

**Sign Variance - 1094 Gerrard St E**

<b>Date:</b>	September 15, 2009
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 30 – Toronto-Danforth
<b>Reference Number:</b>	P:\2009\Cluster B\BLD\Toronto and East York\2009TE065 09 168915 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.

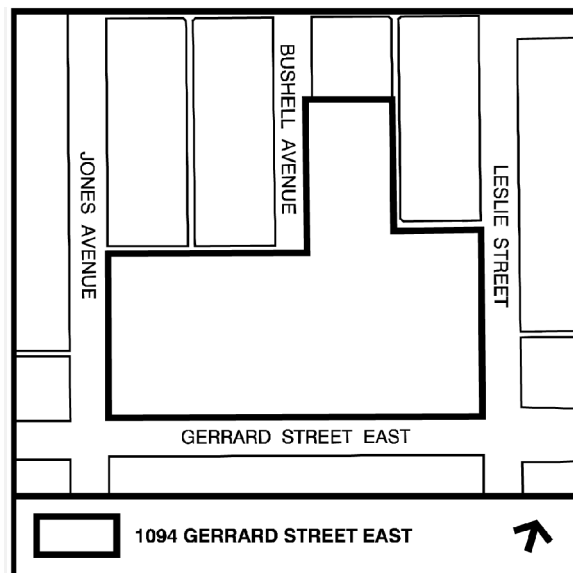
This report reviews and makes recommendations on a request by Isabella Cerelli with Pride Signs Ltd. on behalf of Toronto District School Board, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of an existing illuminated ground sign with a newly designed illuminated ground sign, containing an electronic message display copy. The sign is located along the south frontage of the property at 1094 Gerrard Street East.

Staff recommends approval of the application on a condition that the sign be turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. The variances are 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 variances to permit, for identification purposes, replacement



- of an existing illuminated ground sign with a newly designed illuminated ground sign containing an electronic message display copy and require that energy efficient lights be used;
2. The sign be turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device.
  3. 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 known as Riverdale Collegiate Institute is located east of Jones Street, on the north side of Gerrard Street East in an R zone. The property contains a three storey school building. The applicant is requesting permission to replace, for identification purposes, an existing illuminated ground sign located along the south frontage of the property with a newly designed illuminated ground sign containing an electronic message display copy. The proposed sign is 2.78m wide and 1.13m high with an area of 2.78m<sup>2</sup>. The height from grade to the top of the sign is 2.43m. The electronic message display copy portion of the sign is 2.46m wide and 0.57m high with an area of 1.4m<sup>2</sup>. The vertical clearance from grade to the bottom of the sign is 1.30m (see attached graphics).

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. Chapter 297-10D (6)	To install an illuminated first party ground sign containing an electronic message display copy.	A sign containing an electronic message display copy is not permitted in a residential zone.
2. Chapter 297-10D (6)	The sign would have a height of 2.43m.	The 2.43m sign height would exceed by 0.43m, the maximum 2.0m sign height permitted.
3. Chapter 297-10D (6)	The proposed sign would have an area of 2.78m <sup>2</sup> .	The 2.78m <sup>2</sup> sign area would exceed by 0.28m <sup>2</sup> , the maximum 2.50m <sup>2</sup> sign area permitted.

## **COMMENTS**

With respect to the first variance, the closest residence that would have a view of the sign is on the south side of Gerrard Street East and more than 20.0m away. The electronic message board of the sign is small and would only display the school event message in a static form, however, in order to mitigate any concerns from its illumination, staff recommends any approval be subject to the sign being turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. It is staff's opinion that, with this condition in place, the proposed ground sign at this location is appropriate.

The second and third variances are required because the permitted signs in a residential zone districts are required to be small and low and in this case, the height and area of the proposed sign would slightly exceed the permitted limit. Although, the proposed ground sign is slightly bigger and taller, the sign in this case has been designed, sized and positioned to complement the school property and the streetscape.

Staff recommends approval of the application on a condition that the sign be turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. The variances are minor and within the general intent and purpose of the Municipal Code.

## **CONTACT**

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## **SIGNATURE**

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

## **ATTACHMENTS**

Attachment 1: Proposed Sign  
Attachment 2: Existing Sign

# Attachment 1: Proposed Sign

## Material Specifications

- Signalex aluminum constructed frame & filler (clear anodized aluminum)  
NOTE: Option for Pride frame & filler to be painted Spraylat brushed aluminum
- 3/16" white acrylic face w/ vinyl graphics applied to 1st surface
- 3/16" clear lexan protective cover
- T12 illumination

- Pride frame to be painted black
- 3/16" clear lexan protective cover
- Alpha Eclipse Streetsmart 17mm Message Center
- Amber characters
- Case Dimensions: 1' - 10 1/2" x 7' - 4 1/2"

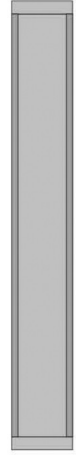
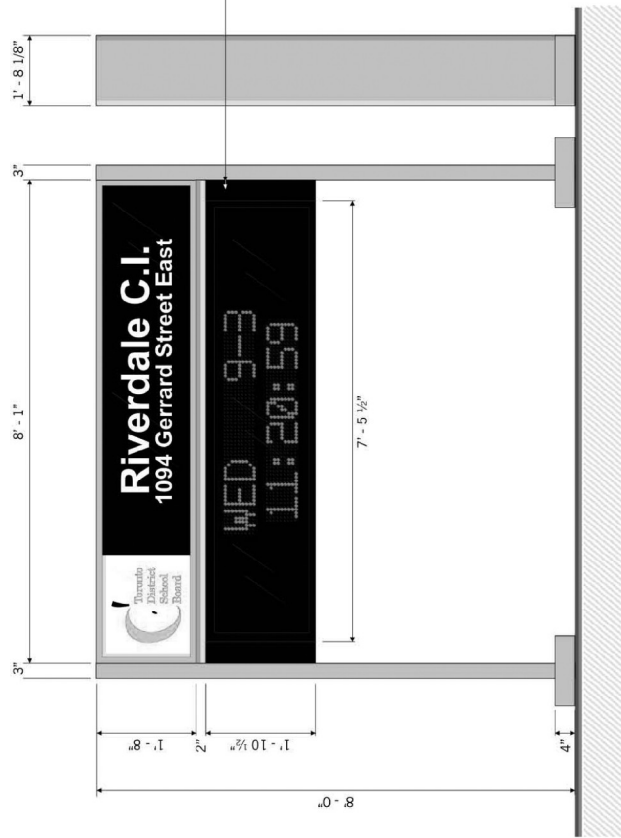
- Aluminum angle to form reveal to be painted black

## Colours:

- "Toronto District School Board" and apple to be green (T.B.D)
- Remaining apple features to be black 3m #3630-22
- Remaining text to be white w/ a black 3m #3630-22 background

- .125 brake formed aluminum post wraps to be painted Spraylat brushed aluminum
- 3" x 6" H.S.S. posts & base plate covers to be painted Spraylat brushed aluminum

## Aerial View



## Proposed Sign

Applicant's Submitted Drawing

Not to Scale  
10/05/2019

1094 Gerrard Street East

File # 09\_168915

Attachment 2: Existing Sign



**Existing Sign**

1094 Gerrard Street East

Applicant's Submitted Drawing

Not to Scale  
10/06/2009

File # 09\_169915