

**Sign Variance Report
60 Simcoe Street**

Date:	April 16, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-112482

SUMMARY

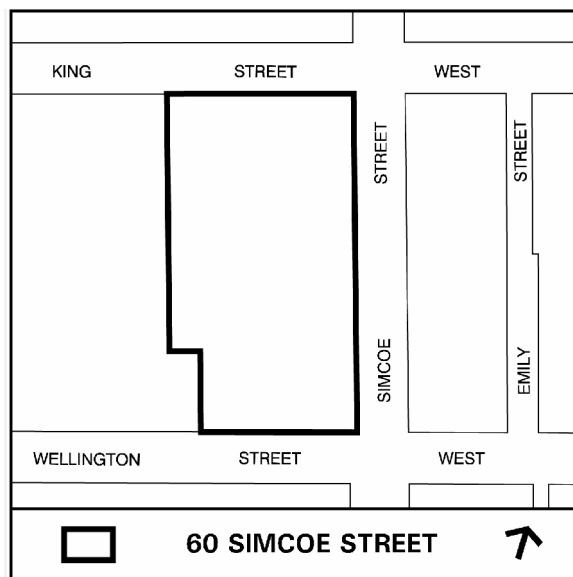
This report reviews and makes recommendations on a request by Adam Kelly, with Kramer Design Associates Limited for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of an existing illuminated ground sign consisting of two incandescent message boards, located at the northeast corner of the property, with a newly designed ground sign consisting of LED Video technology screens at 60 Simcoe Street.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that City Council:

1. approve the request for variances to permit, for identification purposes, replacement of an existing illuminated ground sign consisting of two incandescent message boards, located at the northeast corner of the property, with a newly designed ground sign consisting of LED Video technology screens at 60 Simcoe Street.



2. require that energy efficient technology be used for the new video signs;
3. Require that the new signs be designed so that they can be dimmed after dusk to the satisfaction of the Chief Planner;
4. that the signs be turned off between the hours of 11:00 p.m. to 7:00 a.m. nightly;
5. the applicant shall provide to the Transportation Services Division an irrevocable Letter of Credit or certified cheque payable to the Treasurer, City of Toronto, in the amount of \$2,500.00 to pay for an ‘after study’ to be conducted once the newly designed ground sign, consisting of LED video technology screens, has been installed to determine if there is an impact on traffic safety;
6. the newly designed ground sign complies with any recommendations resulting from the ‘after study’ identified in Recommendation (6) to the satisfaction of the General Manager of Transportation Services; and
7. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property known as Roy Thomson Hall is located on the southwest corner of King Street West and Simcoe Streets in a CR zone. The proposal is to replace an existing two face illuminated incandescent message board ground sign with a new two face ground sign consisting of LED Video type screens. The sign is located at the northeast corner of the property. Each face of the existing sign frame is 4.72m wide and 3.45m high with an area of 16.28m², the new sign frame will not exceed these dimensions. Each face of the existing incandescent message screen is 3.66m wide and 2.59m high with an area of 9.48m². Each face of the proposed video screen is 3.58m wide and 2.32m high with an area of 8.31m².

The sign does 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 C	To replace an existing illuminated ground sign consisting of two incandescent message screens with a newly designed ground sign consisting of two LED Video screens.	A ground sign containing a LED Video screen is not permitted in the CR zone.

COMMENTS

The signs containing the video screen are not permitted in the CR zone in order to minimise conflict with the residential uses in the areas or detract from the character of the city's main streets. In the past staff has recommended approval of such signs only for theatres, stadiums, and large places of amusement, within the Yonge/Dundas Area or in the Financial District.

Roy Thomson Hall is the home of the Toronto Symphony Orchestra and is located in the theatre district. It is staff's opinion that the proposed ground sign with LED video screens would be an improvement over the existing incandescent message screen signs. Also, the proposed video display screens are somewhat smaller than the existing incandescent message screens. According to the applicant, LED's technology would utilize 1/10th the power consumption of incandescent bulb displays. It can be programmed to dim the lights illumination at night.

