

**Sign Variance - 271 Front St E**

<b>Date:</b>	December 11, 2009
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	P:\2010\Cluster B\BLD\Toronto and East York\2010TE009 09 123168 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.

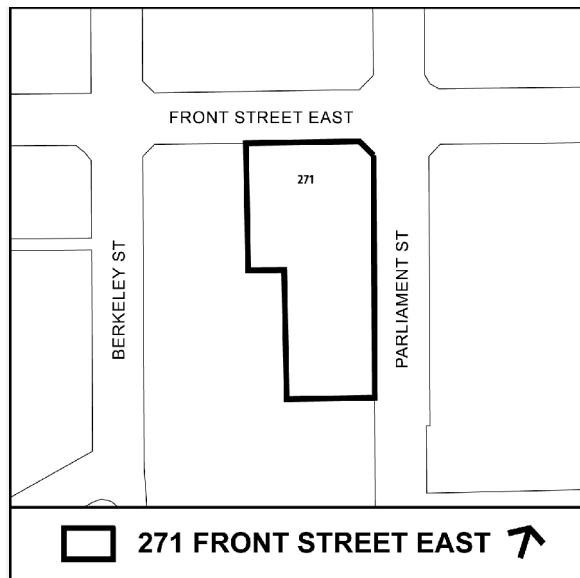
This report reviews and makes recommendations on a request by Sid Catalano of Pattison Outdoor on behalf of 271 Front Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising purposes, three four-sided, illuminated ground signs. One of the three signs is located along Front Street Frontage and two signs are located along the Parliament Street frontage of the property at 271 Front Street East. These signs are replacement signs for legal non-conforming pedestal signs previously existing on the property.

Staff recommends refusal of the application. The variances are 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 variances to maintain, for third party advertising purposes, three illuminated, four-sided



ground signs. One of the three signs is located along Front Street Frontage and two signs are located along the Parliament Street frontage of the property at 271 Front Street East.

### Financial Impact

The recommendations in this report have no financial impact.

### ISSUE BACKGROUND

The listed historic property is located on the southwest corner of Front and Parliament Streets in an RA zone. The property contains a one-storey building which is being occupied by Budget Rent. A single storey public Car Wash building is also located on the premises. The applicant is seeking permission to maintain, for third party advertising purposes, three illuminated, four-sided ground signs, of which one sign is located along Front Street Frontage of the property and two signs are located along the Parliament Street frontage of the property at 271 Front Street East. The three ground signs were installed without obtaining a sign permit from the City of Toronto. Each side of the ground sign is 1.53m wide and 3.14m high with an area of 4.80m<sup>2</sup>. The overall height of each sign from grade to the top of the 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
1. Chapter 297-10D (8)	To maintain two illuminated, four-sided ground signs, for third party advertising purposes, along Parliament Street and one illuminated, four-sided ground signs, for third party advertising purposes, along the Front Street East frontage of the property.	A third party ground sign in a CR zone is not permitted.
2. Chapter 297-10D (8)(a)	To maintain two illuminated, four-sided ground signs, for third party advertising purposes, along the Parliament Street frontage and a total of four ground signs on the property.	Only one ground sign per frontage and a total of maximum of two ground signs per lot are permitted.
3. Chapter 297-10D (8)(b)	The ground sign located along the Front Street frontage of the property is setback 0.78m from the street line and the northerly sign located along the Parliament Street frontage is setback 0.78m from the street line while the ground sign located southerly along the Parliament Street is setback 1.76m from the street line.	A third party sign is required to be setback 2m from any street line.
4. Chapter 297-10F(1)	To maintain, for third party advertising purposes, three-illuminated, four sided	A third party sign is required to have a

	ground signs on the property. One of the three signs is located along the Front Street frontage of the property and the two illuminated ground signs are located along the Parliament Street frontage of the property and are within 60m of other third party signs.	minimum separation distance of 60.0m from other third party signs located in the vicinity.
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**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, MCR and RA zone districts. The regulations were aimed at reducing proliferation of third party signs in the mixed-use zone districts. The replacement of third party ground signs or pedestal signs is not permitted on this site within the CR zone district. The three third party pedestal signs previously located on this property were there prior to this by-law amendment and were therefore considered as legal non-conforming signs. The existing third party ground signs are illegal because the by-law does not permit replacement of any legal non-conforming signs. The applicant is seeking permission to legalize the three third party illuminated ground signs which were installed as replacement of the original three pedestal signs on this property.

