

**Sign Variance - 158 Eastern Ave**

<b>Date:</b>	March 3, 2010
<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>	2010TE092 10 120252 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 Vince Siu on behalf of Ontario Realty Corporation for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, the erection of a non-illuminated vinyl fascia sign, forty seven and one-half (47.5) square metres in area, attached to the front facade of the existing non-residential building on the property for the purposes of advertising the "River City" development in the West Don Lands Precinct Area.

Staff recommends approval of the application. The variance is 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 request for variance to permit one non-illuminated vinyl fascia sign to be located on the front face of the existing building.



2. Direct the City Clerk's Office to advise the applicant, :
  - a. upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official; and
  - b. that the sign permit application related to this approval be filed with the Toronto Building Division prior to April 6, 2010.
3. The approval shall be limited to a period not exceeding two years from the date of this decision.

### **Financial Impact**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

The property is located on the north side of Eastern Avenue between the Eastern Avenue Diversion and St Lawrence Street and is municipally known as 158 Eastern Avenue. The site contains an existing vacant industrial building which will be demolished at a later date to make way for a new community park to service the redevelopment of West Don Lands. The new community park would encompass the entire block of lands, stretching from the Eastern Avenue Diversion to St Lawrence Street and below the Adelaide Street ramp.

The applicant is seeking permission, for third party advertising purposes, to erect a non-illuminated fascia sign attached to the front façade of the building adjacent to the Eastern Avenue street line. The proposed sign would have maximum overall dimensions of 5.18m x 9.14m, and an area of 47.5 square metres. The proposed sign would be erected for the purposes of advertising the “River City” development to occur in the immediate vicinity within the West Don Lands Precinct Area. The proposed signage is deemed to be for third party purposes as it to be located on a lot that is not part of the lands upon which the redevelopment is to occur nor is to be erected on the lot upon which the proposed dwelling units are to be marketed and sold (sales office). The applicant has indicated that the proposed sign is intended to be erected for temporary purposes only.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Chapter 297-10 D. (5)(g)	The area of proposed identification sign is forty-seven and one-half (47.5) square metres.	The area of sign is limited to not more than twenty-five (25) square metres.

Chapter 297-10 E. (6)	The proposed sign obstructs windows of the existing building.	A sign shall not obstructs or otherwise interferes with a window (excluding fixed transom windows) or door of a building.
Chapter 297-10 F. (1)	A separation 60m to other third party advertising will not be provided.	The by-law requires a sign used for the purpose of third party advertising to be separated a minimum radius of 60 metres from any other sign used for the purposes of third party advertising.

## COMMENTS

This proposal is similar in scope to the variances being proposed under related sign variance application 10-120255. In both instances, the variances being sought are, in part, a result of their proposed location. While they are intended to be erected for the purposes of advertising the sale of dwelling units to be constructed within the larger lands more commonly known as the West Don Lands Precinct Area, the signs advertising “River City” are located on a registered parcel of land upon which the units will not be erected. Accordingly, they are deemed to be for third party advertising purposes.

Although the sign in this case does not meet the By-law requirements, it is to be erected for temporary purposes only as the building will be demolished to make way for the new community park on the Block. Moreover, the sign is non-illuminated, is intended to be erected for first party purposes and as a complement to the sales centre on the adjacent lot in the immediate vicinity of the property. The sign is also oriented to the street line away from traffic overhead. Earlier iterations of the proposed signage program to advertise “River City” included purpose built ground and roof sign structures on this lot which posed a potential visual distraction for vehicular traffic along the Adelaide Street ramp.

It is staff’s opinion that the signs at this location and the sign being considered under related variance application 10-120255 are designed, sized and positioned to complement the sales centre and the wider redevelopment of the West Don Lands.

Staff recommends approval of the application subject to the conditions above. The variances are minor and 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: Aerial Map

Attachment 2: Elevation

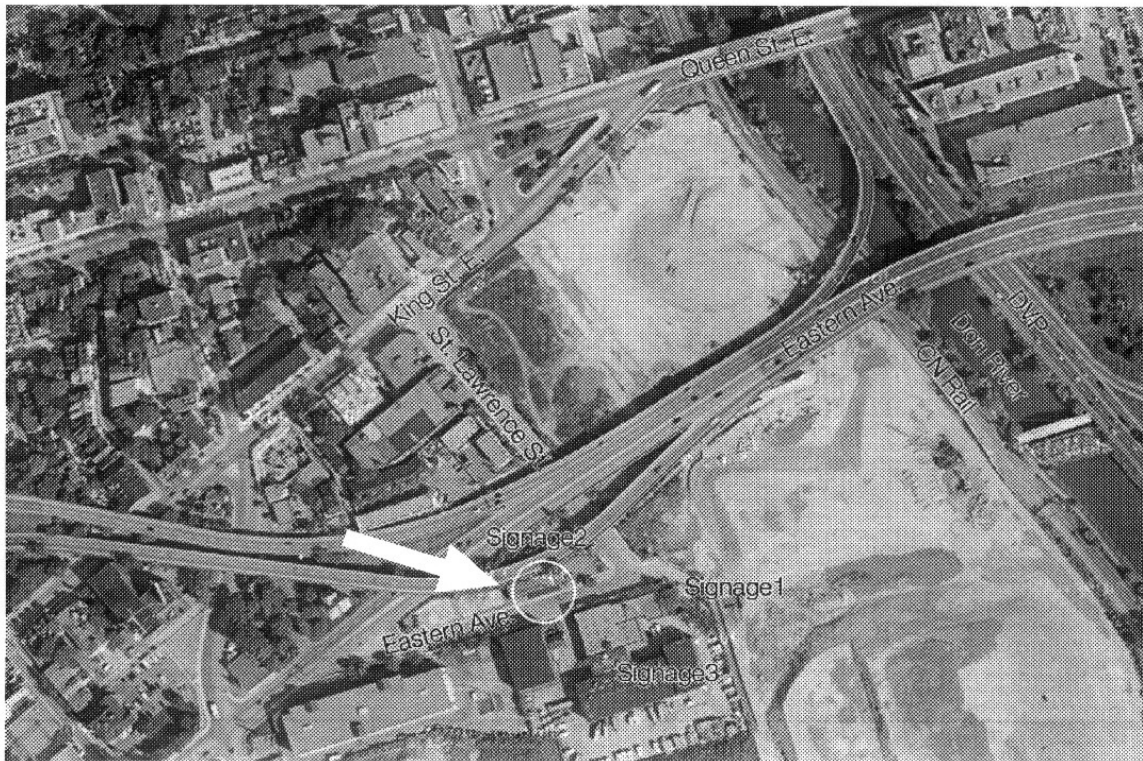
**Attachment 1: Aerial Map**

**River City  
Signage 2**

Location: 158 Eastern Ave.

Size: 30' x 17'

Vinyl sign application  
Secured onto existing building front face



**Attachment 2: Elevation**

