

Sign Variance - 1 Hanson St

Date:	December 11, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 30 – Toronto-Danforth
Reference Number:	P:\2010\Cluster B\BLD\Toronto and East York\2010TE012 09 187922 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 ground sign with a newly designed illuminated ground sign, containing an electronic message display copy. The sign is located on the northeast corner, along the Hanson Street frontage of the property at 1 Hanson Street.

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 approve the requested variances to permit, for identification purposes,



- replacement of an existing 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 Monarch Park Collegiate Institute is located on the southwest corner of Hanson Street and Coxwell Avenue in an R2 zone. The property contains Monarch Park Collegiate Institute building. The applicant is requesting permission to replace, for identification purposes, an existing ground sign located on the northeast corner, along Hanson Street frontage of the property with a newly designed illuminated ground sign containing an electronic message display copy. The proposed sign is 2.46m wide and 1.08m high with an area of 2.66m². The electronic message display copy portion of the sign is 2.46m wide and 0.57m high with an area of 1.4m². The height from grade to the top of the sign is 3.05m. 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:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. Chapter 297-9B (2)	The proposed illuminated first party ground sign with a portion of the sign that would contain an electronic message display copy.	A sign containing an electronic message display copy is not permitted in an "R" zone.
2. Chapter 297-9D (6)(a)	The proposed sign would have an area of 2.78m ² .	The 2.66m ² sign area would exceed by 0.16m ² , the maximum 2.50m ² sign area permitted.
3. Chapter 297-9D (6)(b)	The height from grade to the top of the sign is 3.05m.	The 3.05m sign height would exceed by 1.05m, the maximum 2.0m sign height permitted.

4. Chapter 297-9D (6)(d)	The sign is located at the northeast corner of the property.	The sign would not be located between the front lot line and main wall of the school.
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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 that the 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.

With regards to the fourth variance, the proposed replacement sign would be installed at the same location where the existing sign is located. It is staff’s opinion that this location is acceptable because it does not adversely impact the building, surrounding uses or 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

