

Sign Variance - 1 Mount Pleasant Rd

Date:	September 15, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	2008TE018

SUMMARY

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

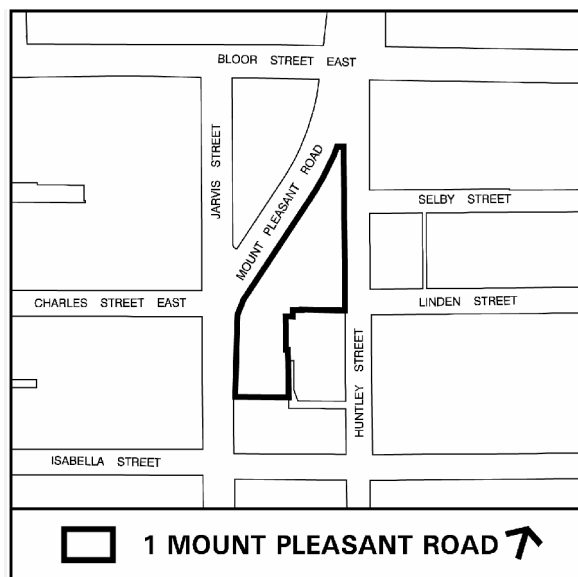
This report reviews and makes recommendations on a request by Stephen Ledrew on behalf of Rogers Wireless, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated LED fascia signs with changeable copy, at the first floor level on the south elevation and three illuminated LED fascia signs with changeable copy at the first floor level on the west elevation of the building at 1 Mount Pleasant Road.

Staff recommends approval of the application on a condition that the signs be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. 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 requested variance to permit, identification purposes, two illuminated LED



fascia signs with changeable copy at the first floor level on the south elevation and three illuminated LED fascia signs with changeable copy, at the first floor level on the west elevation of the building at 1 Mount Pleasant Road, on a condition that the signs be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device and energy efficient lights are used; and

2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of a variance, 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 is located on the northeast corner of Isabella Street and Jarvis Street in a “CR” zone. The property contains a multi-storey office building, which is being occupied by Rogers Head Office. The Sports Net, a division of the Rogers occupies the southwest portion of the first floor in the building. The applicant intends to install, for identification purposes, two illuminated LED fascia signs with changeable copy, at the first floor level on the south elevation of the building and three illuminated LED fascia signs with changeable copy at the first floor level, on the west elevation of the Sports Net business unit in building. The Sports Net intends to display their latest sports information and news highlights on these signs.

The proposed fascia signs are identified as LED Ribbon # 1 to LED Ribbon # 5 on the attached graphics. The proposed signs have the following dimensions: The Sign # 1 is 7.0m wide and 0.7m high with an area of 4.9m². The Sign # 2 and Sign # 5, each is 7.57m wide and 0.7m high with an area of 5.3m². The Sign # 3 and Sign # 4 each is 3.74m wide and 0.7m high with an area of 2.62m².

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
1. Chapter 97-10D (5)	The proposed illuminated LED fascia signs would contain electronic message display copy.	A fascia sign containing an electronic message display copy is not permitted.

COMMENTS

The variance is required because an illuminated LED fascia sign containing an electronic message display copy is not permitted in a “CR” zone in order to minimise any adverse impact of signs on the residential uses, both in and adjacent to the city’s “Main Streets”. In the past, staff have recommended approval of such signs for theatres, stadiums, and

large places of entertainment, at Yonge/Dundas Square and on some buildings in the financial district such as the BMO sign at the southeast corner of the First Canadian Place building at 100 King Street West illuminated LED fascia sign containing an electronic display copy was also approved for Reuter at 121 King Street West. The northwest business unit in the subject building is occupied by the Sports Net and they intend to display their news and current information related to sports events on these signs. In this case, the signs are relatively small and they would be located at the first floor level of the building. It is staff's opinion that the signs at this location are not intrusive, however, in order to mitigate any concerns from the illumination of the signs, staff recommends that the signs be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device.

Staff recommends approval of the application. The requested variance is minor and within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