With regards to the second variance, only one ground sign per lot frontage is permitted and a total of only two ground signs per lot are permitted. In this case, there are a total of four ground signs located on this property, one being a pre-existing first party ground sign and there are two ground signs along the Parliament Street frontage.

The third variance is required because a ground sign is required to be setback 2.0m from a street line. In this case, the sign located along the north property line and two ground signs located along the east property line do not meet the 2.0m setback requirement.

With regards to the fourth variance, the by-law requires a minimum separation distance of 60.0m from other third party signs located in the vicinity. In this case, the three illuminated ground signs, for third party advertising purposes, do not meet that requirement.

Staff can advise that the ground signs as outlined in this application would not be permitted in the sign district to be established under the new sign by-law approved by City Council at their meeting of December 8, 2009.

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 signs in the mixed-use zone districts.

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

**CONTACT**

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**SIGNATURE**

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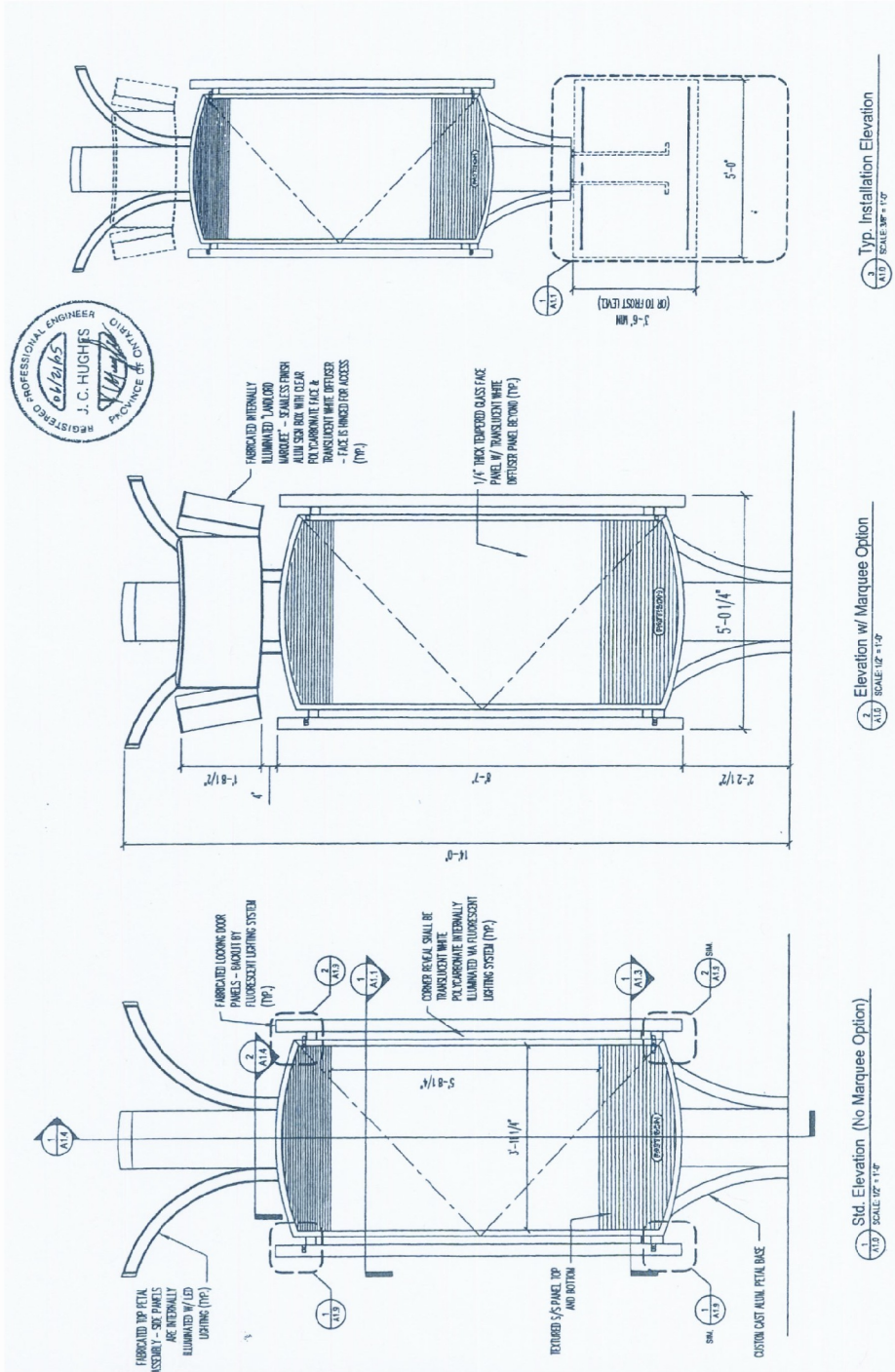
Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building  
Toronto and East York District