In accordance with Clause 6 in Report 6 of the Works Committee adopted by Council in July 2003, the application has been circulated to the Traffic Management Centre, Transportation Services Division for their review of the proposal's potential impact on right-of-way activities. The Traffic Management Centre has examined traffic volumes, turn restrictions and collision history, particularly for eastbound and westbound traffic. These are the directions of travel from which the proposed sign will be seen. Traffic Management Centre has advised that there is no conclusive evidence that the installation of the proposed sign will have a negative impact on traffic safety at this location. To assess the sign's impact once installed, Traffic Management Centre recommends that an 'after study' be conducted to determine if the proposed ground sign with video display screens has any impact on traffic safety and the cost of such a study be borne by the applicant.

Planning staff consider the proposed first party replacement ground sign with LED video screens to be acceptable and it would not adversely impact the building, surrounding uses or streetscape.

CONTACT

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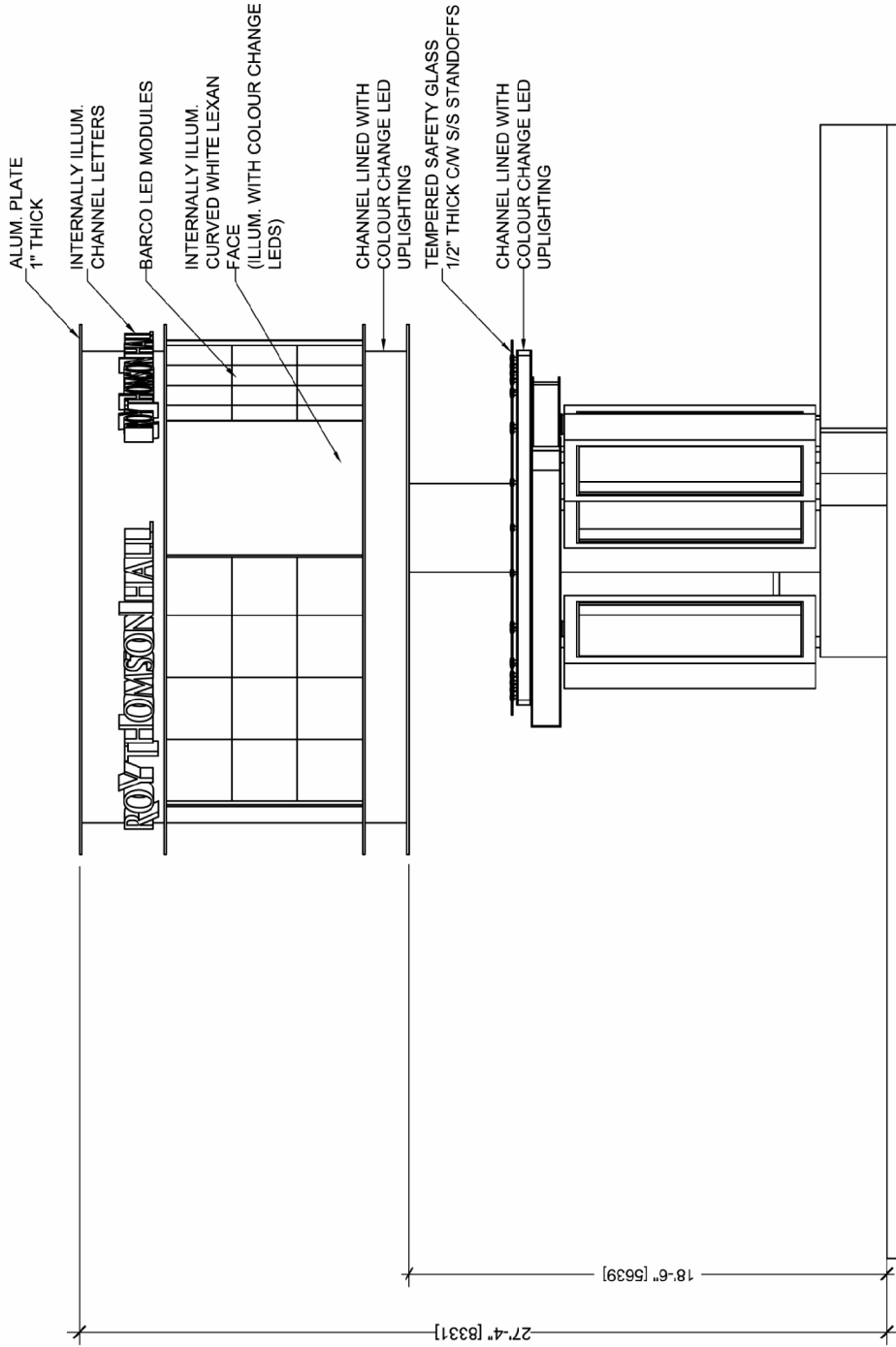
SIGNATURE

