

Sign Variance - 525 King St E

Date:	February 19, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	2010TE087 10 120198 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 Elaine with Bay Cat Hospital 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 “V- shape” illuminated roof sign with a newly designed illuminated “V-shape” tri-vision roof sign, on a one-storey building at 525 King Street East.

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 “V- shape” illuminated roof sign with a newly designed



illuminated “V-shape” tri-vision roof sign on top of a single-storey building at at 525 King Street East.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located north of Dundas Street West on the southwest corner of King Street East and Sumach Street in an I1 D3 zone. The property contains a one-storey industrial use building. 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 with an area of 17.83m² and containing a horizontally rotating scroll copy attribute, on top of a single-storey building at 525 King Street East.

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 297-10.B.(2)	To install, for third party advertising purposes, a “V-Shape” roof sign containing a horizontally rotating scroll copy attribute. The sign would also display an electronic display showing time of the day at the base of the sign.	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.
2. Chapter 297-10F	The sign is 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.

COMMENTS

The variances are required because the proposed illuminated third party roof sign contains a horizontally rotating scroll copy attribute which is not specifically permitted in the by-law. Also, the proposed third party roof sign does not meet the required 60.0m separation distance from other third party signs located in the vicinity (493 King Street East).

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.

The nature of the requested variances could not be considered minor 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

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

ATTACHMENTS

Attachment 1: Sign Details

