

**Sign Variance - 231 College St**

|                          |                                                            |
|--------------------------|------------------------------------------------------------|
| <b>Date:</b>             | March 5, 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 20 – Trinity-Spadina                                  |
| <b>Reference Number:</b> | 2010TE077<br>10 120194 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.

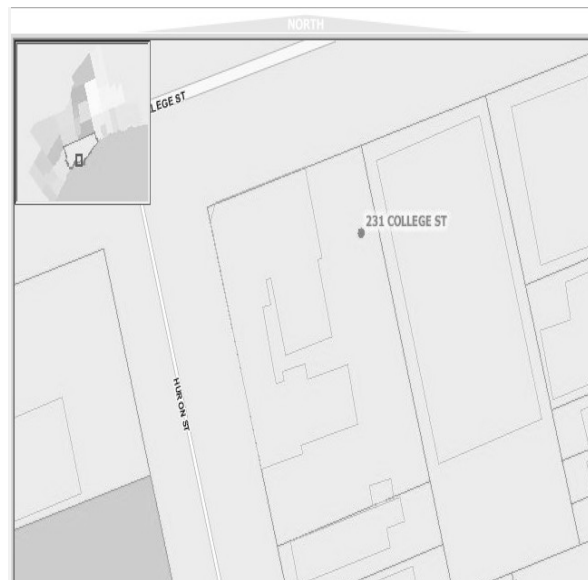
This report reviews and makes recommendations on a request by Steve Wolowich of Astral Media Outdoor, L.P., on behalf of Curtro Holdings Inc., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, replacement of an existing illuminated fascia sign with a newly designed illuminated fascia sign containing a horizontally rotating scroll copy attribute that would display three image panels, on the west elevation of the building at 231 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:**

1. Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, replacement of an existing illuminated fascia



sign with a newly designed illuminated fascia sign containing a horizontally rotating scroll copy attribute, on the east elevation of the building at 231 College Street.

**Financial Impact**

The recommendations in this report have no financial impact.

**ISSUE BACKGROUND**

The property is located east of Huron Street, on the south side of College Street in an MCR zone. The property contains a three-storey mixed-use building with retail uses at grade level. The applicant is seeking permission to replace, for third party advertising purposes, an existing third party illuminated fascia sign with a newly designed third party illuminated fascia sign containing a horizontally rotating scroll copy attribute, on the east elevation of building at 231 College Street.

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(5)(a)                    | The proposed sign containing a horizontally rotating tri-panel scroll copy attribute would have a copy area of 88.34% of the sign face.            | The 88.34% copy area of the proposed tri-panel would exceed by 38.34%, the maximum 50% of the area of the sign face permitted.                                                                                |
| 2. Chapter 297-10D(5)(b)                    | The sign would be erected 10.89m above grade.                                                                                                      | A sign containing a tri-vision panel is permitted provided it is not erected more than 5.0m high above grade.                                                                                                 |
| 3. Chapter 297-10.B.(2)                     | To install, for third party advertising purposes, an illuminated third party fascia sign containing a horizontally rotating scroll copy attribute. | 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 (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 is not permitted because it would contain rotating scroll copy attribute which is not specifically described as a sign type in the Municipal Code and therefore not permitted. With respect to the second variance, the sign would be located 5.89m higher than the permitted height of 5.0m above grade. The sign containing a rotating scroll copy attribute is not the sign type permitted under the current By-law and the sign would not meet the required 60.0m separation distance from other third party signs located in the vicinity. This application clearly contradicts the City's prohibition of this type of signage. Staff can not justify recommending approval of this application.

