

**Sign Variance Report
299 Bloor Street West**

Date:	November 6, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-258123

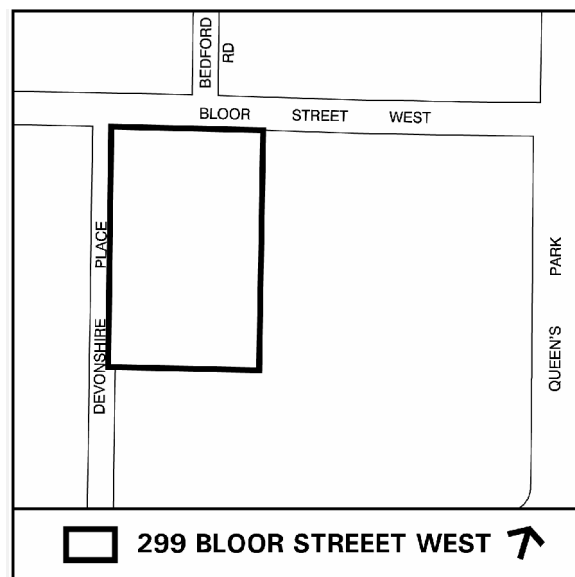
SUMMARY

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 Elizabeth Sisam of The University of Toronto for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit at the north end of the Varsity Stadium at 299 Bloor Street West:

- for identification purposes, the name of the stadium “Varsity Stadium-University of Toronto”;
- a two sided LCD message display ticker tape screen suspended beneath the existing scoreboard; and
- the corporate names and logos of major donors and sponsors of the project on the north face of the existing scoreboard.

Staff recommends approval of the variances except for the corporate names and logos of the donor corporations, on the north face. Staff also recommend that the



message display on the north face be turned off between the hours of 11:00 p.m. to 7:00 a.m. to limit its impact on residential uses to the north. The rest of the variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for variances to permit, for identification purposes, the name of the stadium “Varsity Stadium-University of Toronto”, a two sided LCD message display ticker tape screen suspended beneath the existing scoreboard and refuse the request to display corporate names and corporate logos on the north face of the existing scoreboard located at the north end of the Varsity Stadium at 299 Bloor Street West.
2. Toronto and East York Community Council limit the hours of operation of the LED ticker tape messaging on the north face of the sign to 7:00 a.m. to 11:00 p.m.
3. 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 the Varsity Centre is located west of Queens Park Avenue on the south side of Bloor Street West at 299 Bloor Street West. The property contains an existing scoreboard located at the north end of the stadium along the Bloor Street West frontage of the property. Each face of the scoreboard has an area of 119.0m². The applicant is seeking permission, for identification purposes, the name of the stadium “Varsity Stadium-University of Toronto” on the north face of the scoreboard, a two sided LCD message display ticker tape screen suspended beneath the existing scoreboard and to display third party corporate names and corporate logos of sponsors and donors on the north face of the existing scoreboard.

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
1. Chapter 297-10D (8)	The scoreboard sign has an area of 119.0m ²	The 119.0m ² sign area exceeds by 94.0m ² , the maximum 25m ² sign area permitted.

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
2. Chapter 297-10D (8)	The north face of the scoreboard would display corporate names and logos of the donors and long term partners of the facilities and programs at Varsity Centre.	A scoreboard (ground sign) containing corporate names and logos, for third party advertising purposes, in a CR or MCR zone is not permitted.
3. Chapter 297-10D (8)	A two sided LCD message display screen would be suspended beneath the existing scoreboard.	A ground sign containing an animated copy is not permitted in a CR or MCR zone.
4. Chapter 297-10D(8)(b)	The sign is set back 1.0m from the property line.	The 1.0m set back provided is 1.0m less than the minimum required set back of 2.0m from a property line.
5. Chapter 297-10D(8)(d)	The height from grade to the top of scoreboard is 12.4m.	The 12.4m sign height exceeds by 2.4m, the maximum permitted 10.0m.
6. Chapter 297-10F (2)	The 119.0m ² score board with a proposal to have third party names and logo on the north face is located approximately 60.0m from three fascia signs located at 248/252 Bloor Street West.	A sign with an area of 70.0m ² or more is required to have a minimum separation distance of 300m from other signs of that size located in the vicinity.

COMMENTS

The proposal does not meet the Municipal Code requirements for the requested variances # 1, # 3, # 4, # 5 and # 6, however, the name “Varsity Stadium-University of Toronto” on the north face of the scoreboard is being proposed for identification purposes. The two sided LCD message display ticker screen suspended beneath the existing scoreboard is intended to provide information about events at the stadium and is relatively small. Both signs are compatible with the streetscape. To minimize the impact on residential uses to the north, staff are recommending that the LCD ticker tape on the north face operate from 7:00 a.m. to 11:00 p.m. only.

