

Sign Variance - 171 Eastern Ave

Date:	February 19, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	2010TE091 10 120248 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 identification purposes, the erection of a single faced and non-illuminated ground sign for the temporary sales office marketing and selling the units to be erected in the “River City” development within the West Don Lands Precinct Area

Staff recommends approval of the application. The variances are 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 single faced and non-illuminated ground sign to be located in the frontage of the lot adjacent to Eastern Avenue at St.

- Lawrence Street.
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;
 - 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, such sign including the sign structure and piers to be removed upon expiration of the approval.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property located at the easterly terminus of Eastern avenue at the foot of St Lawrence Street, municipally known as 171 Eastern Avenue, is an existing two storey industrial building listed as being of architectural historical significance on the City’s list of heritage properties. The applicant is seeking permission, for identification purposes, to erect a non-illuminated ground sign in the front yard of the of the existing property, having dimensions of 3.048m x 8.53m and an area of 26 square metres, for the purposes of advertising residential units to be sold in the temporary sales office that would be erected within that portion of the West Don Lands Precinct Area for “River City”. 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 way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
Chapter 297-10 D. (8)(b)	The proposed ground sign set back to Eastern Avenue street line is 0m.	A ground sign shall be located a minimum of 2m from a street line.
Chapter 297-11 B.(2) and Chapter 297-10 C.	The area of proposed ground sign is 26m ² square metres.	A ground sign is limited to no more than twenty-five (25) square metres.
Chapter 297-10 D. (8)(f)	The proposed ground sign is to be constructed using multiple posts.	A ground sign shall be of single-pole or double-pole construction

COMMENTS

Staff have evaluated the proposal and determined that variances required for the installation of the proposed non illuminated ground sign at this location are supportable. The proposed ground sign is marginally larger than the limitation set out in the Toronto Municipal Code and its location relative to the street line will not appear to have long term adverse impact on the streetscape as it is erected for temporary purposes only. The use of multiple posts to support the proposed framework as opposed to single or dual pole construction is also acceptable. The proposed sign will be erected to a maximum height of 3.66m, leaving only a minimal portion of the proposed posts in full public view from the street line. Staff also note that a building permit for the sales office to be located at the first storey and second storey level of the existing building, under building permit application 09-189044, is required prior to the issuance of the identification sign.

Staff of Heritage Preservation Services have also reviewed the plans and have advised that they have no objection provided the sign and supporting pier work is removed upon expiration of the approval. Staff recommends approval of this application subject to the conditions above. The variances in this situation are acceptable and they are 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
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ATTACHMENTS

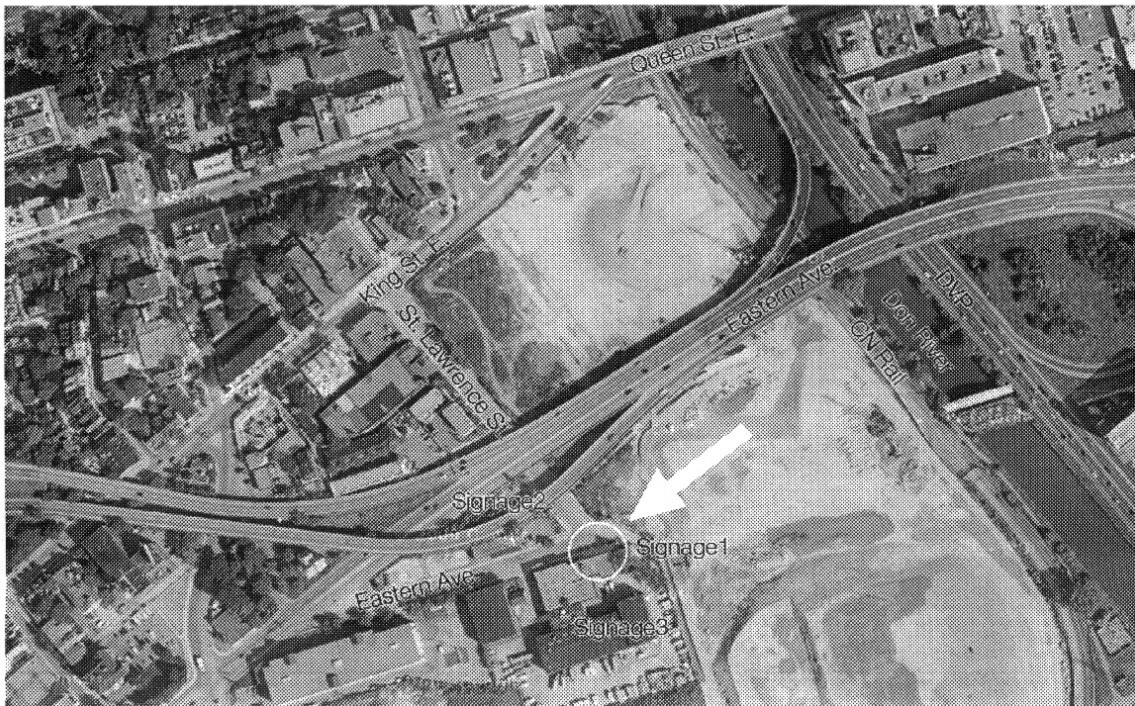
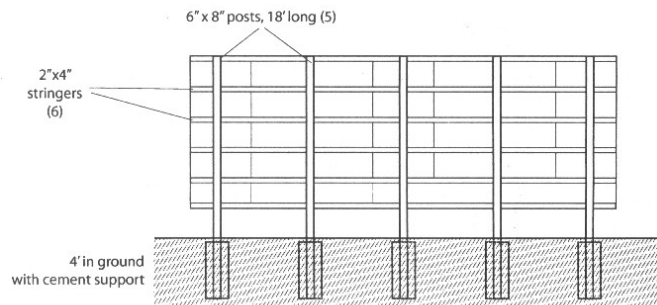
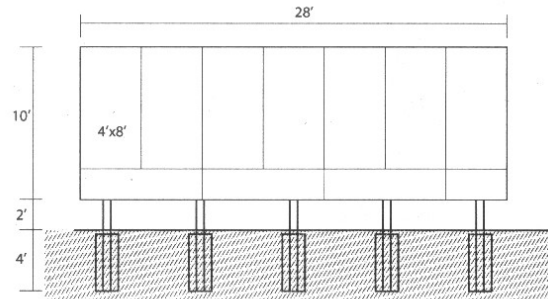
Attachment 1: Aerial Map
Attachment 2: Elevation

Attachment 1: Aerial Map

River City Signage 1

Location: 171 Eastern Ave.
Size: 28' x 10'

Sign erected on posts
5 - 6" x 8" posts, 18 ft long
2 ft off ground
4 ft underground with cement support
6 stringers every 2 ft



Attachment 2: Elevation



view looking south from St. Lawrence St. and King St. East



view looking south from St. Lawrence St.