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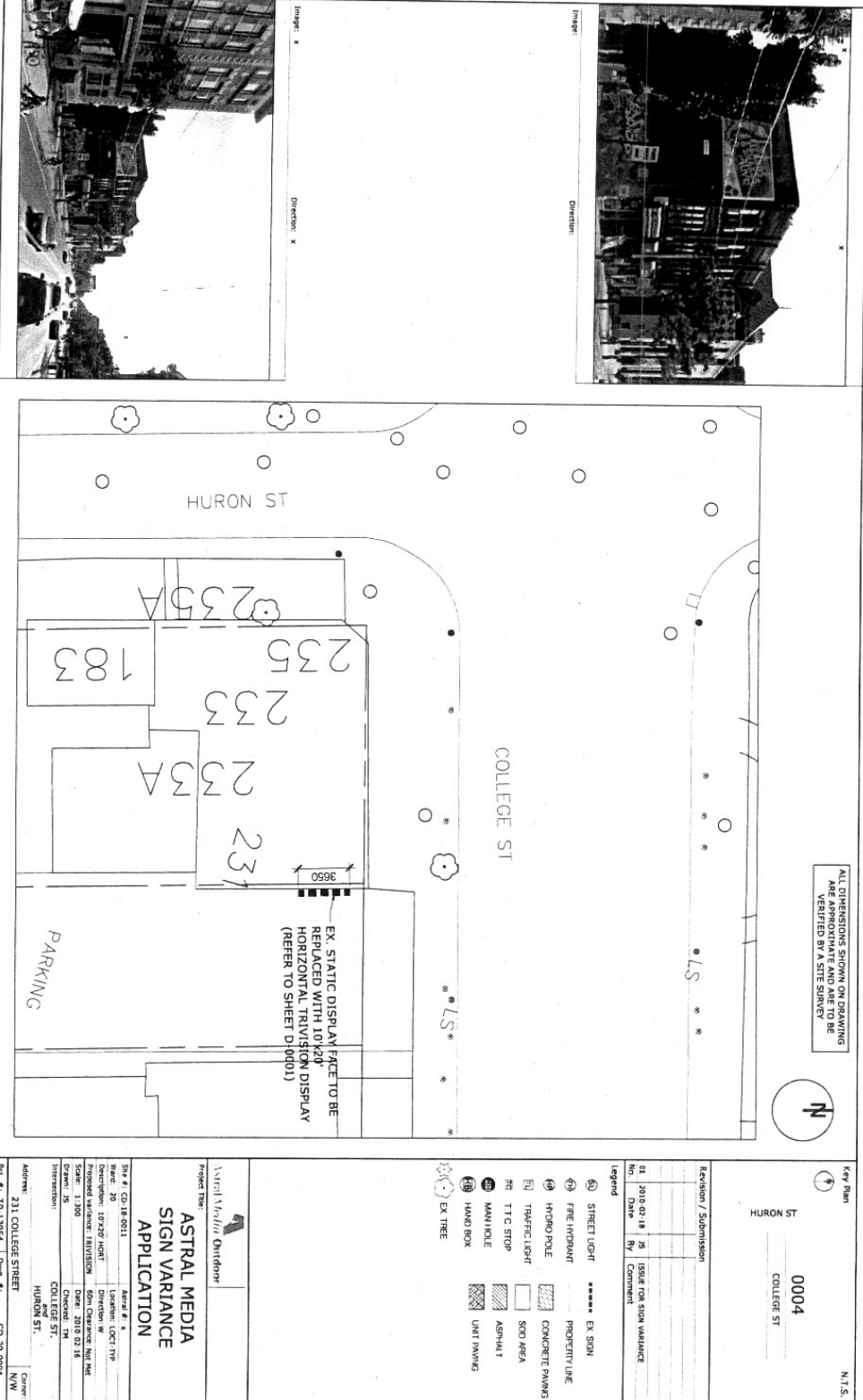
Mario Angelucci, Acting Director, Toronto Building  
 Toronto and East York District

