

Sign Variance - 1073 Yonge St

Date:	February 19, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	2010TE066 10 120183 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 Steve Wolowich of Astral Media Outdoor, L.P., on behalf of Siegfried Beckmann 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 illuminated roof sign with a newly designed illuminated roof sign containing a horizontally rotating scroll attribute, on a three-storey building at 1073 Yonge 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:

1. Toronto and East York Community Council refuse the request for variances permit, for third party advertising purposes, replacement of an existing illuminated roof sign with a newly designed illuminated



roof sign containing a horizontally rotating scroll attribute, on a one-storey building at 1073 Yonge Street.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the southwest corner of Yonge Street and Rowanwood Avenue 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 illuminated roof sign with a newly designed illuminated roof sign containing a horizontally rotating scroll copy attribute for third party advertising purposes, on a three-storey building at 1073 Yonge Street.

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 an illuminated roof sign, containing a horizontally rotating scroll copy attribute, for third party advertising purposes, on a building located in a CR zone.	A roof sign, for third party advertising purposes, is not permitted in a CR zone.
2. Chapter 297-10.B.(2)	To install, for third party advertising purposes, an illuminated roof sign containing a horizontally rotating scroll copy attribute, on a building located in CR 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 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.
4. Chapter 297-11DD	The sign height from grade to the top of the sign is 17.5m.	The 17.5m sign height from grade to the top of sign exceeds by 7.5m,

		the maximum 10.0m sign height 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 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 a horizontally rotating scroll attribute at 1073 Yonge Street is not permitted under the current by-law.

The variances are required because the proposed replacement third party roof sign is not permitted on a building located in a MCR zone. A variance is also required because the particular attribute which would see the copy scrolling horizontally, is one that is not specifically meet the definition of a permitted type sign in the current sign by-law. The sign height from grade to the top of sign also exceeds the permitted height and 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, scrolling type displayable copies, 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

Norm Girdhar, Assistant Planner
 Tel. No. 416-392-7209
 Fax No. 416-392-7536
 E-mail: ngirdhar@toronto.ca