Variance # 2 is required because third party advertising on a ground sign located in CR or MCR zone is not permitted. At its meeting of April 2, 1996, the former City of Toronto Council passed By-law No. 1996-0172 to amend Chapter 297 of the Municipal Code to prohibit third party ground signs and pedestal signs in CR and MCR districts. The regulations were aimed at reducing proliferation of third party signs in the mixed-use zone districts.

It is staff's opinion that the proposal to display the name "Varsity Stadium-University of Toronto" on the north face of the scoreboard and a two sided LCD message display ticker screen beneath the existing scoreboard is acceptable.

Staff recommends approval of this application except the third party names and logos on the north face of the scoreboard provided hours for the north face ticker tape are limited. The variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

Gary Wright, Director
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ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations
Attachment 3: Elevations
Attachment 4: Elevation
Attachment 5: Context Plan

Attachment 1: Elevations



Varsity Stadium scoreboard (facing north to Bloor Street)



Varsity Stadium scoreboard (facing north to Bloor Street)

Elevations

Applicant's Submitted Drawing

Not to Scale
10/29/07

299 Bloor Street West

File # 07_258123

Attachment 2: Elevations



Varsity Stadium scoreboard (facing south to field)



Varsity Stadium scoreboard (facing south to field)

Elevations

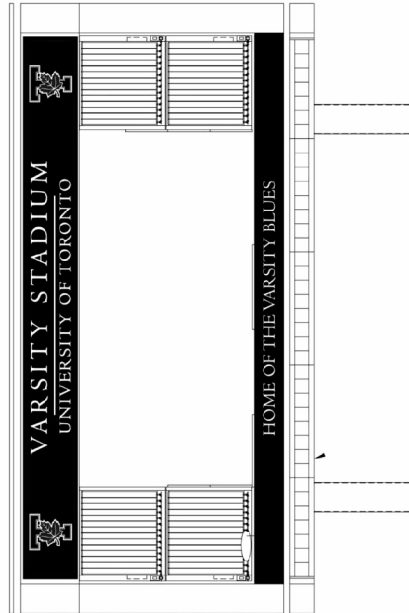
Applicant's Submitted Drawing

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Attachment 3: Elevations

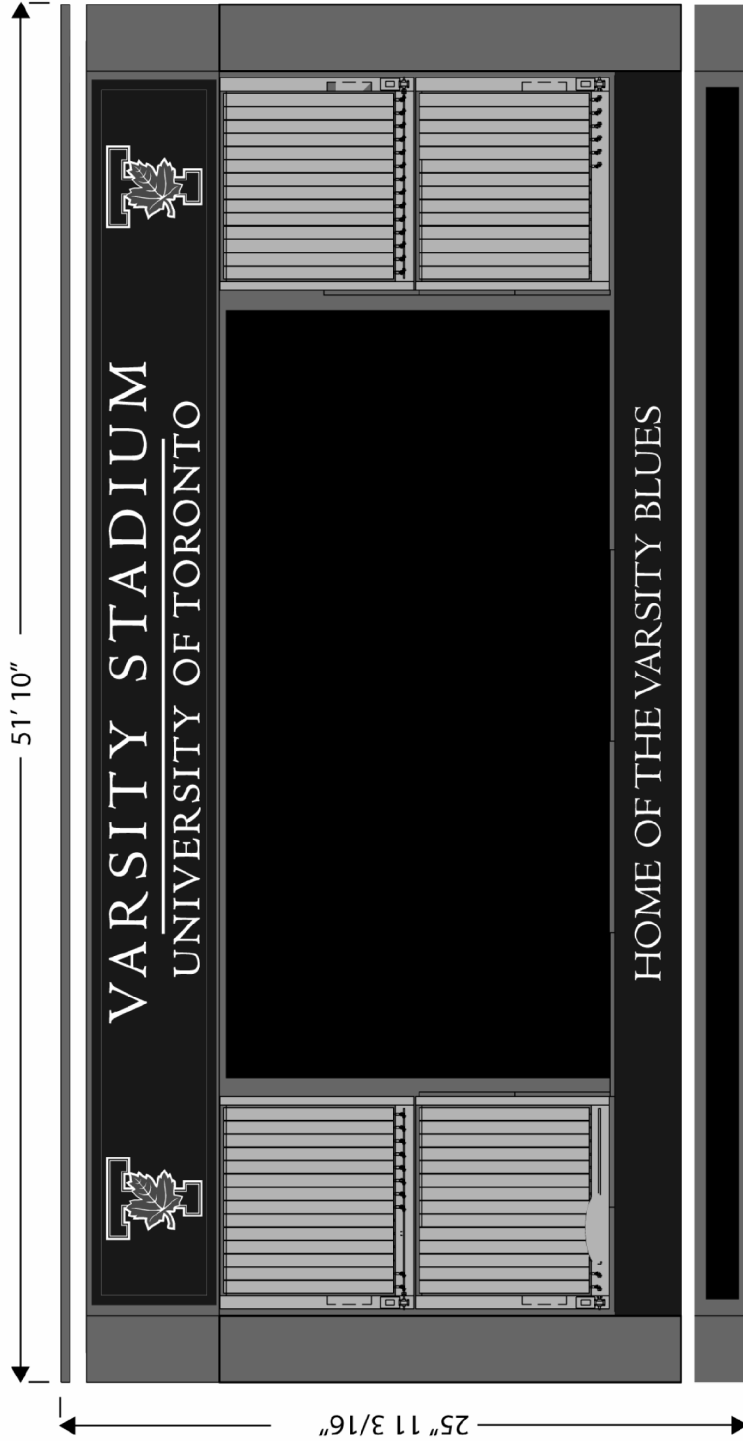


Elevations
299 Bloor Street West

Elevations
Applicant's Submitted Drawing
Not to Scale
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Attachment 4: Elevation



Elevation

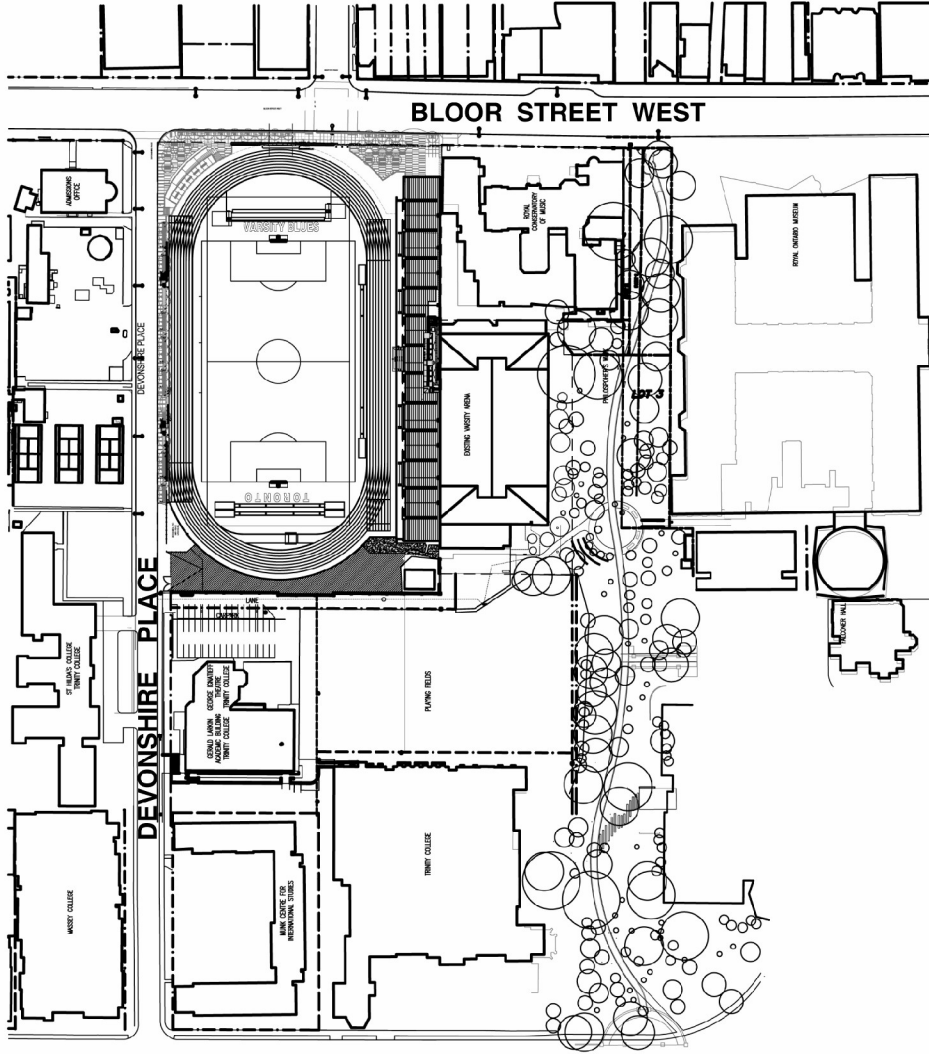
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Attachment 5: Context Plan



299 Bloor Street West

Context Plan
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