sign Details
Attachment 4: Elevation Mount Pleasant Road Side

Attachment 1: Elevation & Sign Details

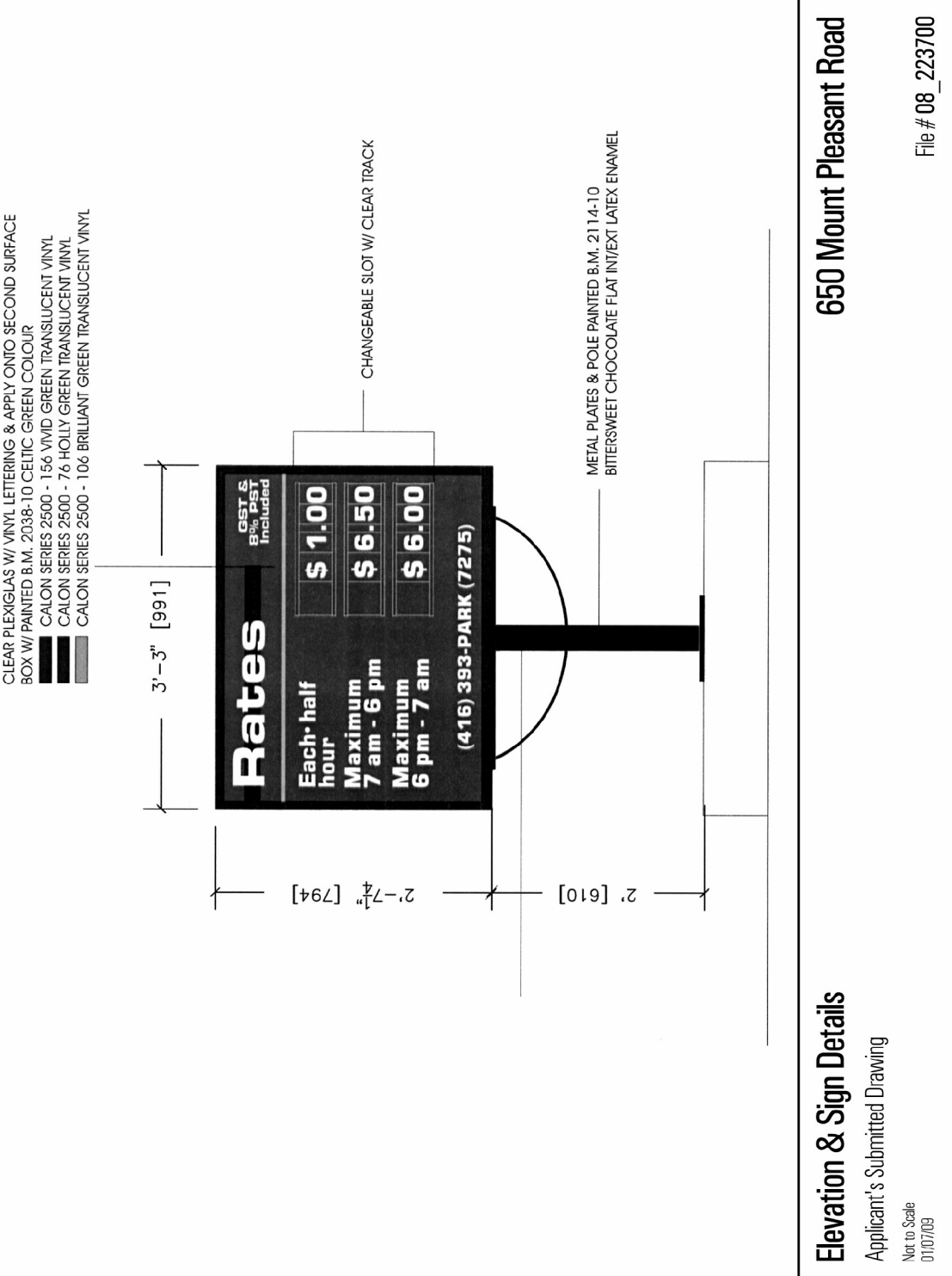


Elevation & Sign Details
Applicant's Submitted Drawing
Not to Scale
01/07/09

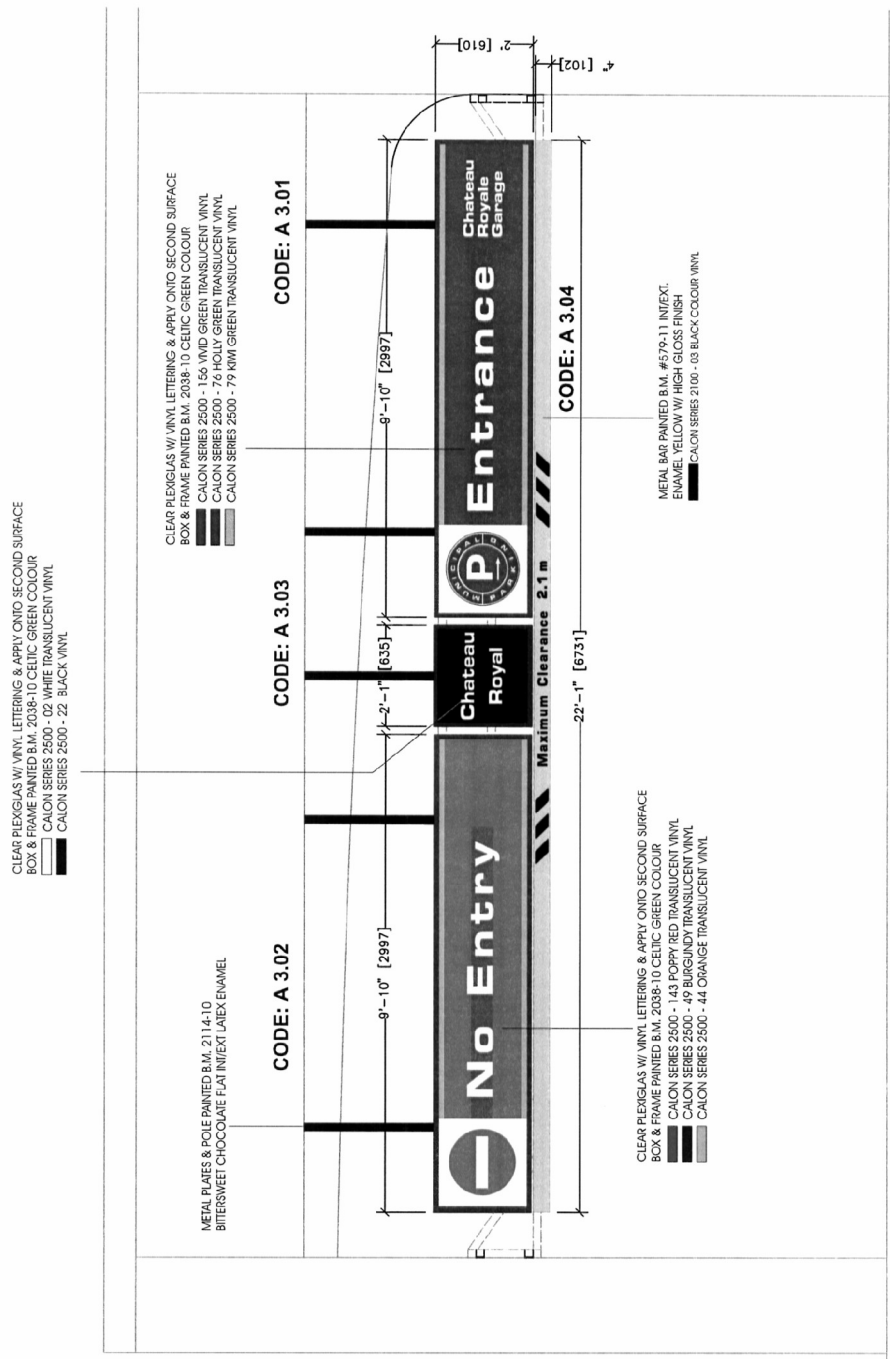