**ATTACHMENTS**

Attachment 1: Elevations

Attachment 2: Site Plan

Attachment 1: Elevations



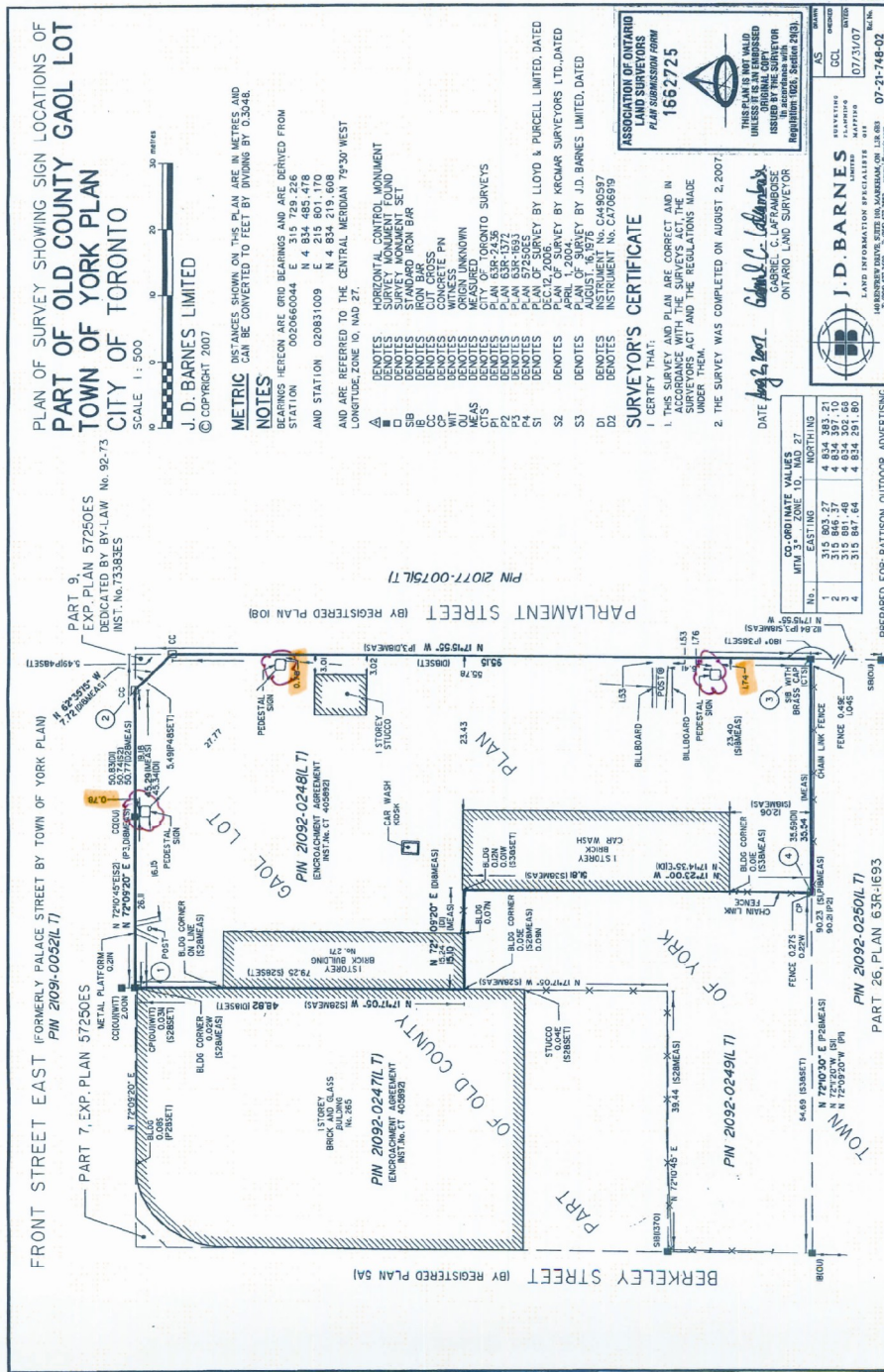
271 Front Street West

Elevations  
 Applicant's Submitted Drawing

File # 09\_123168

Not to Scale  
 12/08/09

# Attachment 2: Site Plan



**Site Plan**

Applicant's Submitted Drawing

Not to Scale

12/08/09

271 Front Street West

File # 09\_123168