

Sign Variance - 375 Eastern Ave

Date:	February 11, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 30 – Toronto-Danforth
Reference Number:	2010TE101 10 115503 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 Brett Smith on behalf of Eastern Self Storage Limited for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal code to maintain an existing ground sign utilized for 3rd party advertising purposes at the northwest corner, near the front of the property municipally known as 375 Eastern Ave.

Staff recommends approval of the application. The variance is minor and not 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 a variance to maintain, for third party advertising purposes, an illuminated ground sign located at the northwest corner of the property at 375 Eastern Avenue.



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.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

This property is a vacant narrow parcel of land fronting onto Eastern Ave., abutting parallel to the southeast side of the Canadian Nation Railway right-of-way and having a narrow access frontage on the Eastern Avenue and the rear portion of the property goes up to the Don Valley Parkway. The property is located in the industrial zone, where a third party ground sign is permitted. This application is to permit the existing 3rd party ground to be maintained. The sign has an overall height of 7.5m and dimensions of 3m x 6m having an area of 18.0m². The sign is located at the southeast corner of Eastern Avenue and the CN Railway overpass. Currently, there is one third party ground sign is located to the west of Eastern Avenue/ CN railway overpass and one existing third party ground sign is located at the on the northeast corner of the of Eastern Avenue / CN railway Overpass.

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)	To maintain an existing 3 rd party ground sign located within 31.0m from other 3 rd party ground sign located to the west, on the southwest corner of the Eastern Avenue / CN railway Overpass.	The sign by-law requires that 3 rd party ground signs be separated from other 3 rd party sign by a minimum of 60m.

COMMENTS

The property is located in the industrial zone, where third party ground signs are permitted. The variance is required because the sign is located less than the required separation distance of 60.0m from other third party sign located on the west side of the CN railway overpass and a ground sign located on the north side of Eastern Ave.

In 2003, the applicant had obtained a sign permit to install a third party ground sign on this property. The file is still active and no final inspection has been conducted. Also, a Notice of Violation has been issued with regards to installing the sign less than 60.0m from other third party signs located in the vicinity. The applicant advised that the sign was originally constructed on an easement in favour of The CN Railway. CN did some remedial work in this location which required the sign to be related from its original location.

The intent of the 60.0m separation distance by-law is to prevent a sign clutter in the area. In this instance, a site visit by staff concluded that although the sign is located less than the required 60.0m separation distance from the sign located to the west of Eastern Avenue / CN railway overpass, the sign is not visible to the motorist driving west on the Eastern Avenue and the sign located at this location does not give a sense of clutter. For this reason, staff considers that the sign at this location is acceptable.

Staff recommends approval of the application. The variance is 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
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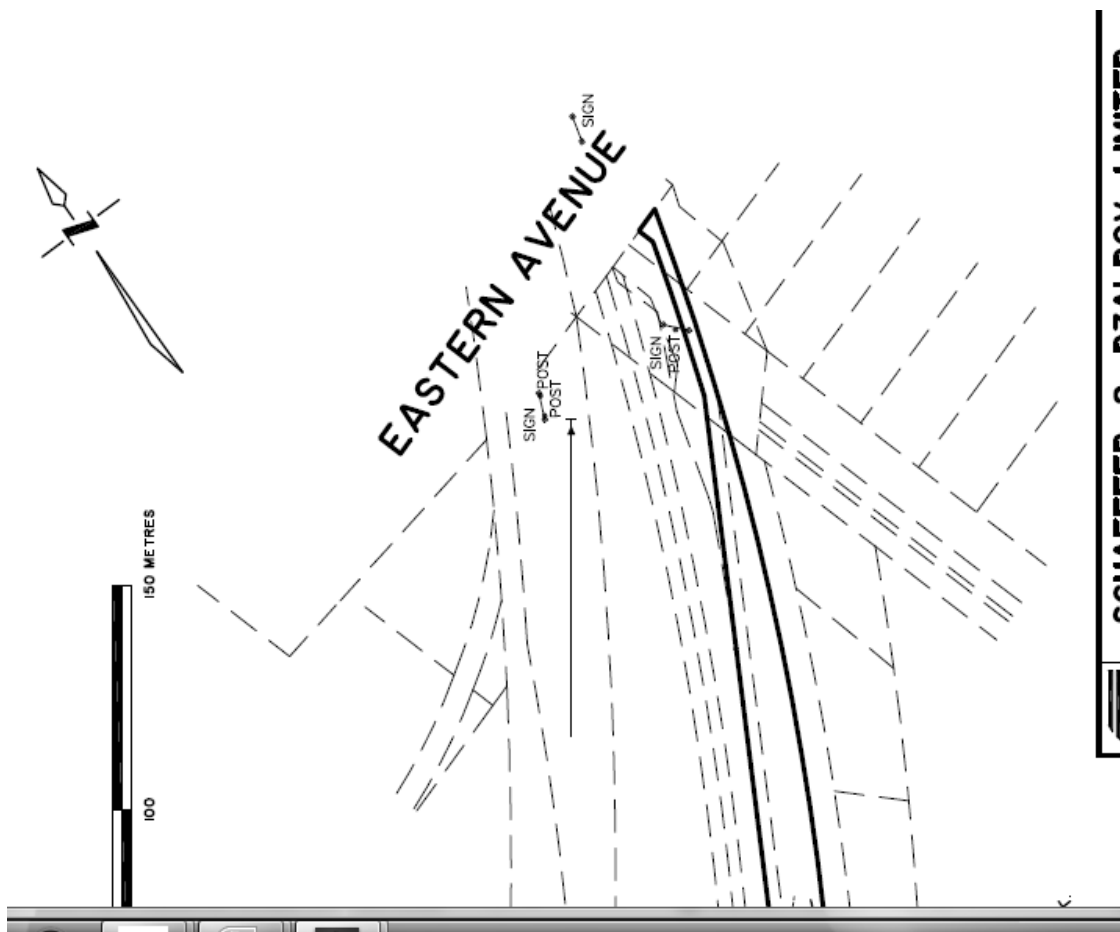
ATTACHMENTS

Attachment 1: Site Plan

Attachment 2: Photo Looking East

Attachment 3: Photo Looking West

Attachment 1: Site Plan



Attachment 2: Photo Looking East



Attachment 3: Photo Looking West