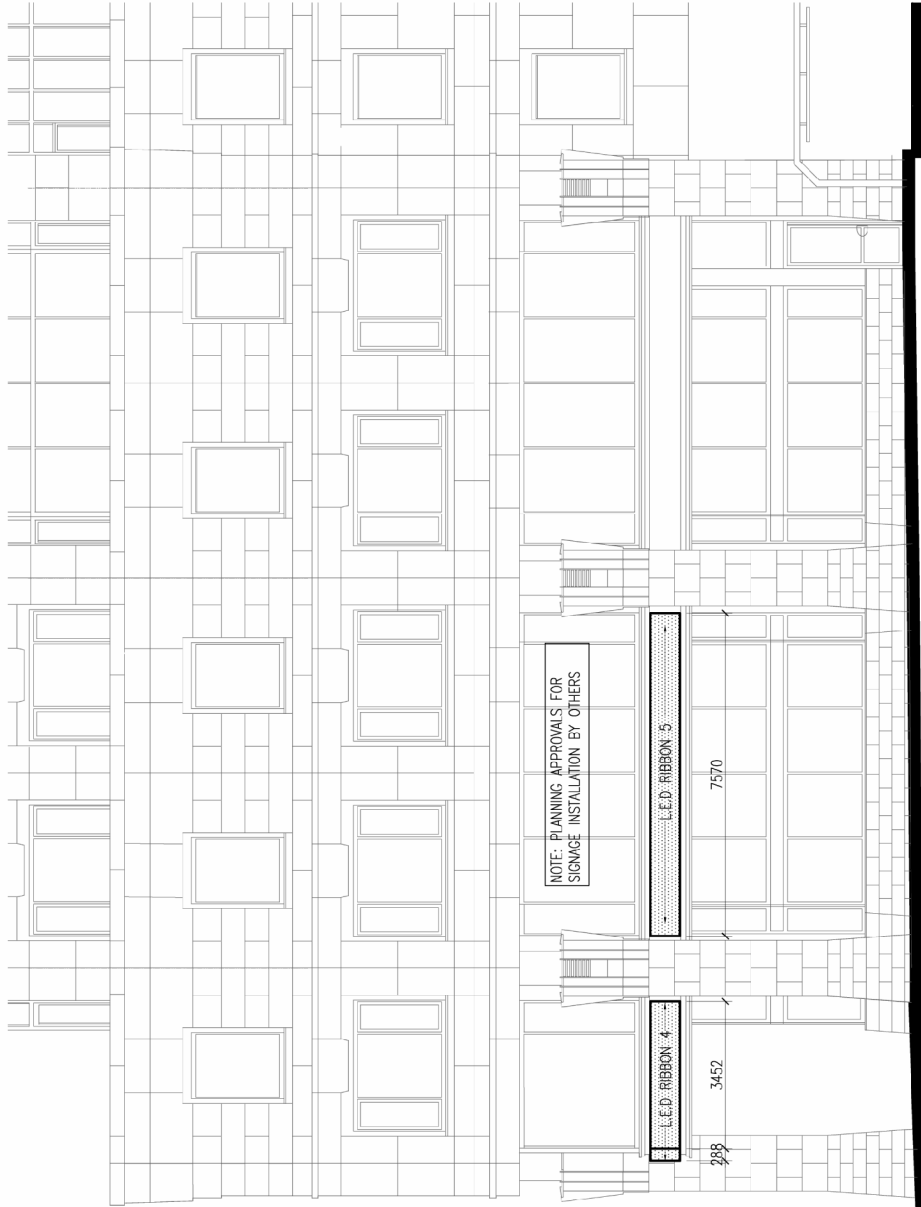
Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

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ATTACHMENTS

Attachment 1: South Elevation
Attachment 2: West Elevation
Attachment 3: Perspective
Attachment 4: Sign Details

