

Sign Variance - 100 Princes Boulevard (2 Strachan Avenue)

Date:	April 4, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 19 – Trinity-Spadina
Reference Number:	08-117420

SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

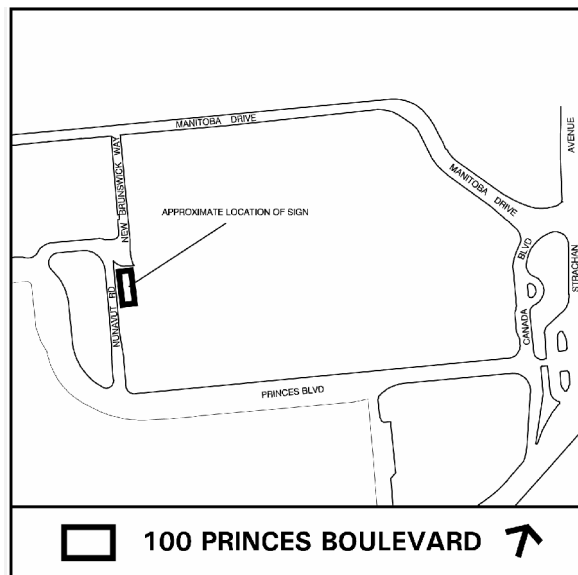
This report reviews and makes recommendations on a request by Marc Petitpas, on behalf of Maple Leafs Sports & Entertainment Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated ground sign at the southwest corner of the Ricoh Coliseum property at 100 Princes Boulevard (2 Strachan Avenue).

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:

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, an illuminated ground sign at the southwest corner of the Ricoh



Coliseum property at 100 Princes Boulevard (2 Strachan Avenue) on condition that energy efficient lights be used; and

2. 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

This listed historic property is located south of the Gardiner Expressway and north of Lake Shore Boulevard West in a ‘G’ zone. The Ricoh Coliseum building is one of several buildings located on the grounds of Exhibition Place. The overall area of the proposed ground sign is 9.33m². The proposed sign header is 4.27m wide and 0.61m high with an area of 2.60m² and it contains a corporate logo to represent “Ricoh Coliseum”. The middle portion of the sign is a LED Message Panel to display information about the events at the Ricoh Coliseum building, which is 3.35m wide and 0.66m high with an area of 2.21m². The bottom panel of the sign is 3.35m wide and 1.35m high with an area of 4.52m² and it contains a corporate name to represent “Ricoh Coliseum” and a corporate name and a logo reading “Home of the Marlies”. The height from grade to the top of the sign is 5.03m. The vertical clearance from grade to the bottom of the sign is 2.39m.

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 297-9C(1)(e)	The proposed 3.76m wide and 2.62m high illuminated ground sign with an area of 9.33m ² would be located in a “G” zone.	An illuminated ground sign of this height and size is not permitted in a “G” zone.
2. Chapter 297-9C (2) Chapter 297-11B(6) Chapter 297-11 (II)	The proposed illuminated ground sign, for identification purposes, would contain a LED message display panel and a corporate logo. The top of the sign would be 5.03m high above grade and the overall area of the sign would be approximately 9.4m ² .	The proposed sign is not permitted in this area.

COMMENTS

The variances are required because signs in a “G” zone district are required to be small and low in order to limit any adverse impact the signs may have on the enjoyment of the park users. The proposed illuminated ground sign is larger and higher than permitted and

it also contains a LED Message Panel. In addition, it is not permitted in the zone between the Gardiner Expressway and Lake Ontario due to restrictions in this area meant to reduce visual clutter and distractions along this corridor. In this instance, the sign would not be visible from the Gardiner Expressway. The proposed sign is well designed and complements the property and streetscape.

Staff at the Heritage Preservation Services have reviewed the plans and consider that the proposed illuminated ground sign at this location is acceptable.

