

Sign Variance - 68 Broadview Ave

Date:	August 26, 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:\2009\Cluster B\BLD\Toronto and East York\2009TE049 09 135111 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.

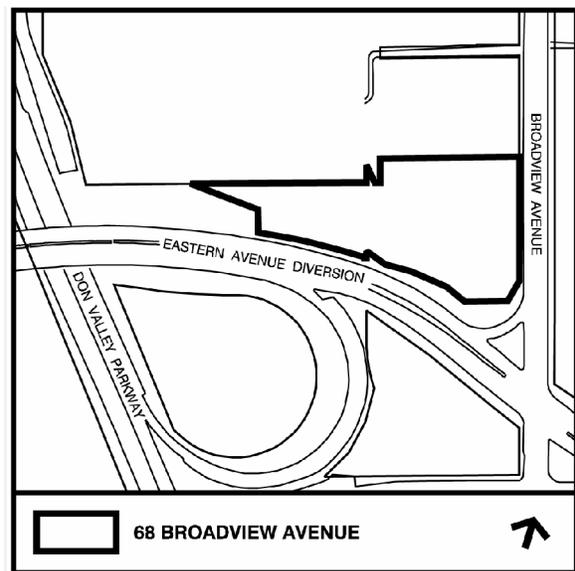
This report reviews and makes recommendations on a request by Adam Kelly of Kramer Design Associates on behalf of Astral Media for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, replacement of an existing third party illuminated ground sign with a newly designed larger size illuminated ground sign containing an LED animated copy image board at 68 Broadview Avenue.

Staff recommends refusal of this application. The variances are 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 variances to Permit, replacement of an existing third party illuminated ground sign with a newly designed larger size illuminated ground sign containing an electronic LED



animated copy image board for third party advertising purposes at 68 Broadview Avenue.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located just east of Don Valley Parkway, on the north side of Eastern Avenue diversion ramp in an “I2” zone. The applicant is seeking permission to remove an existing third party illuminated ground sign and to replace it with a larger size, newly designed illuminated ground sign containing an electronic LED animated changeable copy image board for third party advertising purposes at 68 Broadview Avenue. The existing ground sign is 6.1m wide and 3.05m high with an area of 18.64m². The proposed ground sign is 11.58m wide and 4.10m high with an area of 47.60m².

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 (9)(d)	To erect an illuminated ground sign with an area of 47.3m ² , containing an LED animated copy image board, for third party advertising purposes.	A ground sign containing an LED animated copy image board, for third party advertising purposes must not exceed 50% of the permitted screen area of the sign.
2. Chapter 297-10F (1)	The proposed replacement ground sign would be located less than 60.0m from a third party roof sign located in the vicinity.	The Municipal Code does not allow a third party sign having a separation distance of less than 60.0m from another third party sign located in the vicinity.
3. Chapter 297-11B	The proposed ground sign would have an area of 47.36m ² .	The 47.36m ² sign area would exceed by 22.36m ² , the maximum 25.0m ² sign area permitted.

COMMENTS

The proposed sign will consist of a full LED screen with the ability to electronically change its copy at specific intervals. The applicant has advised that the copy being displayed on the video screen will not have motion and will change at the same rate as a tri-vision sign. Toronto Building has reviewed the proposal against the provisions of

Chapter 297 and has determined that the proposed sign will contain full screen animated copy as defined in the by-law. Variance number one noted above reflects this deficiency to the by-law as any sign containing an LED animated image copy must not exceed 50% of the permitted screen area of the sign. In this case, the proposed ground sign with full animated copy area would have an area of 47.3 m².

With respect to the second variance, the sign does not meet the minimum required separation distance of 60.0m from other third party signs located in the vicinity. In this case, an existing third party roof sign is located on top of the adjacent building to the north of this sign. The third variance is required because the area of the proposed sign is almost double the permitted area for a ground sign.

Also, the staff at the Transportation Services Division has advised that they have reviewed the proposal and have concluded that the proposed third party ground sign at this location should be refused as the road configuration at this location requires a complete driver attention and the location and changing characteristics of the sign may cause sufficient distraction to create an unsafe situation. Furthermore, there are several signs located in the general vicinity and one large third party roof sign is located less than 60.0m from the sign location.

The City wide Sign By-law team is in the process of analysing the impact of LED animated image type signs and are developing standards which would regulate the intensity of illumination, 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 sign which may not be in compliance with the signage standards eventually approved in the new Sign By-law.

It is staff's opinion that allowing a third party ground sign containing an electronic LED animated copy board, by way of minor variance application, will undermine the intent of City policy and it would undermine the integrity and spirit of the Municipal Code. Staff recommends refusal of this application. The variances are major and not 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: Elevations

Attachment 2: Elevations

Attachment 3: Elevations

Attachment 1: Elevations



PROPOSED



EXISTING

Elevations

Applicant's Submitted Drawing

Not to Scale
08/07/2009

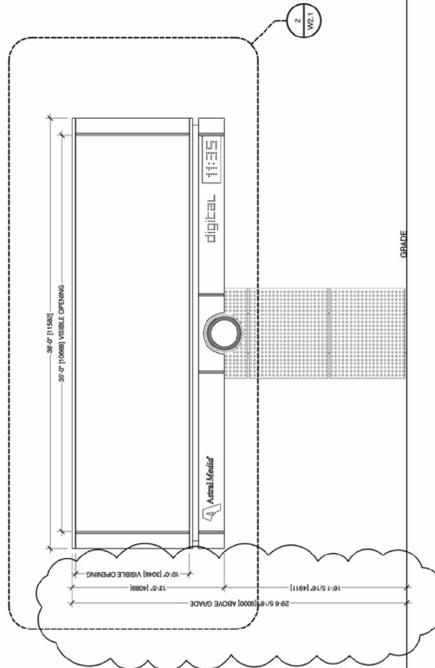
68 Broadview Avenue

File # 09_135111

Attachment 2: Elevations

NOTE: THIS SIGN CONTAINS OR DISPLAYS NO ANIMATED COPY OR GRAPHICS. ALL MEDIA CONTENT IS STATIC AND/OR POWERPOINT DRIVEN.

NOTE: IN ORDER TO SATISFY ITEMS #4 & #5, AS PER EXAMINER'S NOTICE 09 112752 ZPR 00 ZR, THE PROPOSED OVERALL HEIGHT HAS BEEN REDUCED TO 9 METRES ABOVE FINISHED GRADE.



Elevations

68 Broadview Avenue

Applicant's Submitted Drawing

Not to Scale
08/07/2019

File # 09_135111