Attachment 1: South Elevation



South Elevation

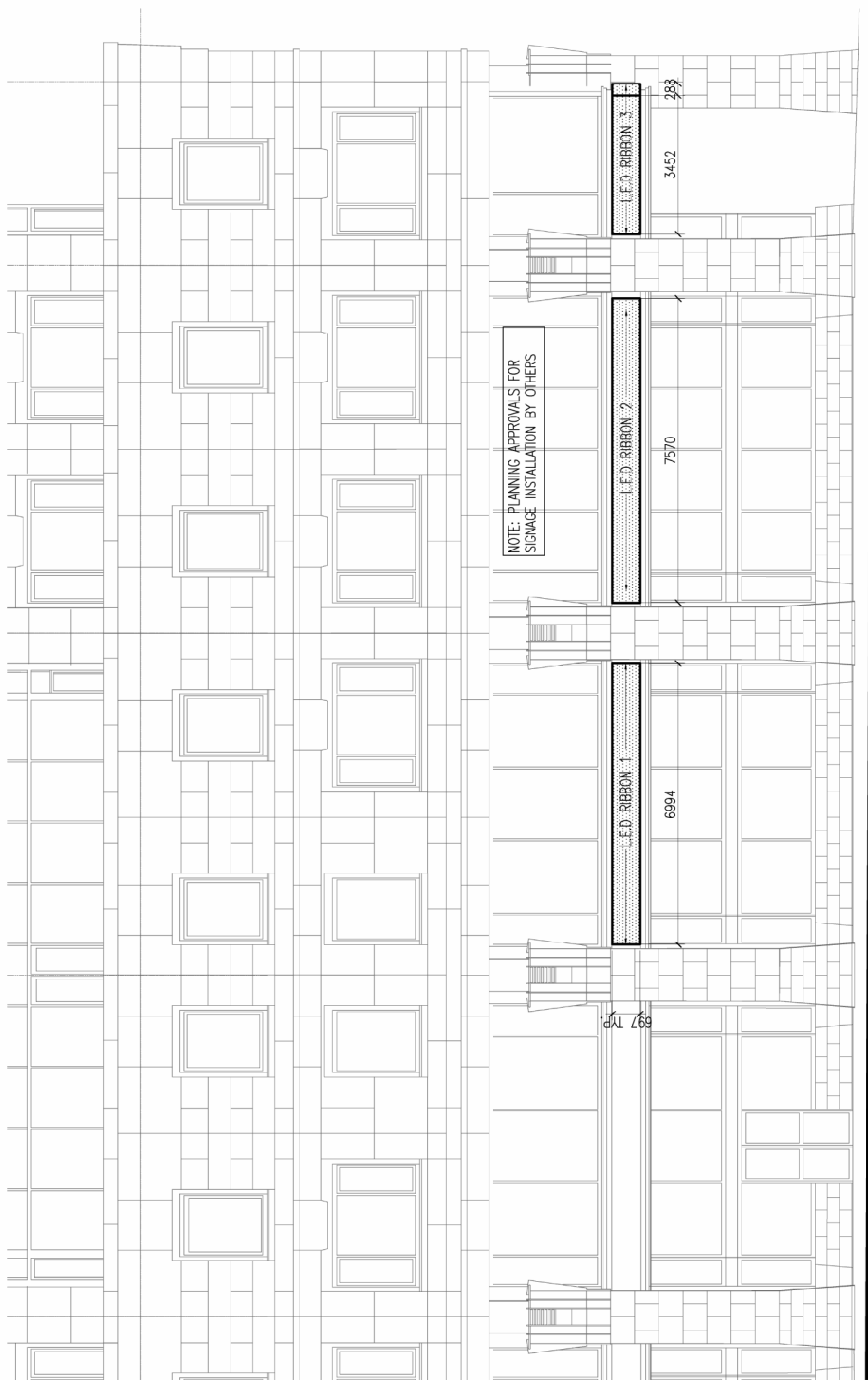
1 Mount Pleasant Avenue

Applicant's Submitted Drawing

Not to Scale
04/28/08

File # 08_119769

Attachment 2: West Elevation



West Elevation

1 Mount Pleasant Avenue

Applicant's Submitted Drawing

Not to Scale
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Attachment 3: Perspective



Perspective

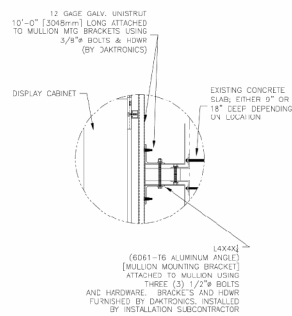
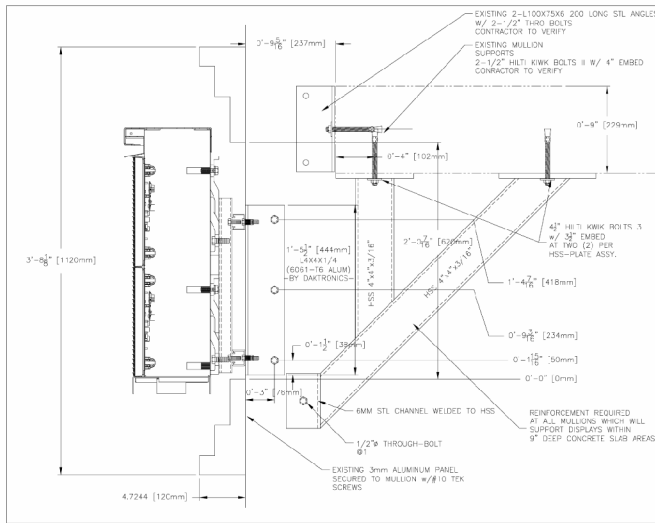
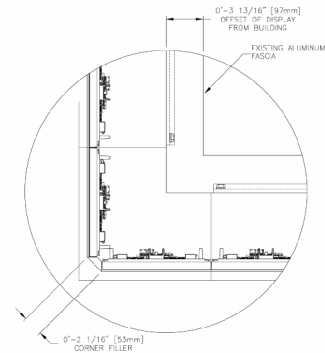
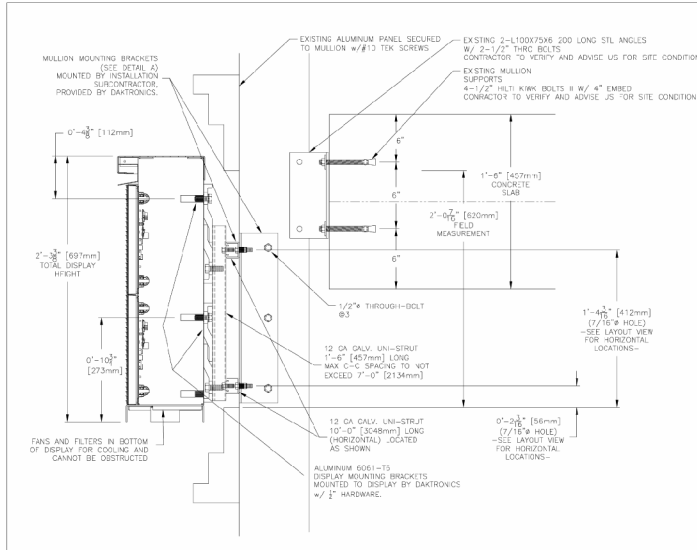
Applicant's Submitted Drawing

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Attachment 4: Sign Details



Sign Details

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