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

CONTACT

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SIGNATURE

Raymond David, Acting Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Sign Details
Attachment 3: Sign Details
Attachment 4: Sign Details
Attachment 5: Sign Details

Attachment 1: Elevations



Elevations

Applicant's Submitted Drawing

Not to Scale
03/1/08

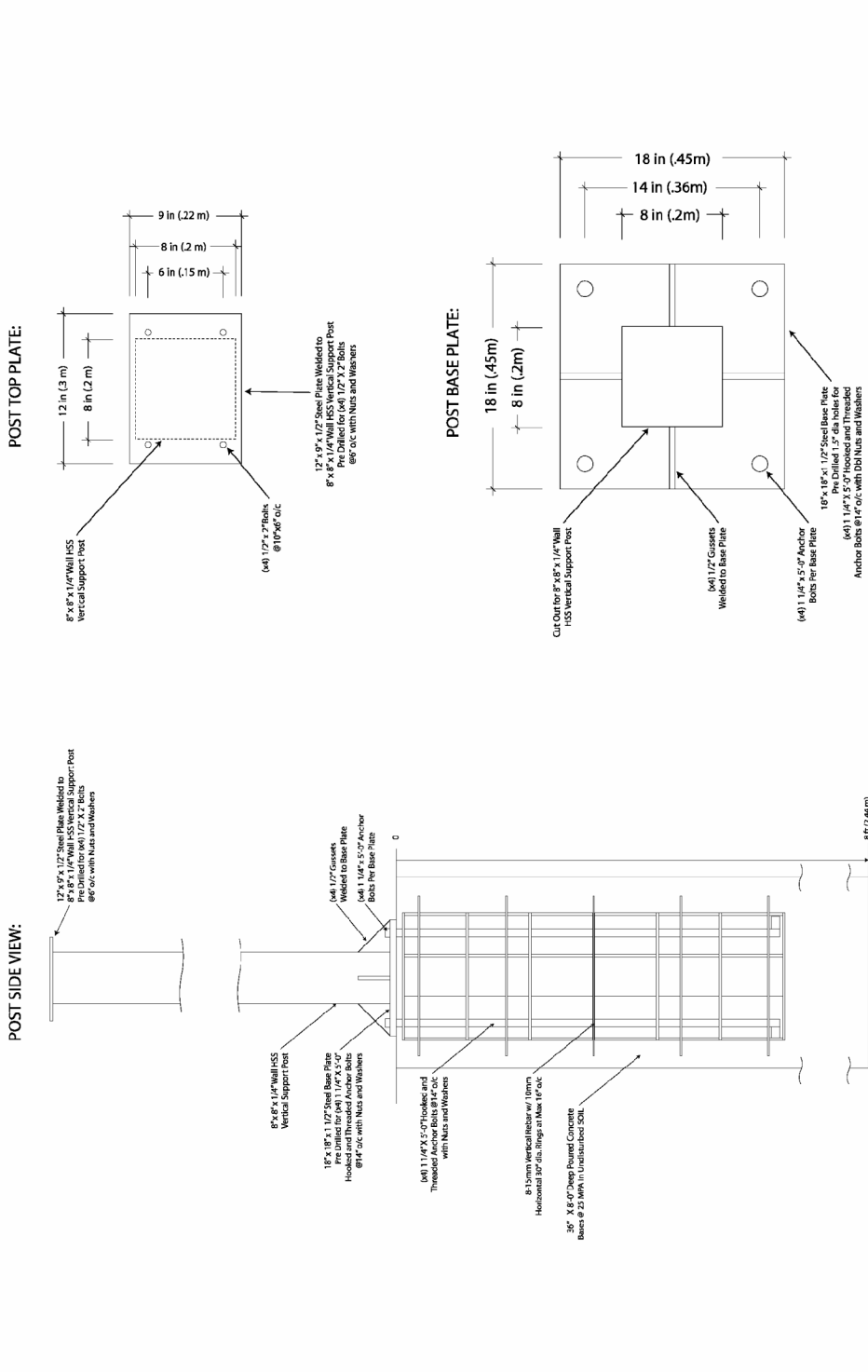
100 Princes Boulevard

File # 08_117420

Attachment 2: Sign Details



Attachment 3: Sign Details



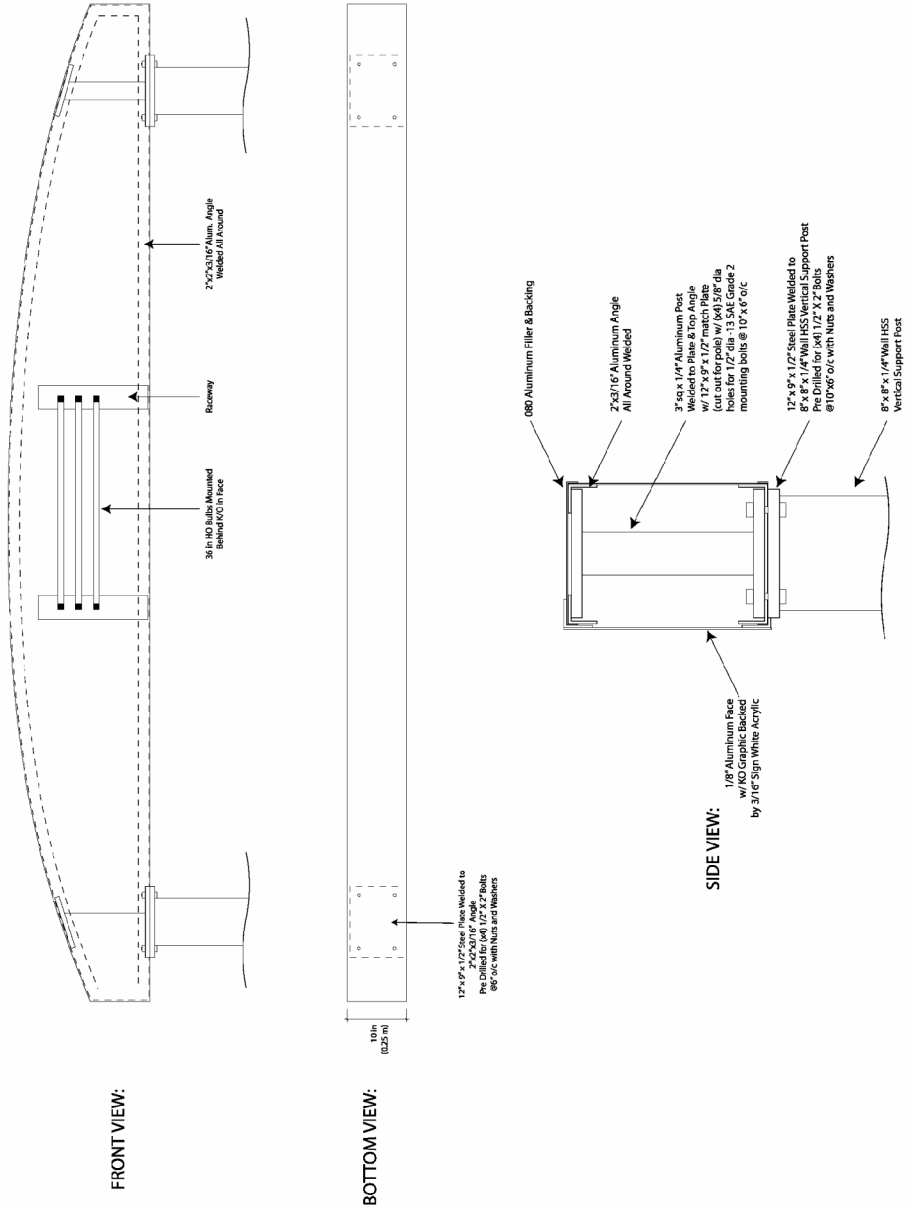
100 Princes Boulevard

Sign Details
 Applicant's Submitted Drawing

File # 08_117420

Not to Scale
 03/11/08

Attachment 4: Sign Details



