

Sign Variance - 329 St George St

Date:	August 20, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE046 09 142769 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.

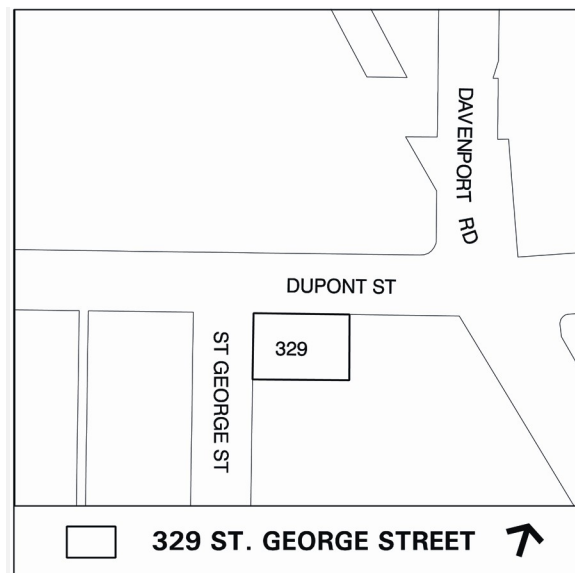
This report reviews and makes recommendations on a request by Robert Manning of Sign Advice, on behalf of Daughton Property Management for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an illuminated tri-vision “V-Shape” roof sign located on top of a two storey building at 329 St. George Street.

Staff recommends refusal of this application. The variance is major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

Toronto and East York Community Council refuse the request for a variance to permit, for third party advertising purposes, an illuminated tri-vision “V-Shape” roof sign located on top of a two storey building at 329 St. George Street.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the southeast corner of Dupont and St. George Streets in a CR zone. The property contains a two-storey building with retail uses at grade level. The applicant is requesting permission to install, for third party advertising purposes, an illuminated tri-vision, double-sided “V-Shape” roof sign on top of a two storey building at 329 St. George Street. The proposed “V” shape roof sign is 6.38m wide and 3.29m high with each face having an area of 21.0m².

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 (16)	To install, for third party advertising purposes, an illuminated tri-vision, double-sided “V-Shape” roof sign on top of a two storey building at 329 St. George Street in a CR zone.	A third party roof sign located on a building in a CR or MCR zone is not permitted.

COMMENTS

At its meeting of April 24, 1995, City Council passed By-law 1995-0229 to amend Chapter 297 of the Municipal Code to prohibit roof signs in all CR and MCR zone districts in the former City of Toronto. The prohibition resulted from a study of signage along the City’s “Main Streets” which detailed the unattractive appearance of roof signs within the mixed-use zone districts and from adjacent residential districts as well as the negative effect on skyline views.

In this instance, the proposal is for a large third party, illuminated tri-vision “V” shape roof sign, which is not permitted by the current by-law.

The city wide Sign By-law team is in the process of analysing these types of signs and they are developing standards which would regulate these types of attributes in signs, such as intensity of illumination levels, frequency of copy change, setbacks, separation distance between signs and their appropriate location. Granting approval of this application prior to the adoption of the new city wide Sign By-law may result in Toronto and East York Community Council permitting a type of roof sign which may not be in compliance with the signage standards eventually approved in the new Sign By-law.

This application clearly contradicts the City's prohibition of roof signs and its clear objective to prohibit this type of signage under the current by-law. It is staff’s opinion that permitting an illuminated, tri-vision roof sign for third party advertising purposes by way of a minor variance application would undercut the clear intent of City policy and would undermine the integrity and the spirit of the Municipal Code.

Staff recommends refusal of this application. The variance is major and not within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Sign Details

Attachment 2: Sign Details

Attachment 3: Sign Details

Attachment 4: Sign Details

Attachment 5: Sign Detail

Attachment 6: Sign Details

Attachment 7: Survey Plan

Attachment 1:



