

Sign Variance - 21 Vaughan Rd

Date:	December 11, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 21 – St. Paul's
Reference Number:	P:\2010\Cluster B\BLD\Toronto and East York\2010TE015 09 165491 ZSV 00 ZR

SUMMARY

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

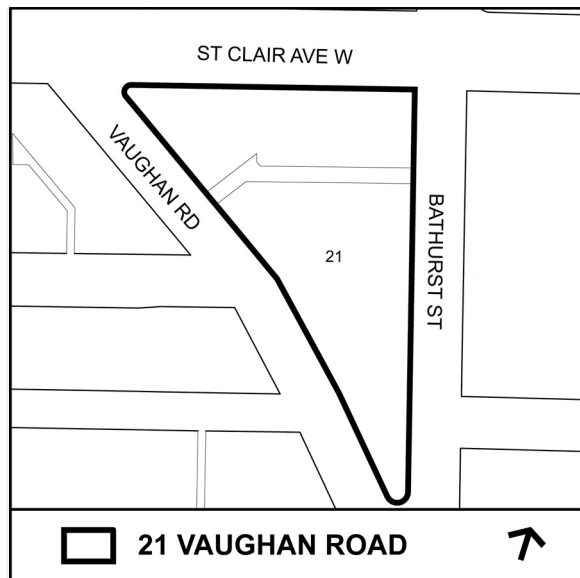
This report reviews and makes recommendations on a request by Sid Catalano of Pattison Outdoor on behalf of Bathurst-Vaughan Mall for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit replacement of four existing illuminated, third party, four-sided pedestal signs with four newly designed, four-sided illuminated third party ground signs. Three of the four pedestal signs are located along the Bathurst street frontage and the fourth pedestal sign is located along the Vaughan Road frontage of the property at 21 Vaughan Road (see attached graphics).

Staff recommends refusal of the application. The variance is major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

Toronto and East York Community Council refuse the request for a variance to permit replacement of four existing third party, four-sided illuminated pedestal signs



with four newly designed, four-sided illuminated third party ground signs. Three of the four pedestal signs are located along the Bathurst street frontage and the fourth pedestal sign is located along Vaughan Road frontage of the property at 21 Vaughan Road (see attached graphics).

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located south of St. Clair Avenue West on the west side of Bathurst Street, at the north corner of Vaughan Road and Bathurst Street in a MCR zone district. The property contains a one-storey building with mixed retail uses. The applicant is seeking permission to replace four existing third party, legal non-conforming, four-sided illuminated pedestal signs located on this property with newly designed four-sided, illuminated ground signs for third party advertising purposes. Three of the four pedestal signs are located along Bathurst Street frontage and the fourth pedestal sign is located along Vaughan Road frontage of the property. Each side of each proposed ground sign is 1.53m wide and 3.14m high with an area of 4.80m². The overall height from grade to the top of each proposed sign is 4.27m (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
Chapter 297-10D(8)	To install three illuminated, four-sided ground signs along Bathurst Street frontage of the property and to install one illuminated four-sided, ground sign for third party advertising purposes along Vaughan Road frontage of the property and to remove the four existing legal non-conforming third party, illuminated four-sided pedestal signs located on these locations.	A third party ground sign or a pedestal sign is not permitted in a CR or MCR zone district.

COMMENTS

At its meeting of April 2, 1996, the former City of Toronto Council passed By-law No. 1996-0172 to amend Chapter 297 of the Municipal Code to prohibit third party ground signs and pedestal signs in CR and MCR districts. The regulations are aimed at restricting proliferation and limiting life span of existing third party ground or pedestal signs in the mixed-use zone districts.

Although, the existing third party illuminated pedestal signs located on this property are legal non-conforming signs, however, the current Sign By-law does not permit the replacement of existing legal non-conforming signs in CR or MCR zone districts. Also, in zones where third party ground signs are permitted, the By-law requires a minimum set

back of 2.0m from the property line, in this case, the proposed third party ground signs would not meet that requirement.

Staff is of the opinion that approval of this application by way of minor variance process is not appropriate and would be contrary to city policy aimed at restricting the proliferation and limiting the life span of existing third party ground or pedestal signs in the mixed-use zone districts.

Staff recommends refusal of this application. The variance is major and not within the general intent and purpose of the Municipal Code.