Gary Wright, Director
Community Planning, Toronto and East York District

ATTACHMENTS

- Attachment 1: North Elevation
- Attachment 2: South Elevation
- Attachment 3: East Elevation
- Attachment 4: West Elevation
- Attachment 5: Northbound View/Southbound View
- Attachment 6: Eastbound View
- Attachment 7: Westbound View

Attachment 1: North Elevation



North Elevation

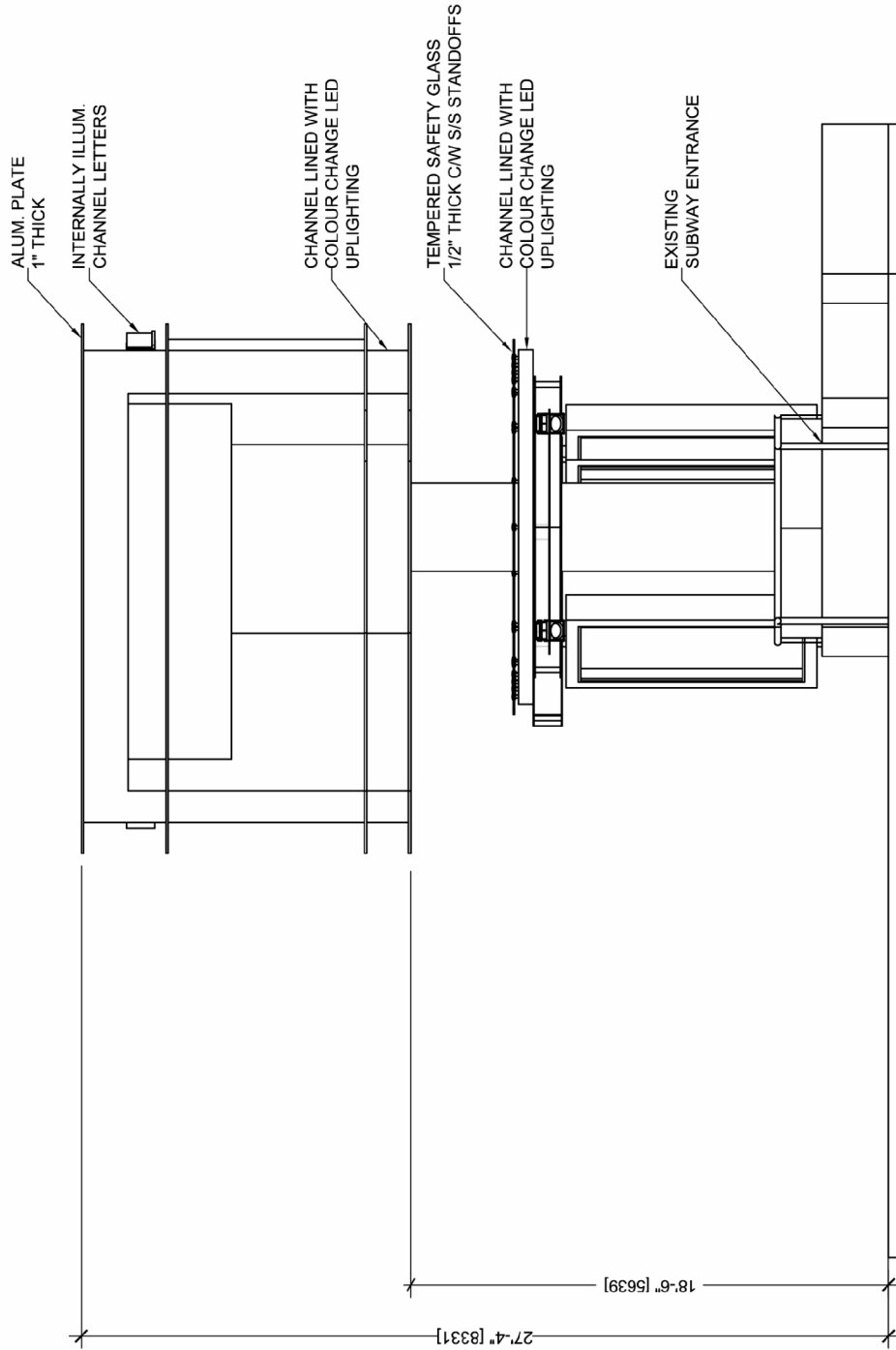
Applicant's Submitted Drawing

Not to Scale
03/14/07

60 Simcoe Street

File # 07_112482

Attachment 2: South Elevation



60 Simcoe Street

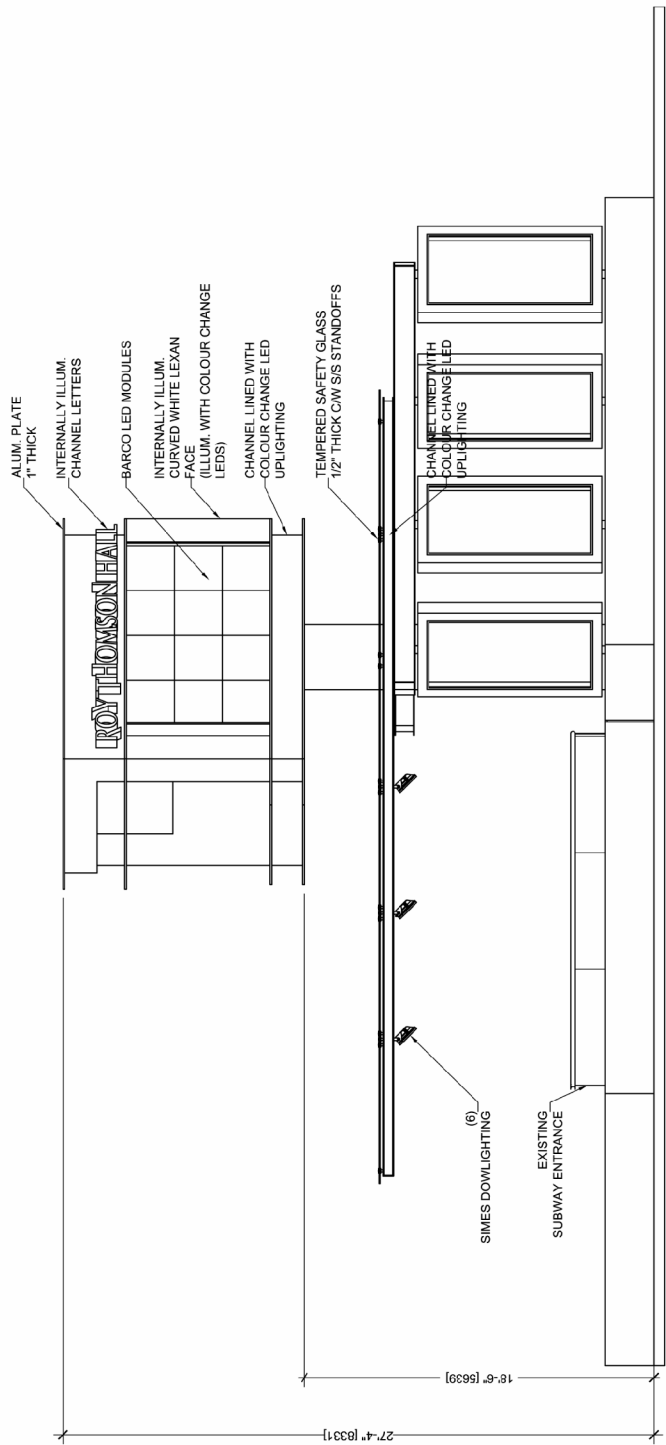
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South Elevation

