

Sign Variance - 28 River St

Date:	December 5, 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\2010TE008 09 118928 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.

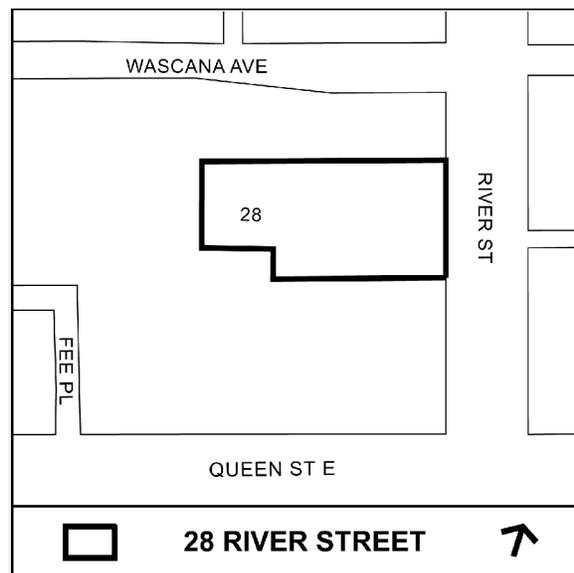
This report reviews and makes recommendations on a request by Sid Catalano of Pattison Outdoor on behalf of Brewers Retail for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising purposes, two illuminated, four-sided ground signs along River Street frontage of the property at 28 River Street. These signs replaced two previously existing third party pedestal signs.

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; two illuminated, four-sided ground signs along River Street frontage of the property at 28 River Street (see attached



graphics).

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located north of Queen Street East, on the west side of River Street in an IC zone. The property contains a single-storey building, which is being occupied by Brewers Retail. The applicant is seeking permission to maintain, for third party advertising purposes, two illuminated, four-sided ground signs along River Street frontage of the property at 28 River Street. The ground signs replaced two previously existing legal non-conforming third party pedestal signs at these locations on the property. The 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 4.80m². The overall height 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(9)(a)	The two illuminated, four-sided ground signs, for third party advertising purposes, are located along River Street frontage of the property.	Only one ground sign per frontage of a property are permitted.
2. Chapter 297-10F(1)	The signs are setback 0.25m and 0.35m from the street line.	A ground sign is required to be setback 2.0m from a property line.
3. Chapter 29710D (13)(c)	The two illuminated four sided ground signs, are located 9.65m from each other.	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 is required because only one ground sign per lot frontage is permitted. In this case, two third party illuminated ground signs are located along River Street frontage of the property.

The second variance is required because the signs do not meet the 2.0m setback requirement from the property line. In this case, the signs are setback 0.25m and 0.35m from the front property line.

The third variance is required because the separation distance between the signs is 9.65m, where as the By-law requires a separation distance of 60.0m from other third party signs in the vicinity. The Intent of the By-law to regulate a total number of signs on a property or the number of signs per lot frontage is to prevent sign clutter on the property and in the general vicinity where the signs are located.

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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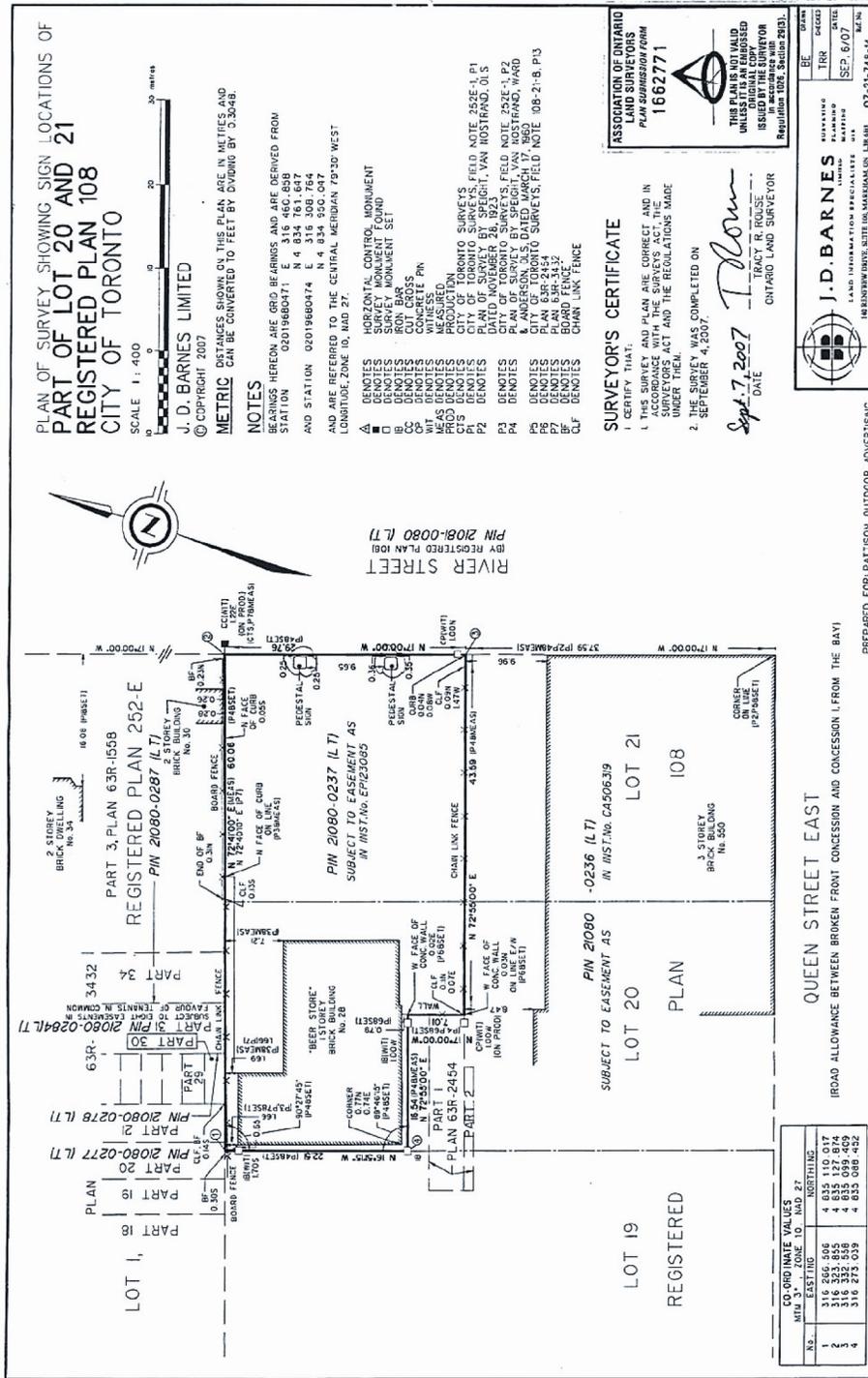
SIGNATURE

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

ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Site Plan

Attachment 2: Site Plan



Site Plan

Applicant's Submitted Drawing

Not to Scale

12/09/09

28 River Street

File # 09_118928