

**Sign Variance - 647 College St**

<b>Date:</b>	February 18, 2010
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 19 – Trinity-Spadina
<b>Reference Number:</b>	2010TE047 10 120054 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.

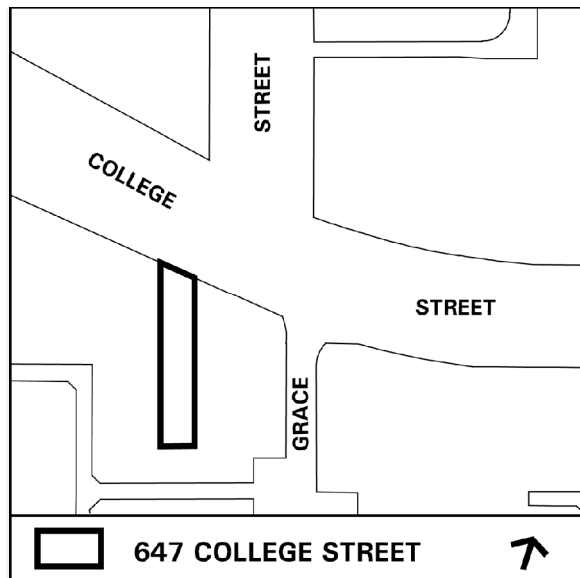
This report reviews and makes recommendations on a request by Roy Dzeko with CBS Outdoor, on behalf of Gerardo Dimarco for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, replacement of an existing legal non-conforming illuminated roof sign with a newly designed illuminated roof sign containing an electronic static copy, on top of a three-storey building at 647 College Street.

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 a variances to permit, for third party advertising purposes, replacement of an existing legal non-conforming illuminated roof sign with a newly designed illuminated roof sign



containing an electronic static copy, on top of a three-storey building at 647 College Street.

### Financial Impact

The recommendations in this report have no financial impact.

### ISSUE BACKGROUND

The property is located west of Grace Street, on the south side of College Street in an MCR zone. The property contains a three-storey building with retail uses at grade level. The applicant is seeking permission to replace, for third party advertising purposes, an existing legal non-conforming illuminated roof sign with a newly designed illuminated roof sign containing an electronic static copy, on top of a three-storey building at 647 College Street. The proposed sign would have an area of 35.75m<sup>2</sup>.

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 (16)	To install, for third party advertising purposes, a roof sign containing an electronic static copy on a three storey building located in an MCR zone.	A third party roof sign located on a building in an MCR zone is not permitted.
2. Chapter 297-10.B.(2)	To install, for third party advertising purposes roof sign an electronic static copy on a three storey building located in an MCR zone.	Unless specifically permitted by other provisions of this chapter, signs that rotate or which contain tri-vision panels, animated copy, changeable copy or electronic message display copy are not permitted.
3. Chapter 297-10D (16)	The sign would be located on top of a three storey building and higher than 10.0m above grade.	A sign located above second storey or more than 10.0m above grade is not permitted.
4. Chapter 297-10F (1)	The sign may be located less than 60.0m from other third party signs located in the vicinity.	A third party sign is required to have a separation distance of minimum 60.0m from other third party sign in the vicinity.

Chapter 297-10E	The sign may be located less than 20m from a lot in R Zone	An illuminated third party roof sign located less than 20.0m from a lot in R zone is not permitted.
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**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 mixed-use CR, MCR and 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. The By-law does not permit the replacement of a sign's attributes, so as not to prolong the life span of the sign. In this instance, the proposal to replace the existing illuminated roof sign with a newly designed illuminated roof sign containing an electronic static copy, on a three storey building at 647 College Street, is not permitted under the current by-law.

The variances are required because the proposed replacement third party sign is not permitted on top of a three-storey high and taller than 10.0m high building. Also, the sign is not permitted because it is located in an MCR zone. The area of the sign also exceeds the permitted limit of 25.0m2 and the sign would contain an electronic static copy attribute and that is not permitted. The sign would not meet the 60.0m separation distance requirement from other third party signs located in the vicinity.