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

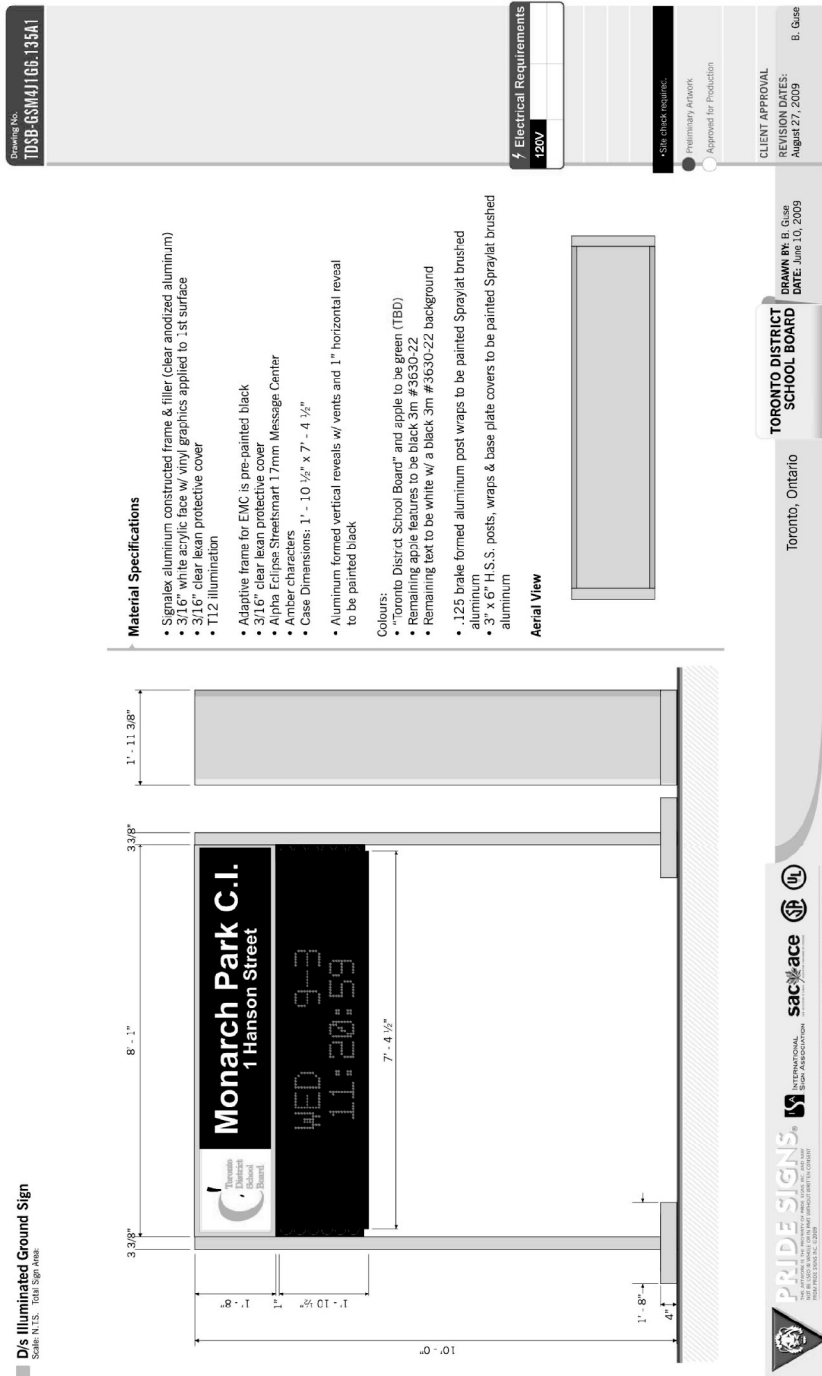
ATTACHMENTS

Attachment 1: Sign Details

Attachment 2: Sign Details

Attachment 3: Site Plan

Attachment 1: Sign Details



1 Hanson Street

File # 09_187922

Sign Details
Applicant's Submitted Drawing

Not to Scale
11/30/09

Attachment 2: Sign Details



Existing Sign

Sign Detail

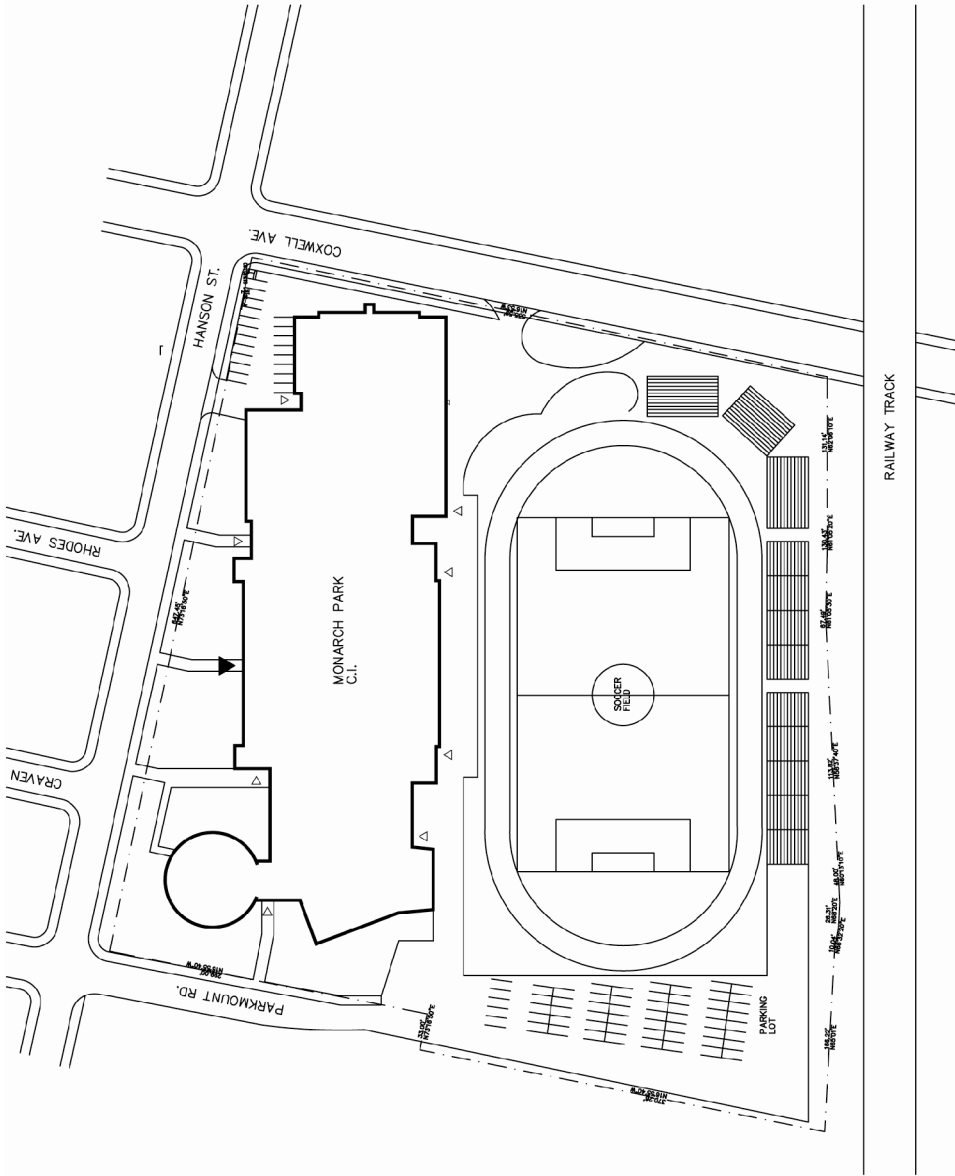
Applicant's Submitted Drawing

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Attachment 3: Site Plan



Site Plan

Applicant's Submitted Drawing

Not to Scale
11/30/09



1 Hanson Street

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