

Sign Variance - 307 Lake Shore Blvd E

Date:	December 8, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	P:\2010\Cluster B\BLD\Toronto and East York\2010TE005 09 118905 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.

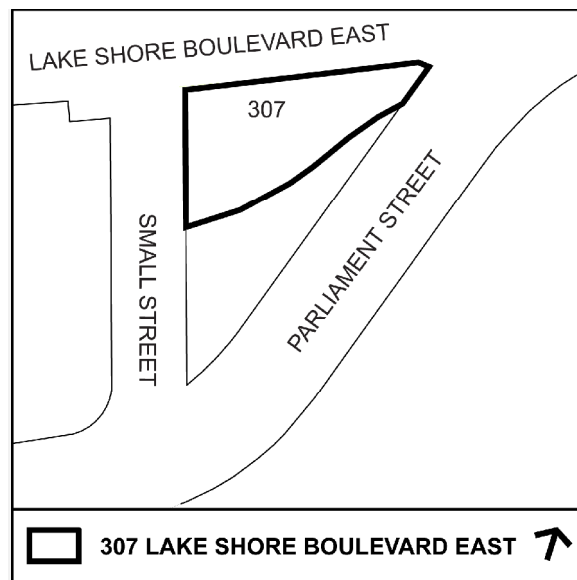
This report reviews and makes recommendations on a request by Sid Catalano of Pattison Outdoor on behalf of Joseph Hauptert for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal code to Maintain, for third party advertising purposes, an illuminated four-sided ground sign located on the northeast corner of the property at 307 Lakeshore Boulevard East. This ground signs replaced previously existing legal non-conforming third party pedestal signs at this location 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, an illuminated four-sided ground sign located on the northeast corner of the property at 307 Lakeshore Boulevard East.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the southwest corner of Lakeshore Boulevard East and Parliament Street in an IC zone. The property contains a two-storey building. The applicant is seeking permission to maintain, for third party advertising purposes, an illuminated four-sided ground sign located at the northeast corner of the property at 307 Lakeshore Boulevard East. The ground sign replaced previously existing legal non-conforming third party pedestal sign that was located on this property. The ground sign have been installed without obtaining a sign permit from the City of Toronto. Each side of the four-sided ground sign is 1.53m wide and 3.14m high with an area of 4.80m². The overall height of the sign from grade to the top of the sign is 4.27m (see attached graphics).

The sign does 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)(b)	The sign is set back 0.56m from the property line along the Lakeshore Boulevard East frontage of the property and is set back 1.30m from the property line along the Parliament Street frontage of the property.	A ground sign is required to be set back 2.0m from a property line and 6.0m from the intersection of two property lines.
2. Chapter 297-10F(1)	To maintain, for third party advertising purposes, an illuminated four-sided ground sign which has replaced a previously existing third party, legal non-conforming, four-sided pedestal sign that was located at the same location on this property.	A third party sign is required to have a minimum separation distance of 60.0m from other third party signs located in the vicinity.

COMMENTS

The first variance relates to the 2.0 metre set back requirement for a ground sign from the property line and 6.0m from the intersection of two property lines. These provisions are aimed at ensuring that, where possible, commercial streetscapes and view corridors are preserved and enhanced, and sight lines for motorists, cyclists and pedestrians are improved. In this instance, the sign does not meet the By-law requirement.

With regards to the second variance, in 1994, City Council enacted a new sign by-law No.1994-0337 and introduced a 60-metre separation distance requirement between third-party signs. The intent of the by-law was to prevent sign clutter on a property, streetscape and in the general vicinity where the property is located. In this case, the sign

does not meet the required 60.0m separation distance of 60.0m from other third party sign located in the vicinity and more over, the sign was installed without obtaining a sign permit from the City of Toronto.

Staff can advise that the ground sign 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 or pedestal signs where it is possible.

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

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

ATTACHMENTS

Attachment 1: Elevations

Attachment 2: Site Plan