Staff can advise that roof signs under the new sign by-law recently approved by Council are a specifically prohibited sign type and accordingly any approval under the new sign by-law would require a site specific amendment and could not be approved under the variance process.

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 roof sign containing an electronic static copy, 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**

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

## **ATTACHMENTS**

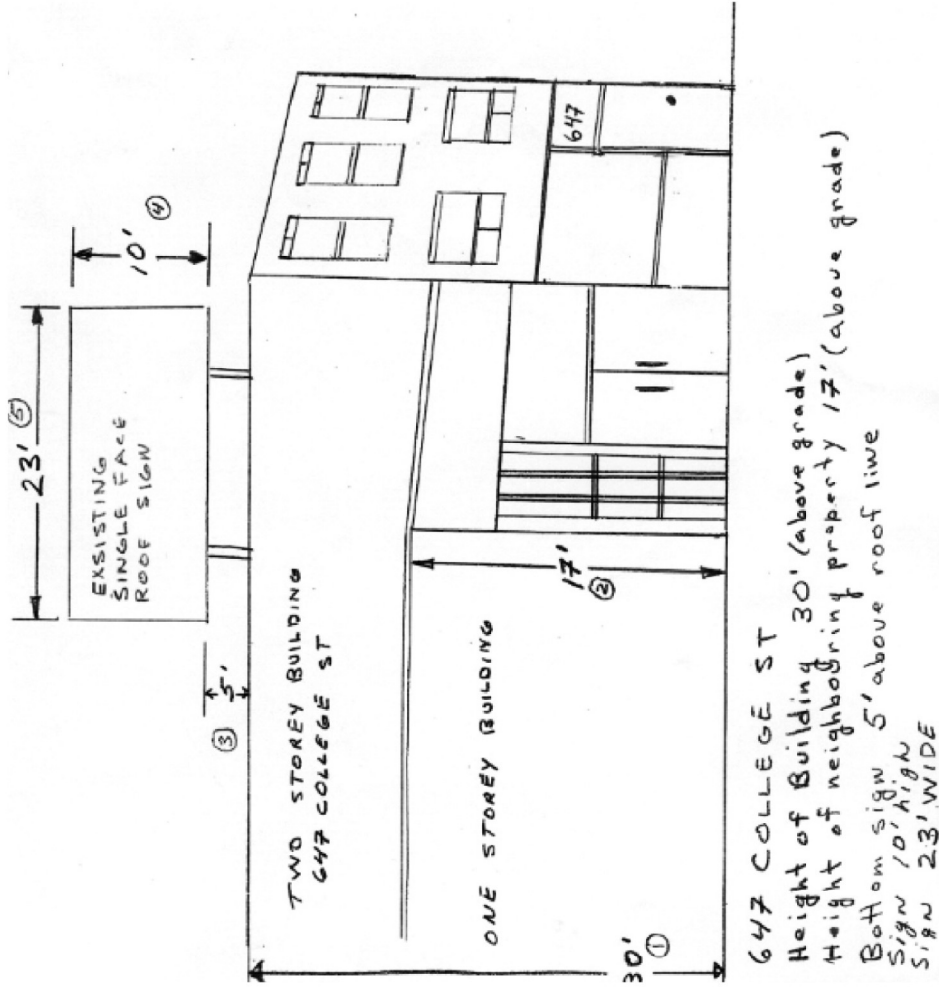
Attachment 1: Sign Details

Attachment 2: Elevation

Attachment 3: Elevation



Attachment 2: Elevation



647 College Street

Elevation - 1

Applicant's Submitted Drawing

Not to Scale  
02/19/2010

File # 10\_120054

Attachment 3: Elevation



647 College Street

Elevation - 2  
Applicant's Submitted Drawing

Not to Scale  
02/19/2010

File # 10\_120054