Aerial Sign Details

Sign Details

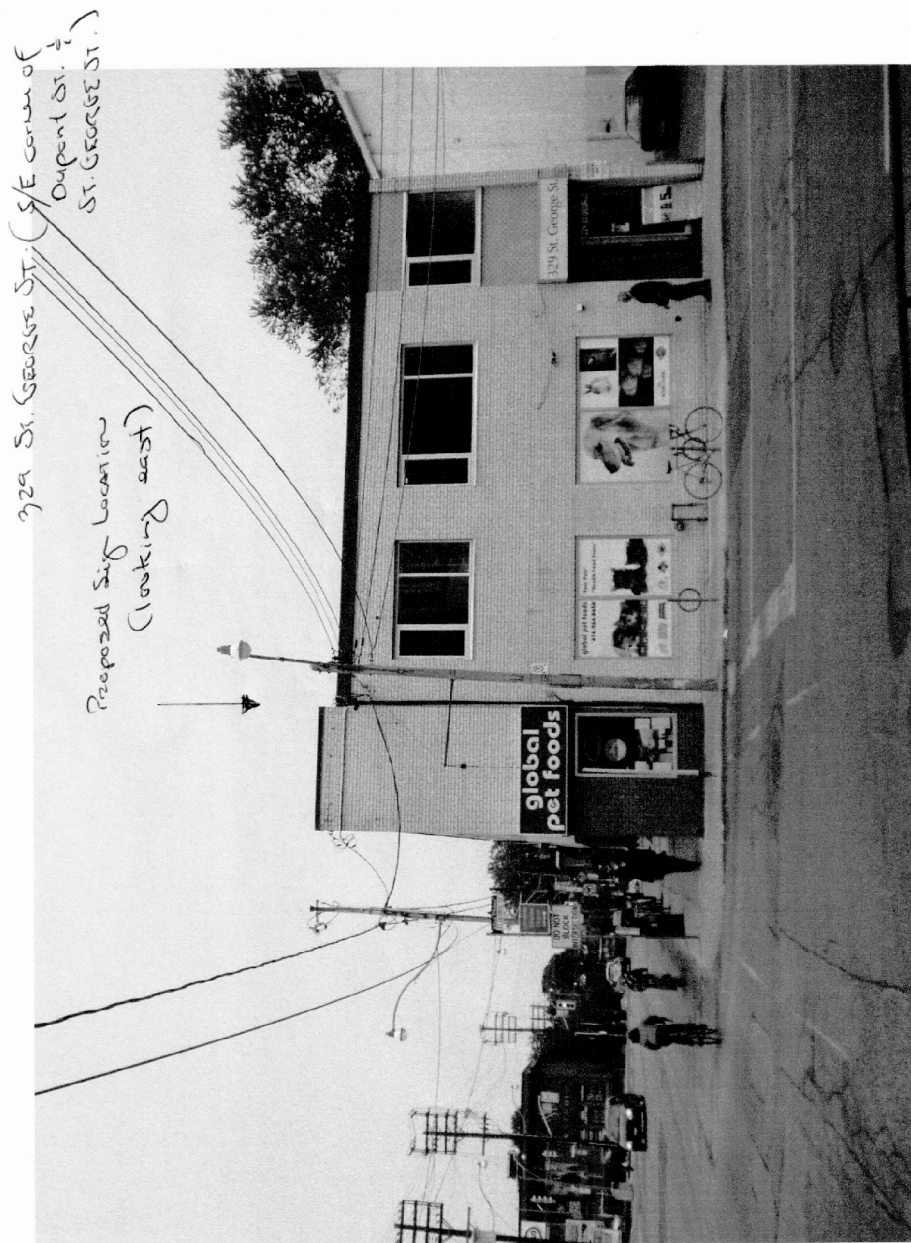
329 St. George Street

Applicant's Submitted Drawing

Not to Scale
08/06/09

File # 09_142769

Attachment 2:



