

Sign Variance - 185 Eastern Ave

Date:	March 3, 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:	2010TE093 10 120255 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.

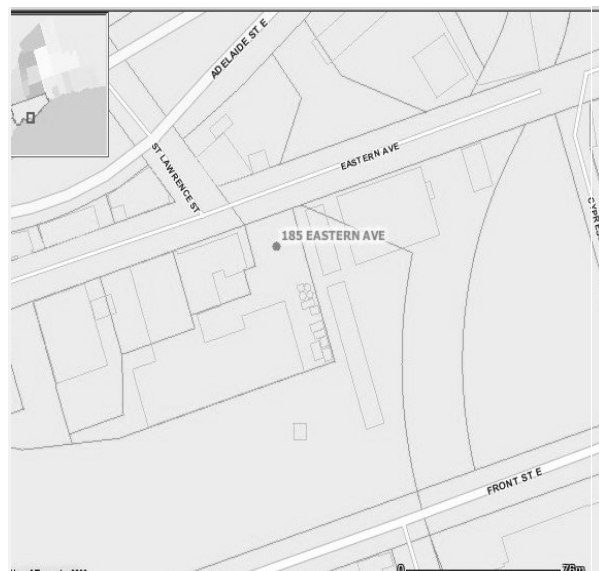
This report reviews and makes recommendations on a request by Vince Siu on behalf of Ontario Realty Corporation for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, the erection of a non-illuminated vinyl fascia sign, forty-three (43) square metres in area, attached the most westerly north facing wall 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 most westerly north



- facing wall 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.
 4. The attachment of the sign to the existing wall of the building shall be located solely in the mortar joints so as not to damage the existing masonry units, subject to the approval of the Manager, Heritage Preservation Services.
 5. The applicant shall provide a conservation plan detailing how any damage to the mortar joints will be repaired upon the removal of such sign, subject to approval of the Manager, Heritage Preservation Services.

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 185 Eastern Avenue, contains an existing industrial building. Together with the buildings collectively known as 153 to 185 Eastern Avenue, they are listed as being of architectural historical significance on the City's list of heritage properties. The applicant is seeking permission, for third party advertising purposes, to erect a non-illuminated fascia sign attached to the most westerly north facing wall of the building visible from the Eastern Avenue street line. The proposed sign would have maximum overall dimensions of 5.64m x 7.62m, and an area of 43 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:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
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.
Chapter 297-10 D. (5)(g)	The area of proposed identification sign is forty-three (43) square metres.	The area of sign is limited to not more than twenty-five (25) square metres.

COMMENTS

This proposal is similar in scope to the variances being proposed under related sign variance application 10-120252 (158 Eastern Avenue). 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, its long term impact is minimal as it is to be erected for temporary purposes only and is to be erected on a wall that is located a considerable distance from the street line. Earlier iterations of the proposed signage program to advertise “River City” included purpose built ground and roof sign structures which posed a potential visual distraction for vehicular traffic along the Adelaide Street ramp overhead. The proposed sign, being grade related, together with the proposed sign being considered under related variance application 10-120252 represents a more acceptable and palatable proposal. It is staff’s opinion that the sign at this location is designed, sized and positioned to complement the sales centre and the wider redevelopment of the West Don Lands.

The applicant has indicated that the proposed signs have been designed so as to limit any impact on the heritage value of the existing building. Notwithstanding this, Heritage Preservations Services is concerned as to the method of attachment to the existing building and its repair once removed. It is recommended that any attachment be designed so as not to adversely affect the architectural elements of the existing wall of the building upon which the sign would be erected.

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

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

ATTACHMENTS

Attachment 1: Aerial Map

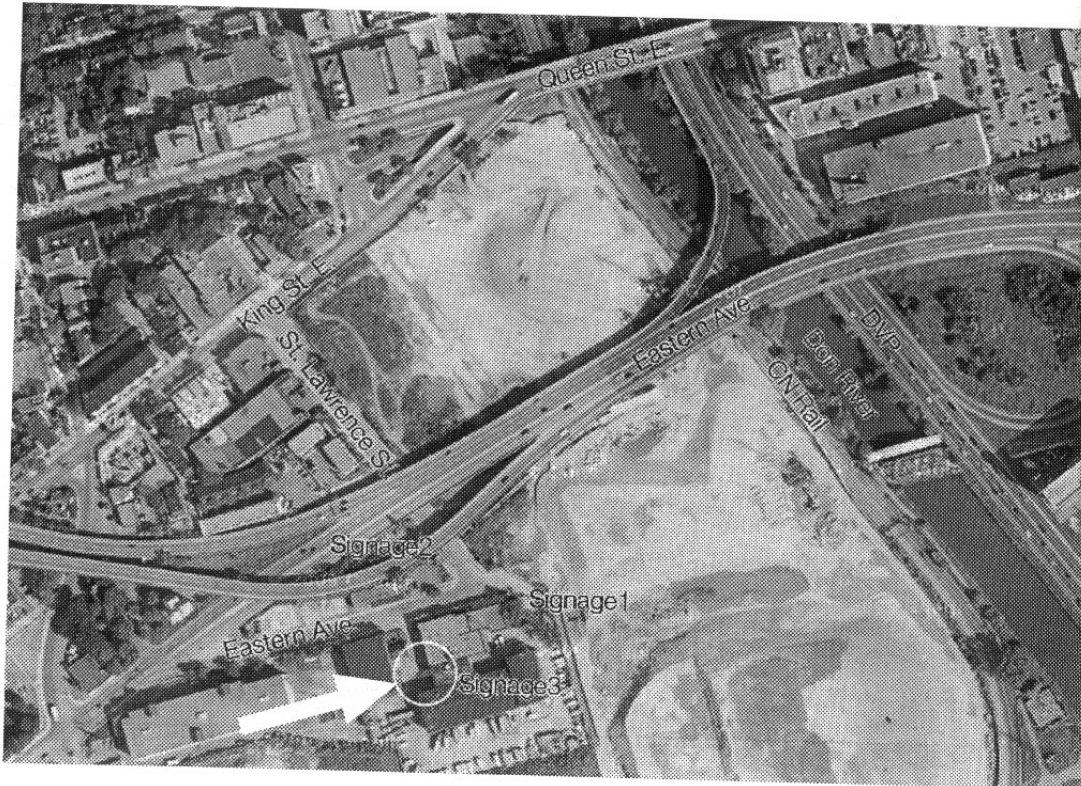
Attachment 2: Elevation

Attachment 1: Aerial Map

**River City
Signage 3**

Location: 185 Eastern Ave.
Size: 18'6" x 25'

Vinyl sign application
Secured onto existing building front face



Attachment 2: Elevation