Sign Details

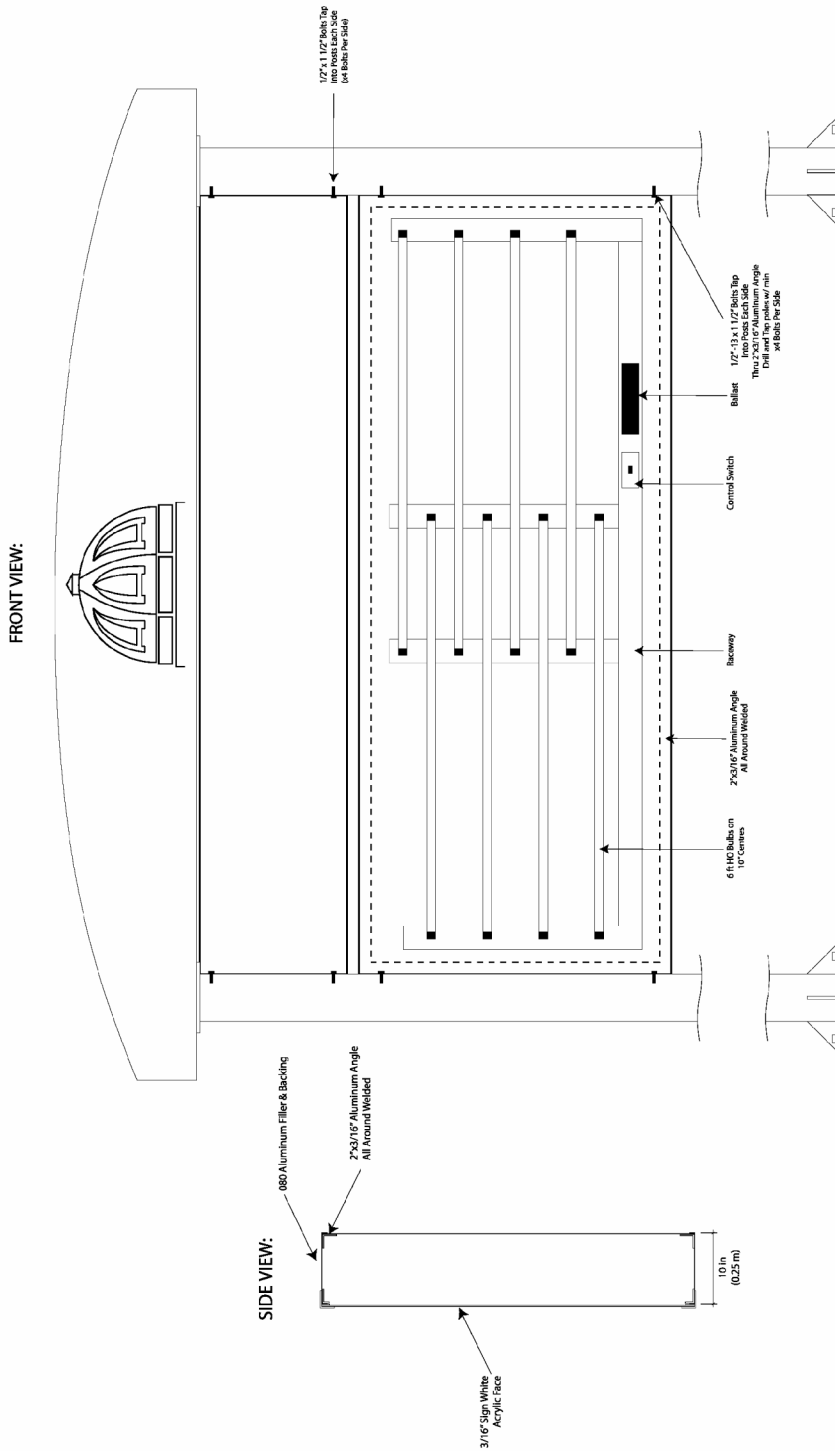
Applicant's Submitted Drawing

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100 Princes Boulevard

File # 08_117420

Attachment 5: Sign Details



100 Princes Boulevard

File # 08_117420

Sign Details
Applicant's Submitted Drawing

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