**ATTACHMENTS**

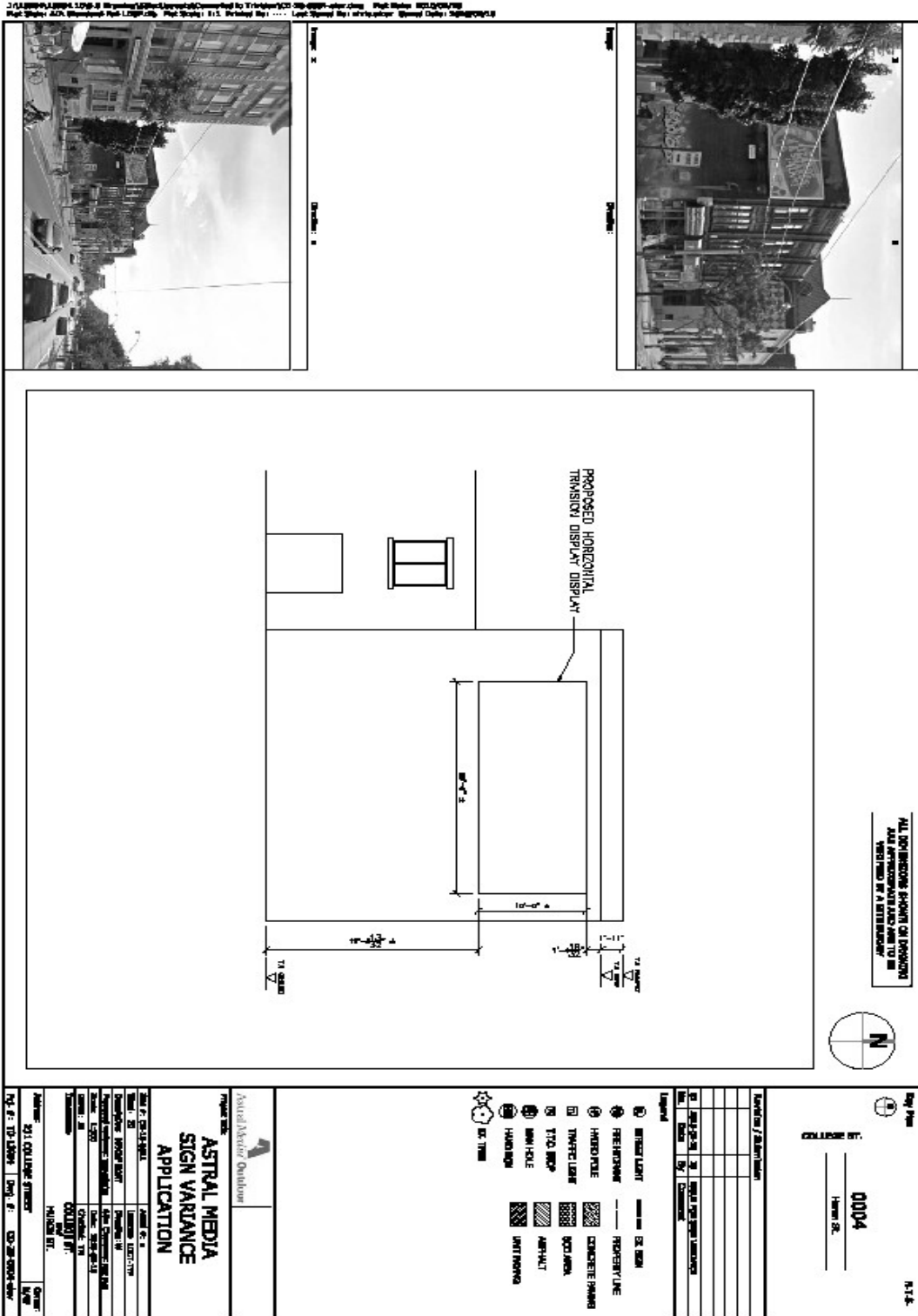
- Attachment 1: Sign Details
- Attachment 2: Sign Details
- Attachment 3: Sign Details
- Attachment 4: Sign Details
- Attachment 5: Elevations