SIGNATURE

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

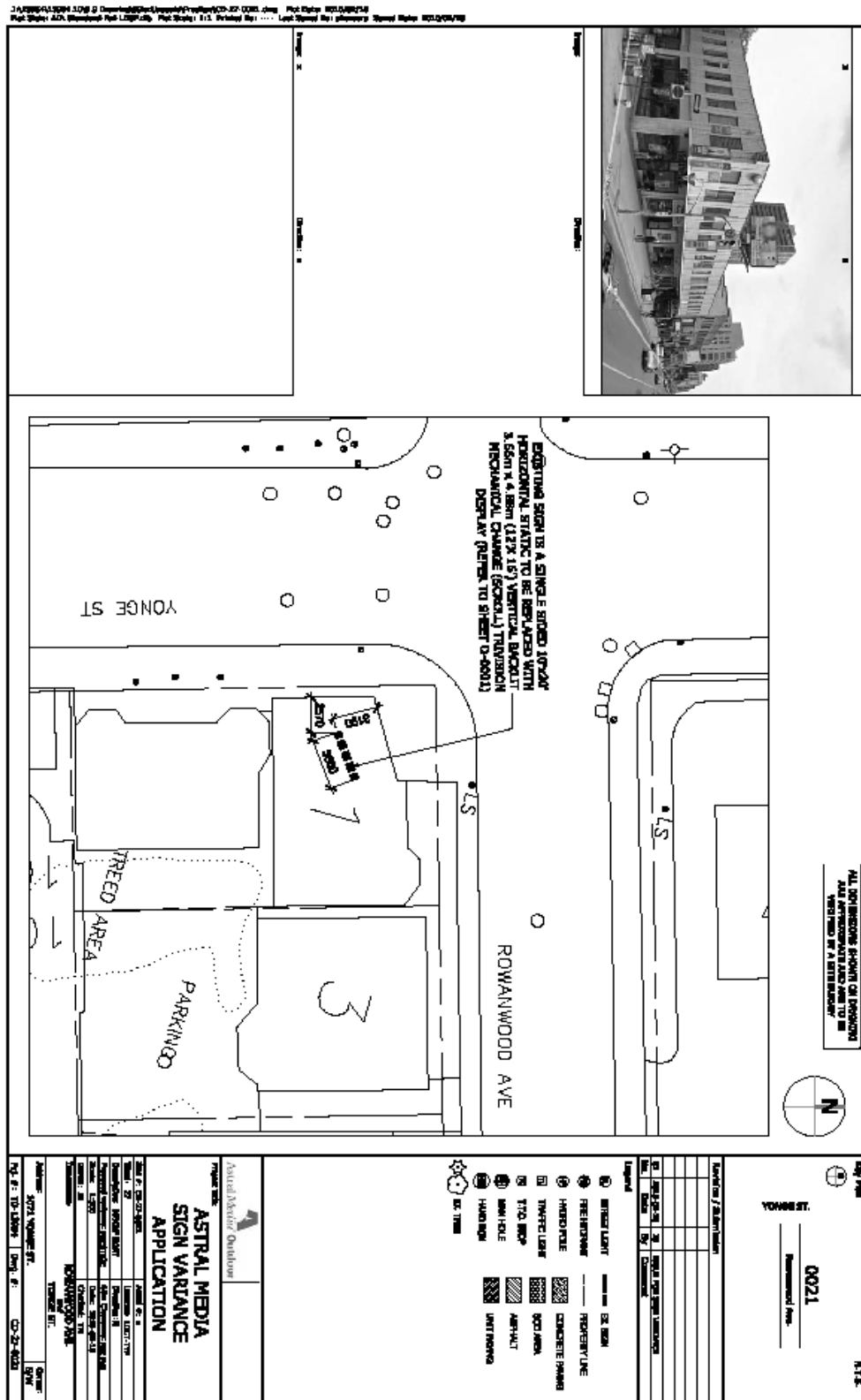
ATTACHMENTS

Attachment 1: Sign Details

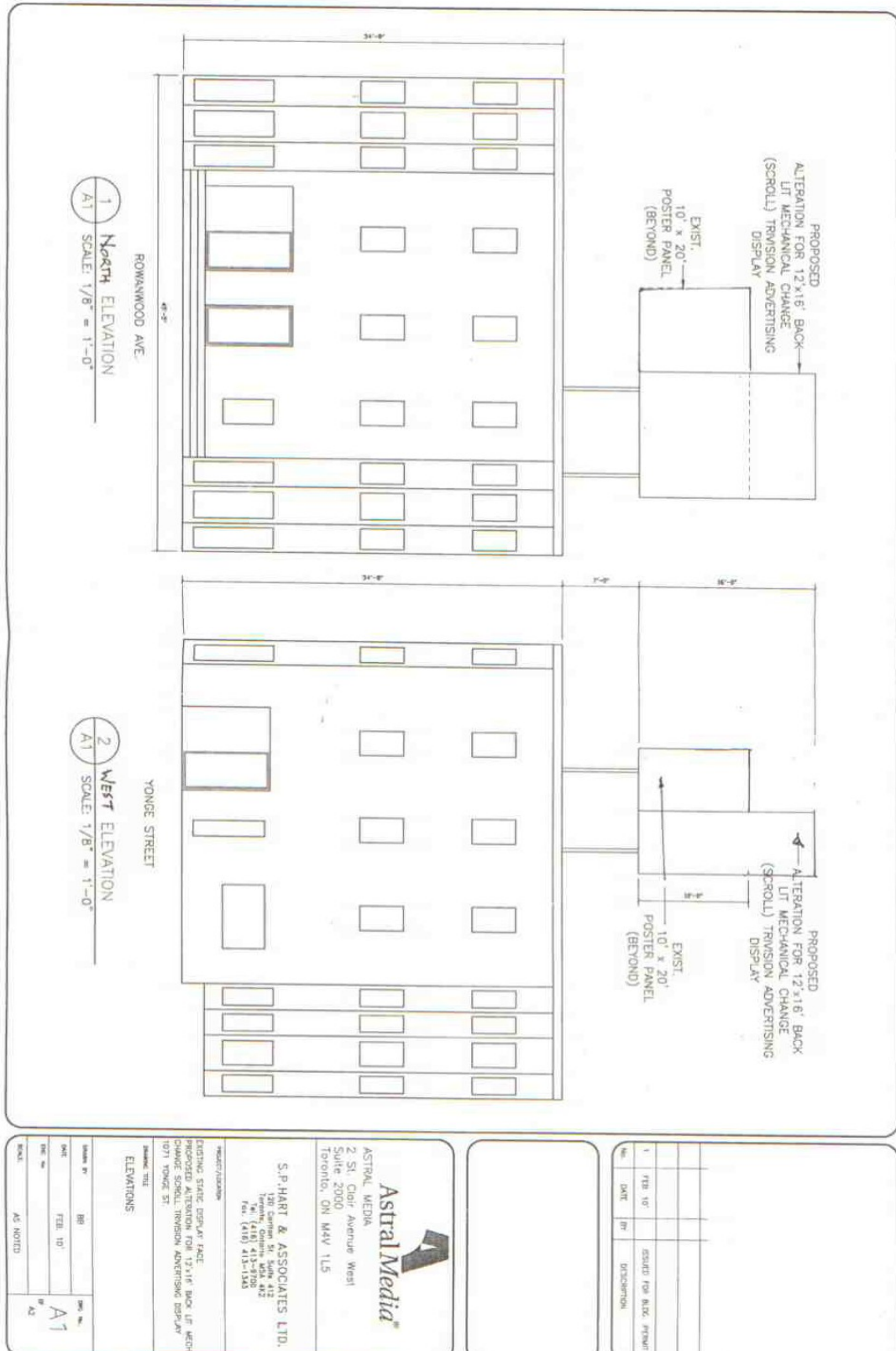
Attachment 2: Elevations

Attachment 3: Elevations

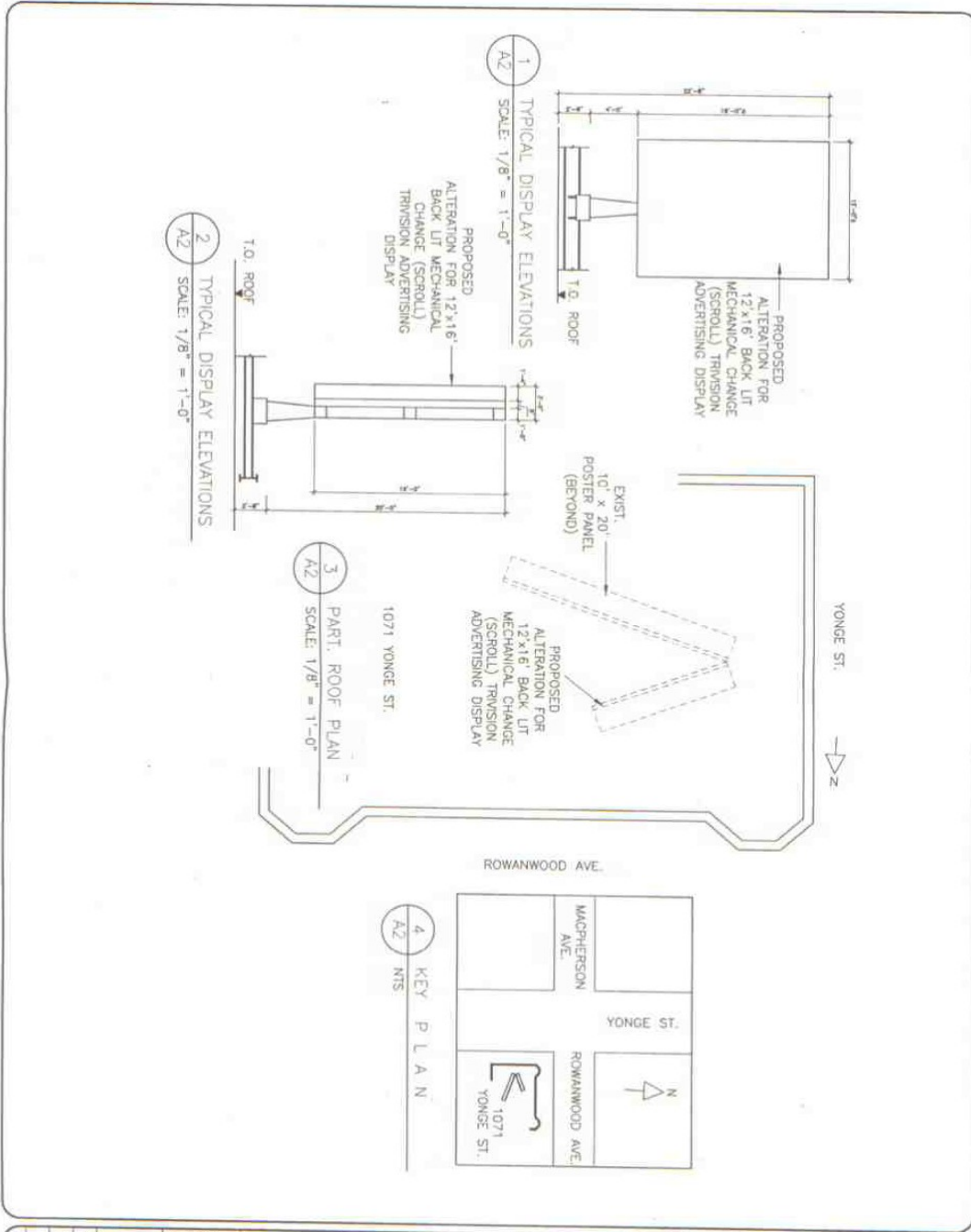
Attachment 1: Sign Details



Attachment 2: Elevations



Attachment 3: Elevations



No.	DATE	BY	REVISION
1	FEB 10'		DRAWN FOR MARK FRANK

ASTRAL MEDIA 2 St. Clair Avenue West Suite 2000 Toronto, ON M4V 1L5	
S. P. HART & ASSOCIATES LTD. 120 Campus St. Suite 412 Toronto, Ontario, M5H 4A2 Tel: (416) 415-1343 Fax: (416) 415-1345	
EXISTING STATE DISPLAY: FACE PROPOSED ALTERATION FOR 12'x16' BACK LIT MECHANICAL CHANGE (SCROLL) TRIVISION ADVERTISING DISPLAY 1071 YONGE ST.	
KEY PLAN, PART, ROOF PLAN & ADVERTISING DISPLAY ELEVATIONS	
DRAWN BY: [Signature] DATE: FEB 10' FILE NO.:	TITLE: A2 NO.:
MAKE: AS NOTED	