Sign Details

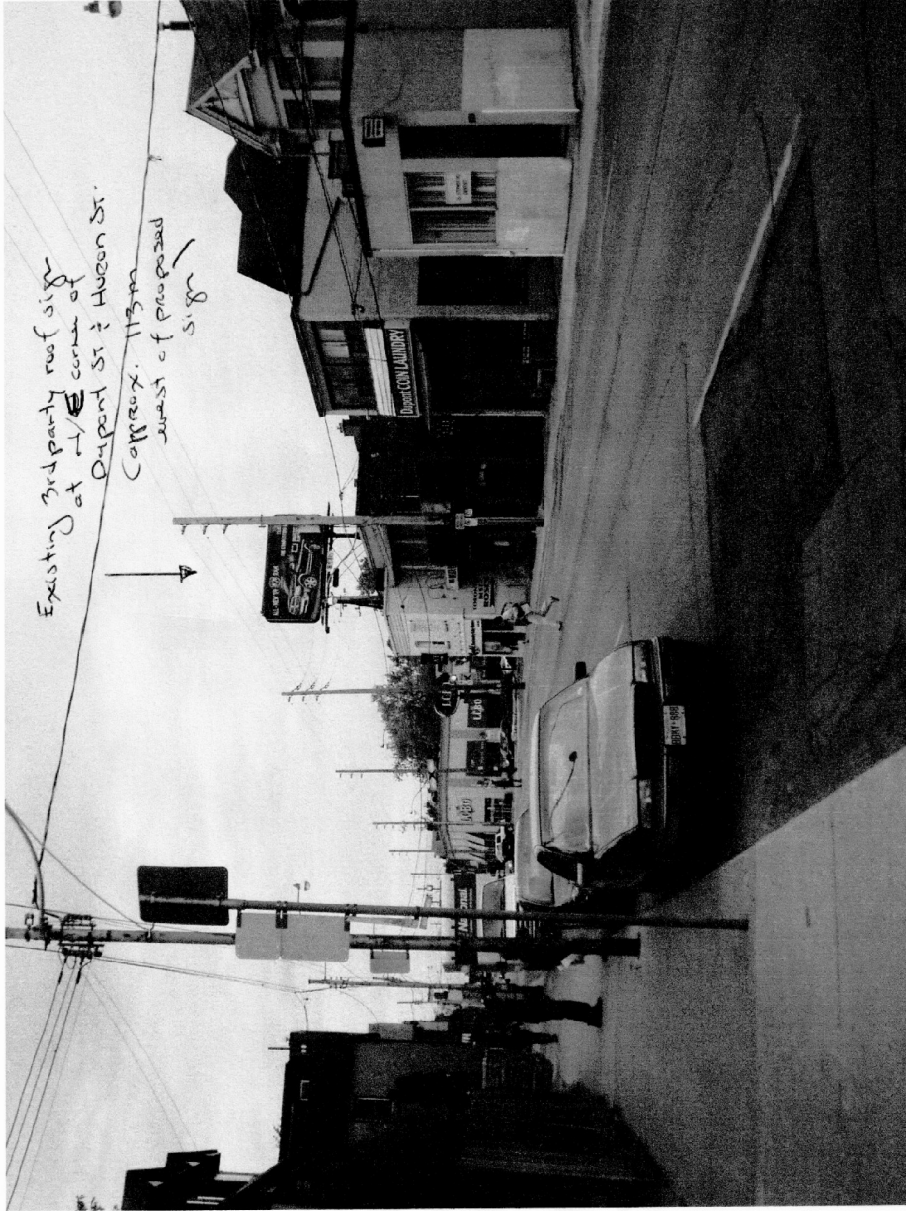
Applicant's Submitted Drawing

Not to Scale
08/06/09

329 St. George Street

File # 09_142769

Attachment 3:



