

Sign Variance - 33 Gerrard St W

Date:	March 4, 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:	2010TE064 10 120181 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 National Realty Management 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 legally installed illuminated tri-vision fascia sign with a newly designed illuminated fascia sign containing a horizontally rotating scroll copy attribute, on the west elevation of the building at 33 Gerrard 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:

Toronto and East York Community Council refuse the request for variances permit, for third party advertising purposes, replacement of an existing legal non-conforming illuminated fascia sign with a



newly designed illuminated fascia sign containing a horizontally rotating scroll copy attribute, on the west elevation of the building at 33 Gerrard Street West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The CR zoned property is located just west of Yonge Street on the south side of Gerrard Street West. The property contains an eighteen-storey hotel building. The applicant is requesting permission to replace, for third party advertising purposes, an illuminated tri-vision fascia sign located on the west elevation of the building. The illuminated tri-vision fascia sign is 3.66m wide and 4.88m high with an area of 17.86m² and would contain a horizontally rotating scroll copy attribute and would be located on the west elevation of the building at 33 Gerrard 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 297-10.B.(2)	To replace an existing third party illuminated tri-vision fascia sign with a newly designed illuminated fascia sign containing a horizontally rotating scroll copy attribute.	Unless specifically permitted by other provisions of this chapter, signs that rotate, animated copy, changeable copy or electronic message display copy are not permitted.
2. Chapter 297-10F (1)	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 replacement third party sign contains rotating scroll copy attribute which is not specifically described as a sign type and thus not permitted.

The sign would also not meet the required 60.0m separation distance from other third party signs located in the vicinity. The adjoining property to the west is a public parking lot and two existing third party ground signs are located in the parking lot. The separation distance between the proposed sign and the two signs located on the adjacent parking lot is 42.58m and 63.30m.

Staff can not justify recommending approval of the proposed replacement of the sign at this location. The intent of the by-law is to prevent sign clutter.

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: Site Plan

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