

Sign Variance - 236 Adelaide St W

Date:	September 23, 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\2009TE053 09 161079 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 Timothy May of CBS Outdoor, on behalf of Paul Kin for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, replacement of an existing two face poster panel roof sign with a newly designed two face, illuminated tri-vision roof sign on top of a two storey building at 236 Adelaide Street West.

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:

1. Toronto and East York Community Council refuse the request for a variance to permit, for third party advertising purposes, replacement of an existing two face poster panel roof sign with a newly designed two



face, illuminated tri-vision roof sign on top of a two storey building at 236 Adelaide Street West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located east of Duncan Street and west of Simcoe Street, on the north side of Adelaide Street West in an RA zone. The property contains a two-storey building with retail uses at grade level. The applicant is requesting permission to replace, for third party advertising purposes, an existing roof sign with a newly designed two face illuminated tri-vision roof sign on top of a two storey building at 236 Adelaide Street West. Each face of the proposed two face tri-vision roof sign is 6.1m wide and 3.05m high with an area of 18.61m². The existing illuminated roof sign was approved in 1993. The existing sign is 6.1m wide and 3.05m high with an area of 18.61m².

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 replace, for third party advertising purposes, an existing illuminated two face roof sign with a newly designed two faced illuminated tri-vision roof sign on top of a two storey building at 236 Adelaide Street West in an RA zone.	A new third party roof sign or replacement or improvement to an existing roof sign located in a CR, MCR or RA 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, MCR or RA 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.

This application clearly contradicts the City's prohibition of roof signs and its clear objective to not allow any relocation, replacement or even improvements to the existing roof signs that would extend their life span. Allowing replacement of the existing roof sign by way of minor variance application will undercut the clear intent of City policy