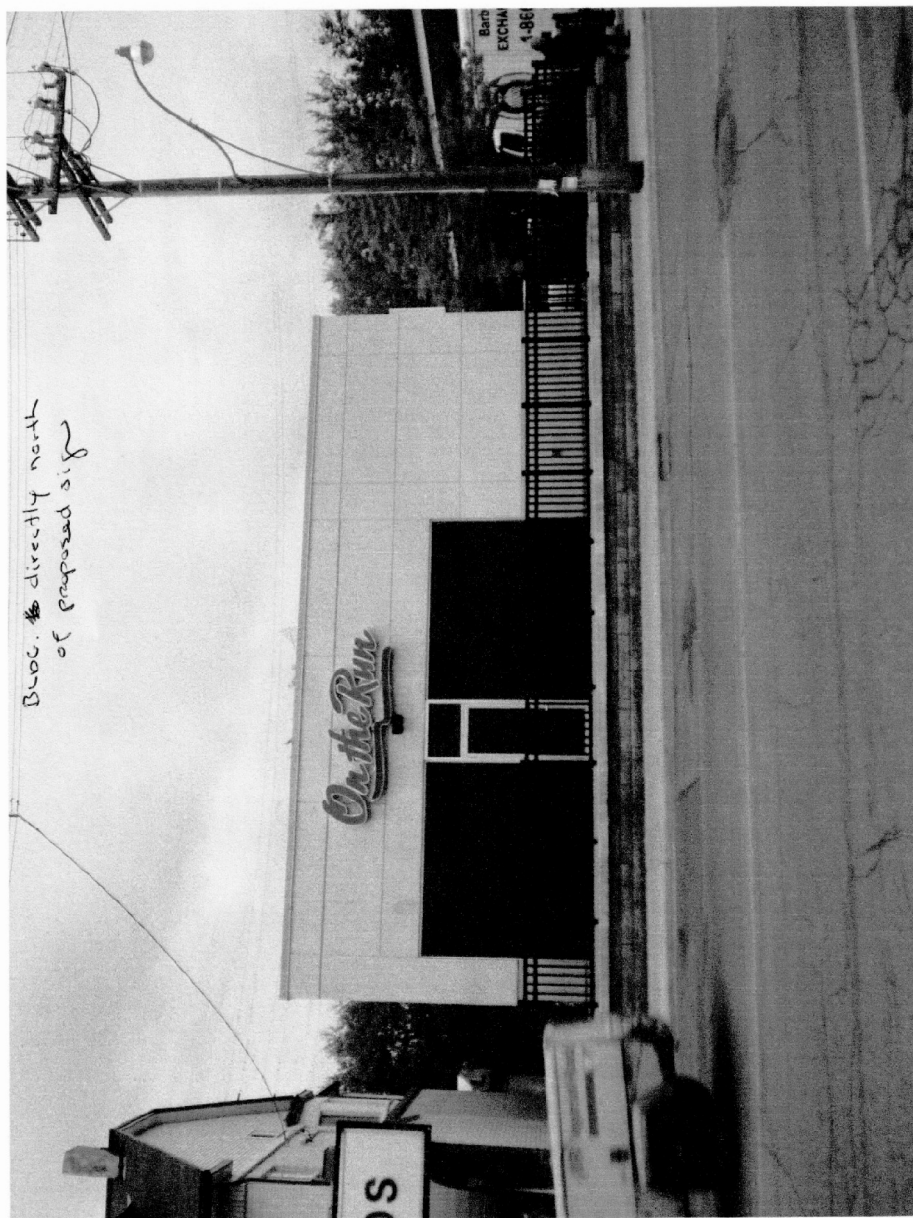
329 St. George Street

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Sign Details
Applicant's Submitted Drawing

Not to Scale
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Attachment 4:



Sign Details

Applicant's Submitted Drawing

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08/06/09

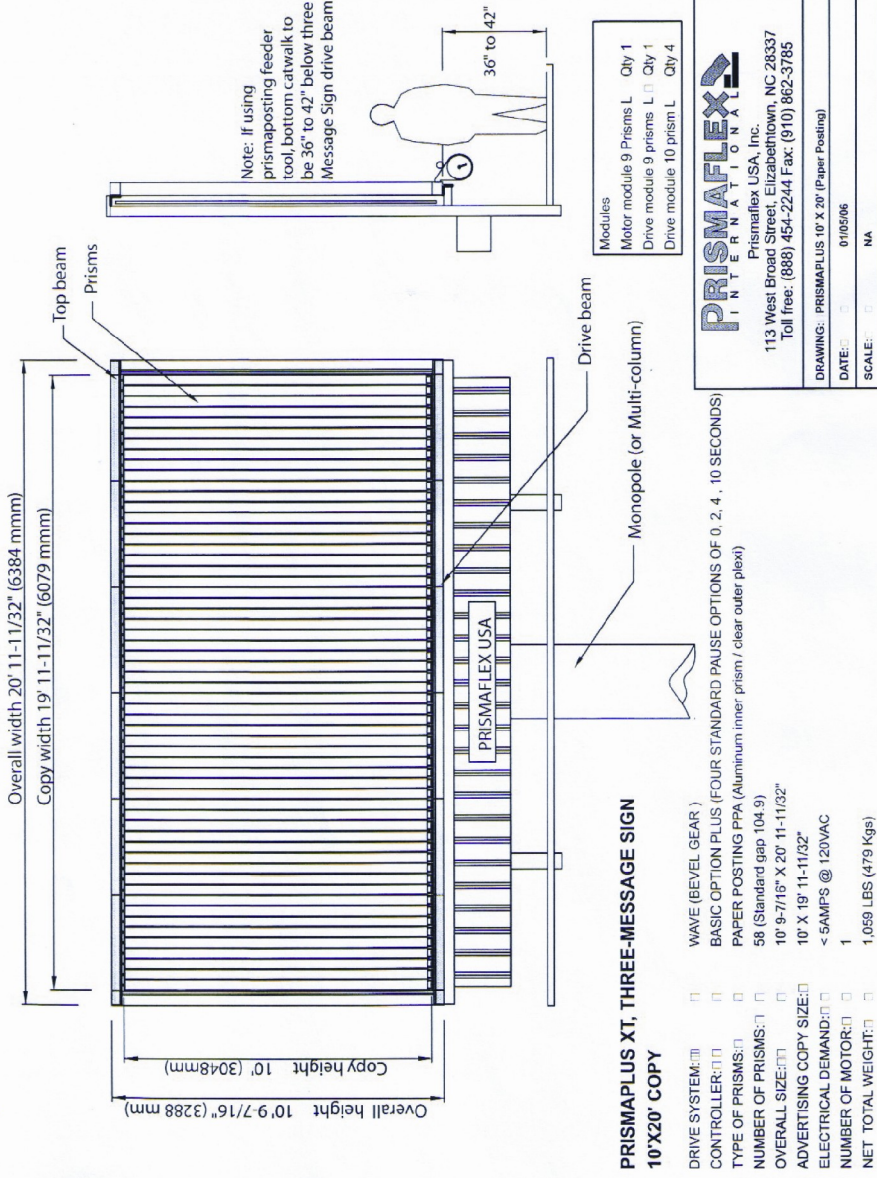
329 St. George Street

File # 09_142769

Attachment 5:

P1-WV 06-3048 PPA -125 BOP

10' x 20' COPY PRISMPLUS XT THREE MESSAGE SIGN (Paper posting)



329 St. George Street

Sign Detail
 Applicant's Submitted Drawing

File # 09_142769

Not to Scale
 08/06/09