CONTACT

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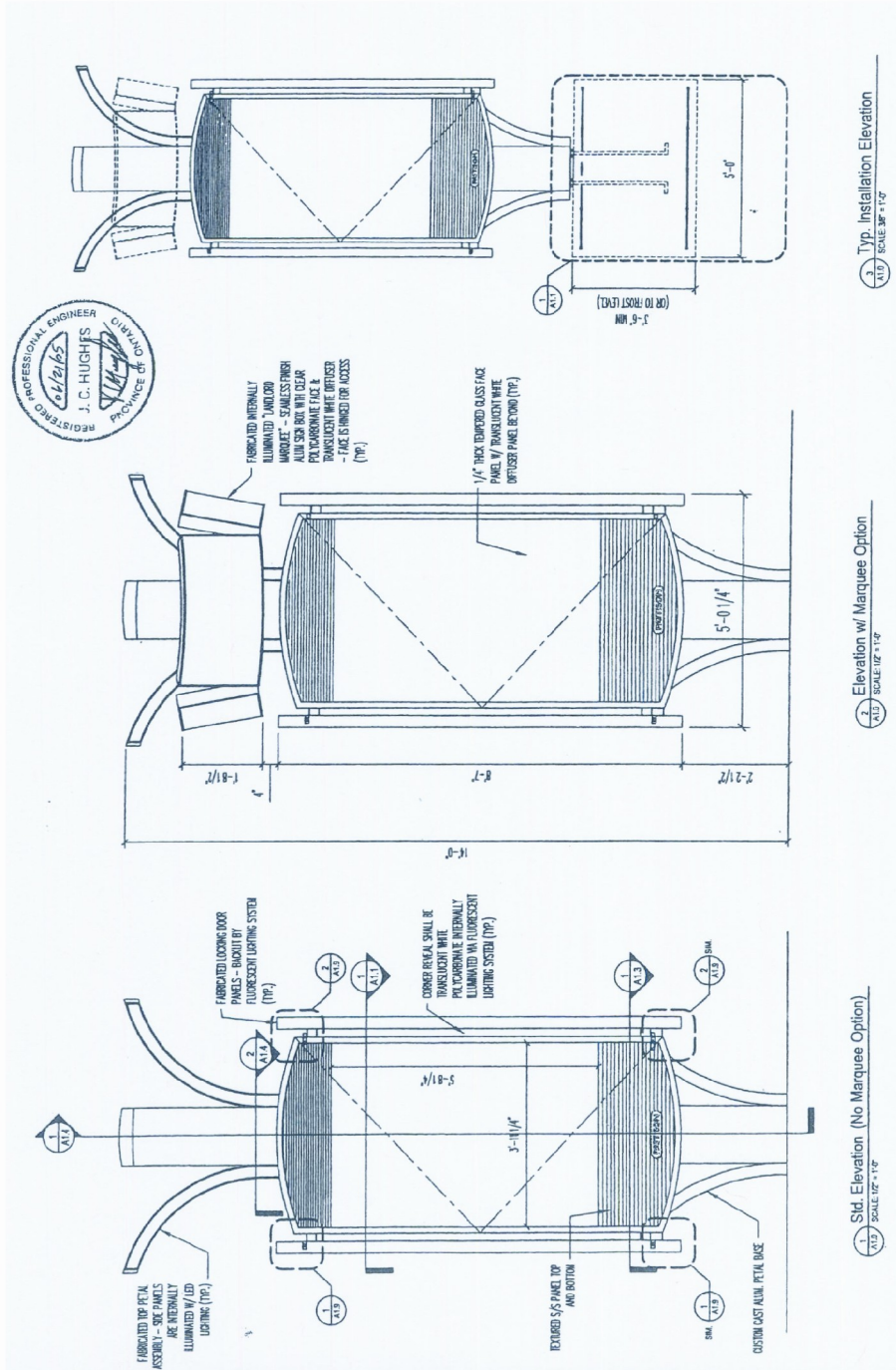
SIGNATURE

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

ATTACHMENTS

Attachment 1: Elevations

Attachment 1: Elevations



21 Vaughan Road

File # 09_165491

Elevations
Applicant's Submitted Drawing

Not to Scale
12/08/09