Applicant's Submitted Drawing

Not to Scale
03/14/07

Attachment 3: East Elevation



60 Simcoe Street

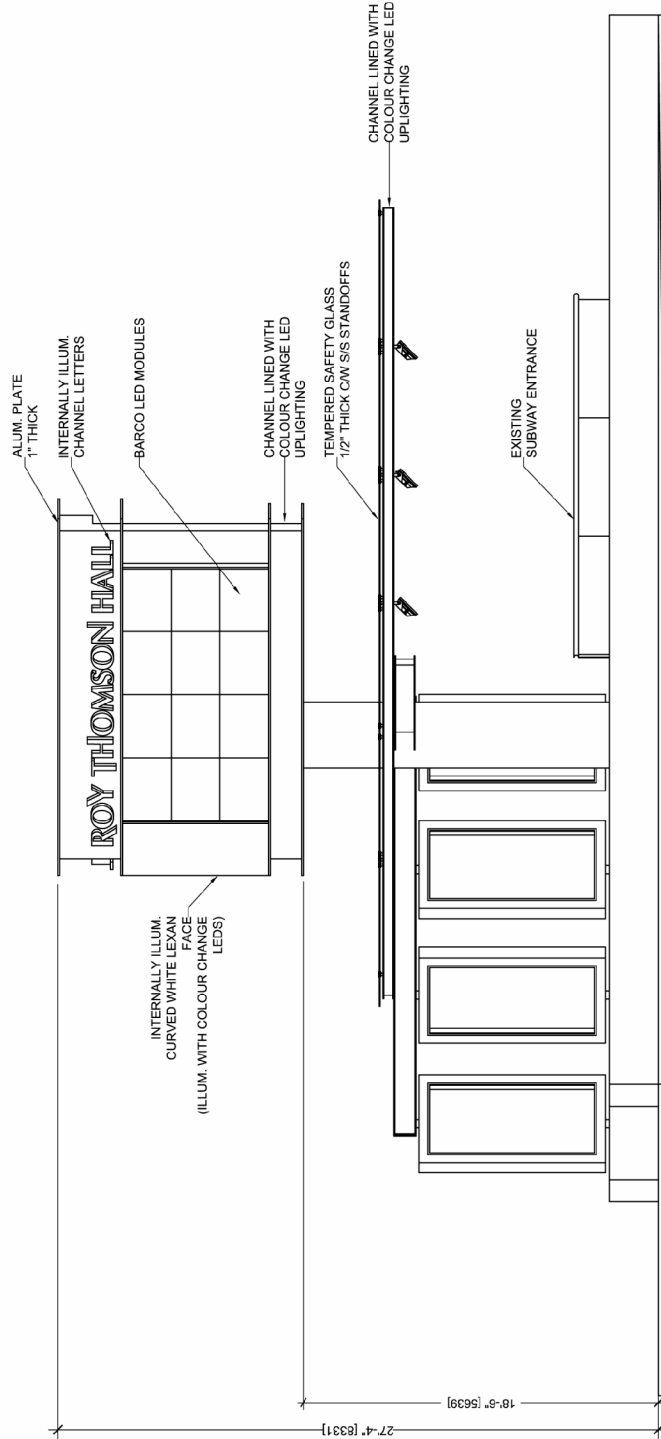
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East Elevation

Applicant's Submitted Drawing

Not to Scale
03/14/07

Attachment 4: West Elevation



60 Simcoe Street

File # 07_112482

West Elevation

Applicant's Submitted Drawing

Not to Scale
03/14/07

Attachment 5: Northbound View/Southbound View



60 Simcoe Street

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Northbound View / Southbound View

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Not to Scale
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Attachment 6: Eastbound View



Eastbound View

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Attachment 7: Westbound View



Westbound View

Westbound View

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