650 Mount Pleasant Road

File # 08_223700

Attachment 2: Elevation & Sign Details



Attachment 3: Elevation & Sign Details



Elevation & Sign Details

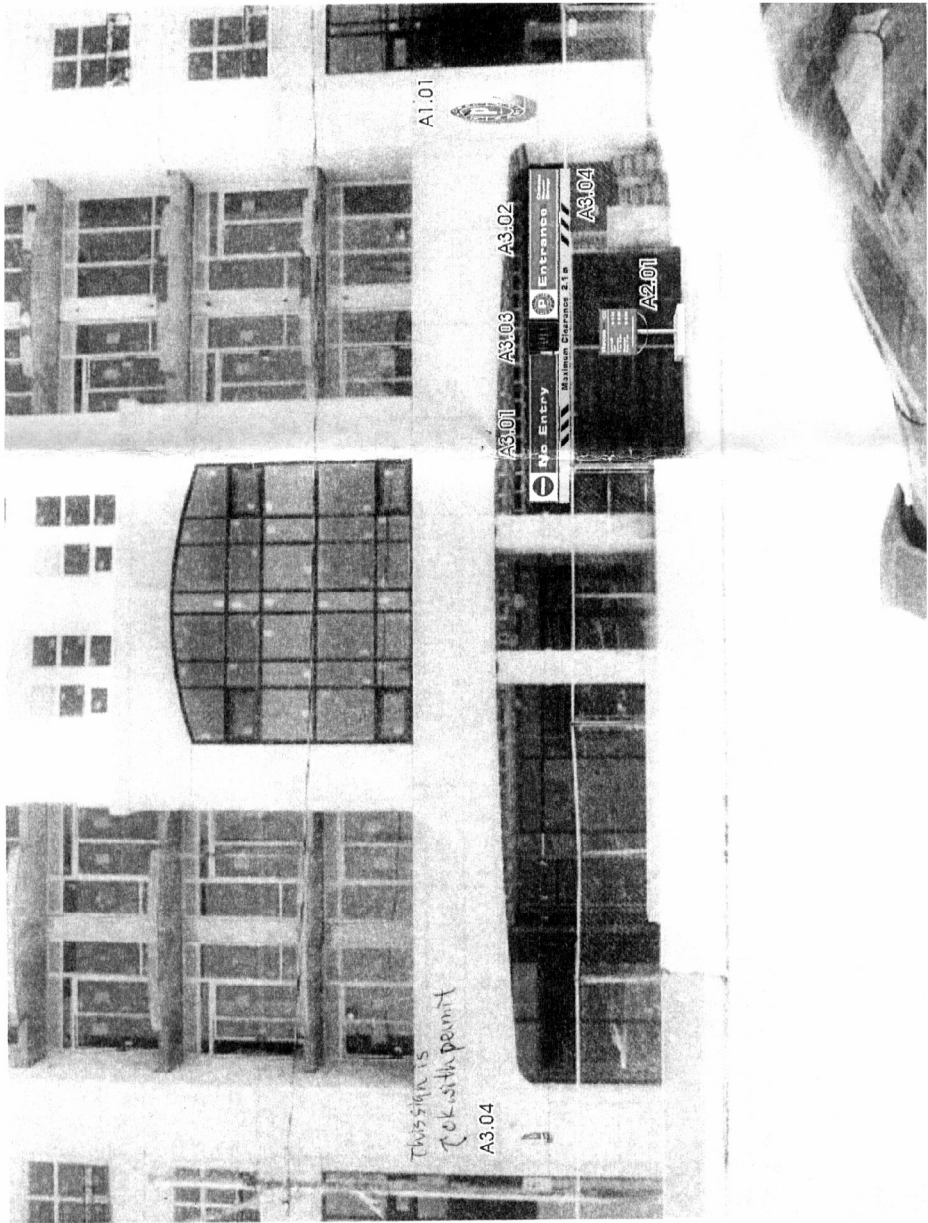
650 Mount Pleasant Road

Applicant's Submitted Drawing

Not to Scale
01/07/09

File # 08_223700

Attachment 4: Elevation Mount Pleasant Road Side



Elevation Mount Pleasant Road Side

650 Mount Pleasant Road

Applicant's Submitted Drawing

Not to Scale
01/07/09

File # 08_223700