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

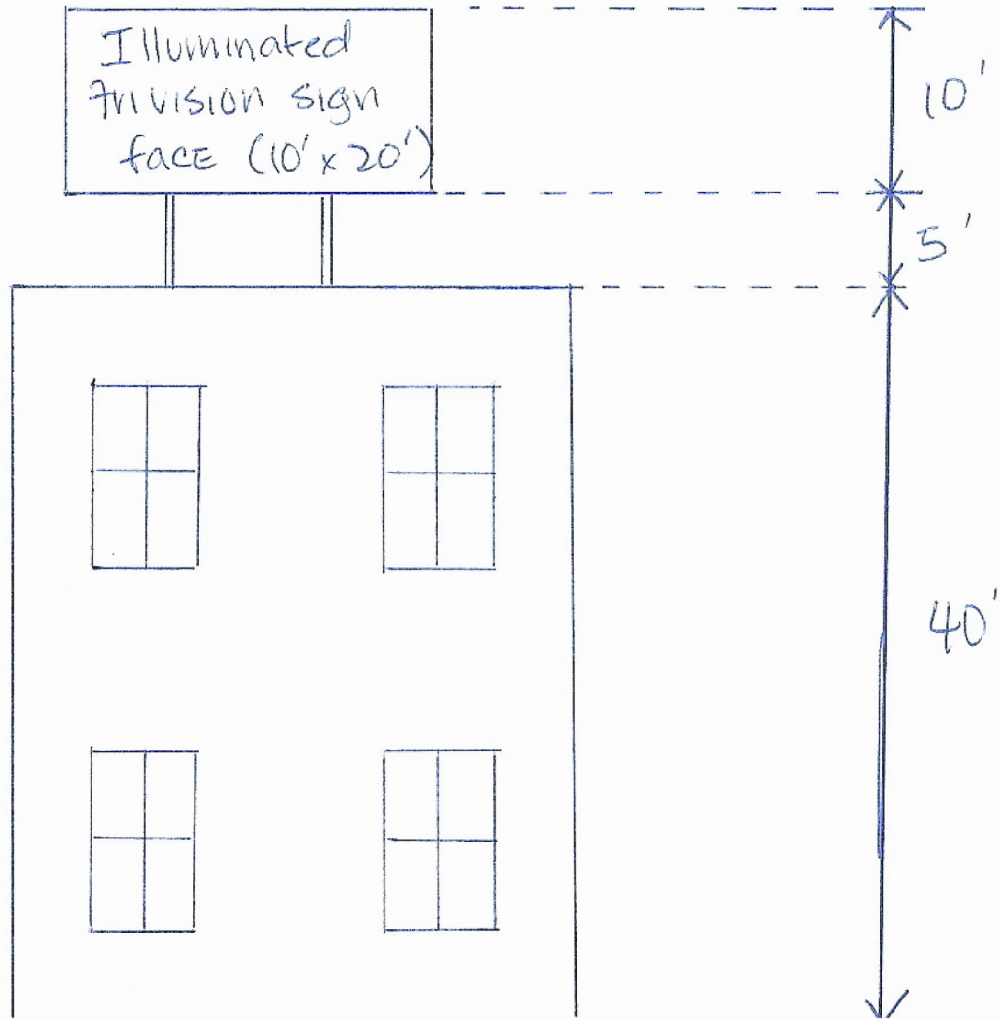
ATTACHMENTS

Attachment 1: Elevations

Attachment 2: Sign Details

Attachment 3: Sign Details

Attachment 1:



SOUTH Elevation

Elevations

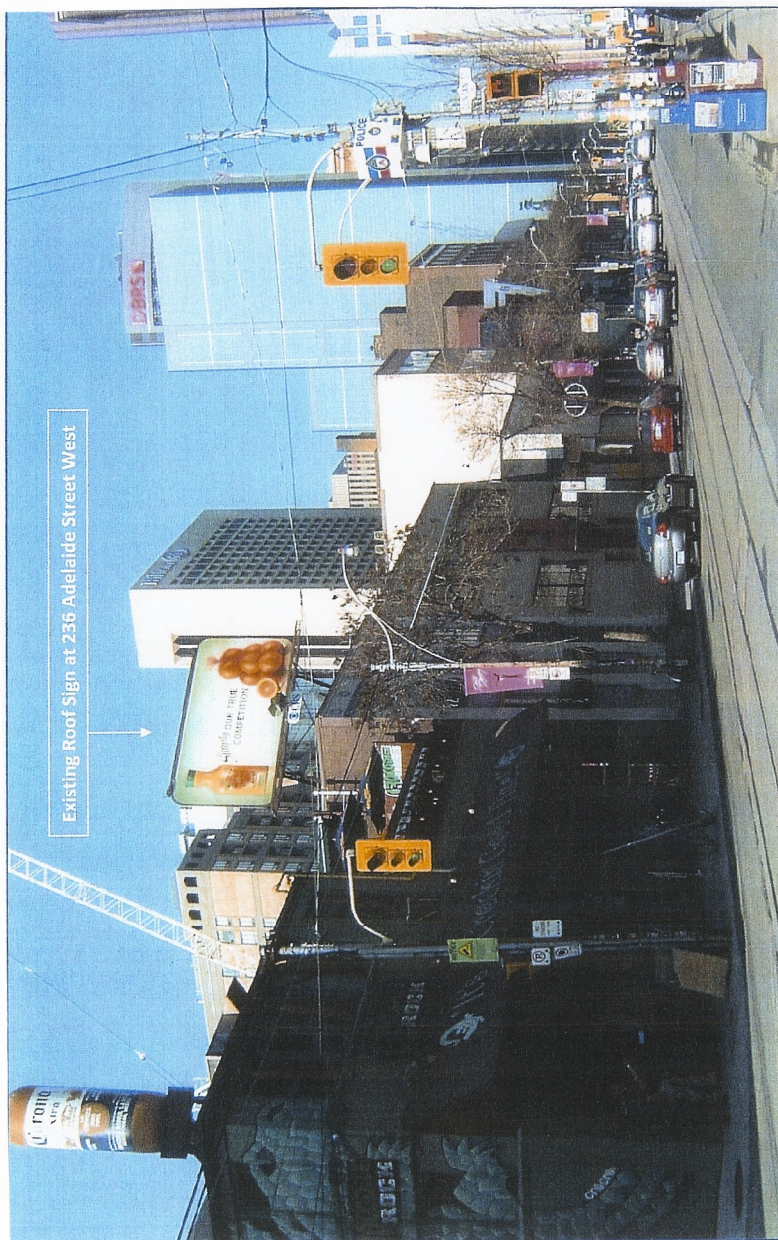
Applicant's Submitted Drawing

Not to Scale
09/10/09

236 Adelaide St. West

File # 09_161079

Attachment 2:



Proposed third party advertising roof sign alteration at 236 Adelaide Street West. The static 10' x 20' single sided illuminated poster panel shall be removed and replaced with a like size single sided illuminated trivision display. The sign alteration is based upon altering the display face only. The sign is a legal non-conforming roof sign covered with a building permit. The sign is non-conforming as roof signs are no longer permitted.

Sign Details

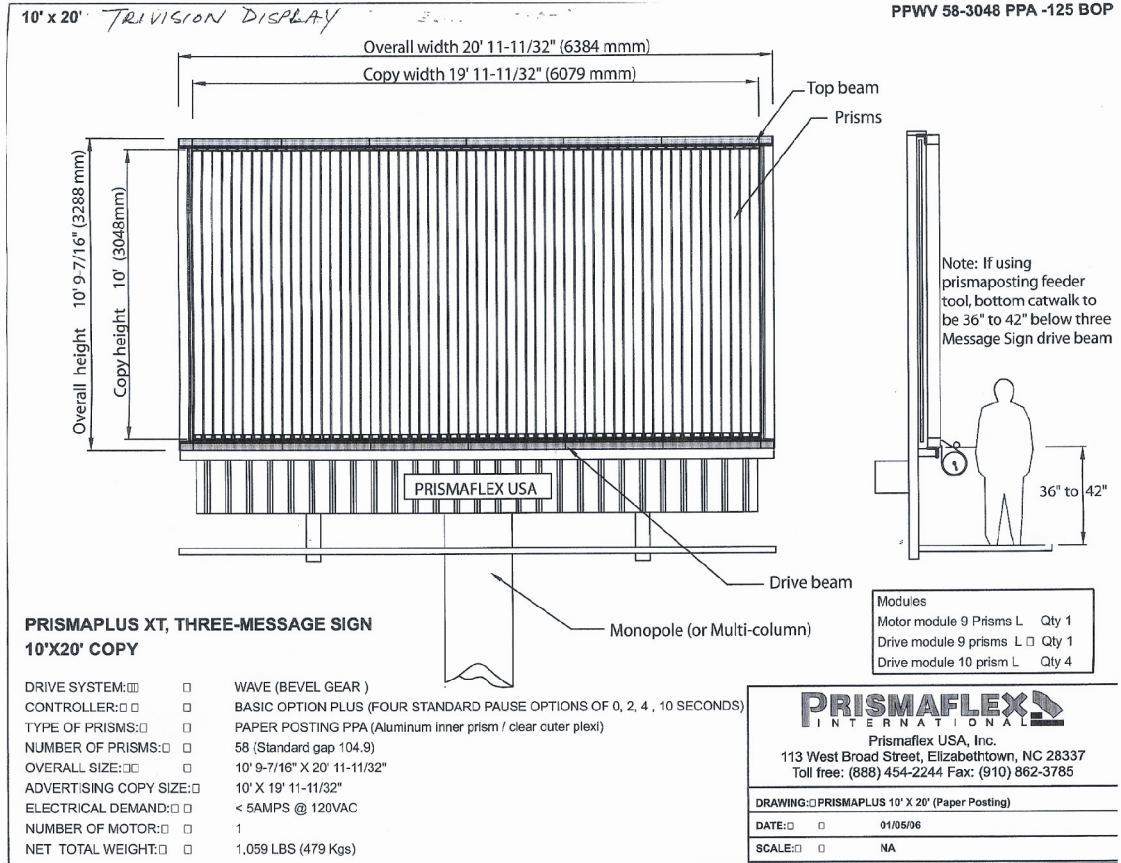
Applicant's Submitted Drawing

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236 Adelaide Street West

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Attachment 3:



TRIVISION DISPLAY

Sign Details

Applicant's Submitted Drawing

Not to Scale
09/10/09

236 Adelaide St. West

File # 09_161079