

Sign Variance - 217 Adelaide St W

Date:	February 19, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	2010TE063 10 120180 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 217 Adelaide Street Holdings Ltd. c/o Humboldt Properties, 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 ground sign with a newly designed illuminated ground sign containing a horizontally rotating scroll copy attribute, on a property at 217 Adelaide Street West.

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 refuse the request for variances permit, for third party advertising purposes, replacement of an existing legal non-conforming illuminated



ground sign with a newly designed illuminated ground sign containing a horizontally rotating scroll copy attribute, on a property at 217 Adelaide Street West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located east of Duncan Street, on the south side of Adelaide Street West in an RA zone. The applicant is seeking permission to replace, for third party advertising purposes, an existing legal non-conforming illuminated ground sign located at the northeast corner of the property with a newly designed illuminated third party ground sign containing a horizontally rotating scroll copy attribute, on a property at 217 Adelaide Street West

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 an existing illuminated third party ground sign with an illuminated third party ground sign containing a horizontally rotating scroll copy attribute, on a lot in the RA zone.	A third party ground sign containing located on a lot in the RA zone is not permitted.
2. Chapter 297-10.B.(2)	To install a replacement ground sign, for third party advertising purposes, containing a horizontally rotating scroll copy attribute at 217 Adelaide Street West.	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.
4. Chapter 297-10F	The sign would be located less than 60.0m from other third party signs located on this property.	A third party sign is required to have a minimum separation distance of 60.0m from other third party sign in the vicinity.

COMMENTS

At its meeting of April 2, 1996, the former City of Toronto Council passed By-law No. 1996-0172 to amend Chapter 297 of the Municipal Code to prohibit third party ground

signs and pedestal signs in CR and MCR districts. The regulations were aimed at reducing proliferation of third party signs in the mixed-use zone districts.

Third party illuminated ground signs containing a horizontally rotating scroll copy attribute, are not permitted on this site within the CR zoning. In zones where third party ground signs are permitted, the By-law requires a minimum separation distance of 60m from other third party signs located in the vicinity. The proposed third party ground signs would not meet that requirement.

Staff can advise that the third party ground signs under the new sign by-law recently approved by Council are not permitted in this sign district and accordingly any approval under the new sign by-law would require a variance.

This application clearly contradicts the City's prohibition of ground 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, tri-vision type sign, for third party advertising purposes would undermine the clear intent of City policy and would not maintain the integrity and the spirit of the Municipal Code. It is staff's opinion that the proposed signs would diminish the objectives for quality urban design in this area.

Staff recommends refusal of this application. The variances are 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

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

ATTACHMENTS

Attachment 1: Site Plan


Attachment 1: Site Plan


ASTRAL MEDIA SIGN VARIANCE APPLICATION
217 Adelaide St W, Toronto, ON M5H 1A2

Project No: **00315**

Submitted On: **2024-05-14**

City of Toronto Planning & Building Department





207

211

PARKING

ADELAIDE ST W

217

DE. PLAT. CONPLAN FROM TO BE
SUNDAY 18th 2024 WITH 1.60m x 4.60m
(22' 8") VERTICAL SIGNAGE
PROPOSED CHANGE (SIGNAL)
TELEVISION DISPLAY
(OPEN TO STREET 0-9000)

00315

217 ADELAIDE ST W

ASTRAL MEDIA SIGN VARIANCE APPLICATION

217 ADELAIDE ST W

TORONTO, ONTARIO

Legend

- SIGN LOCATION
- FENCE
- DRIVEWAY
- SIDEWALK
- TREE
- UTILITY POLE
- FIRE HYDRANT
- STREET LIGHT
- BUILDING FOOTPRINT
- CONCRETE PAVING
- ASPHALT
- DIRT/GRASS