# Attachment 1: Sign Details

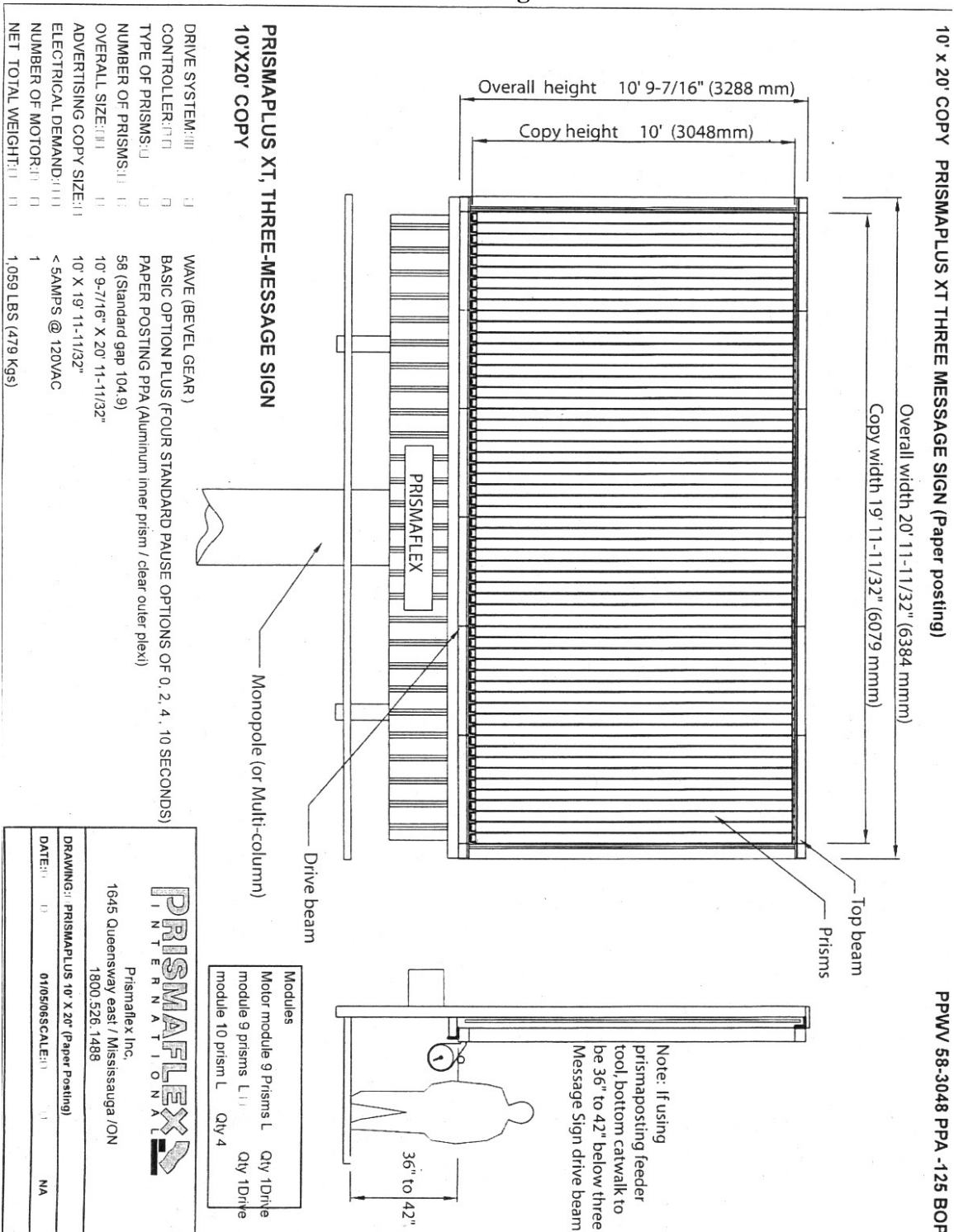
J:\13954\13954\_1015\_9 Drawing\99\c\layouts\Converted to Trivision\CD-20-0004.dwg Plot Date: 2010/02/18  
 Plot Style: AIA Standard-Full-LDSP.ctb Plot Scale: 1:1 Printed By: Last Saved By: pharsora Saved Date: 2010/02/18



## Attachment 2: Sign Details

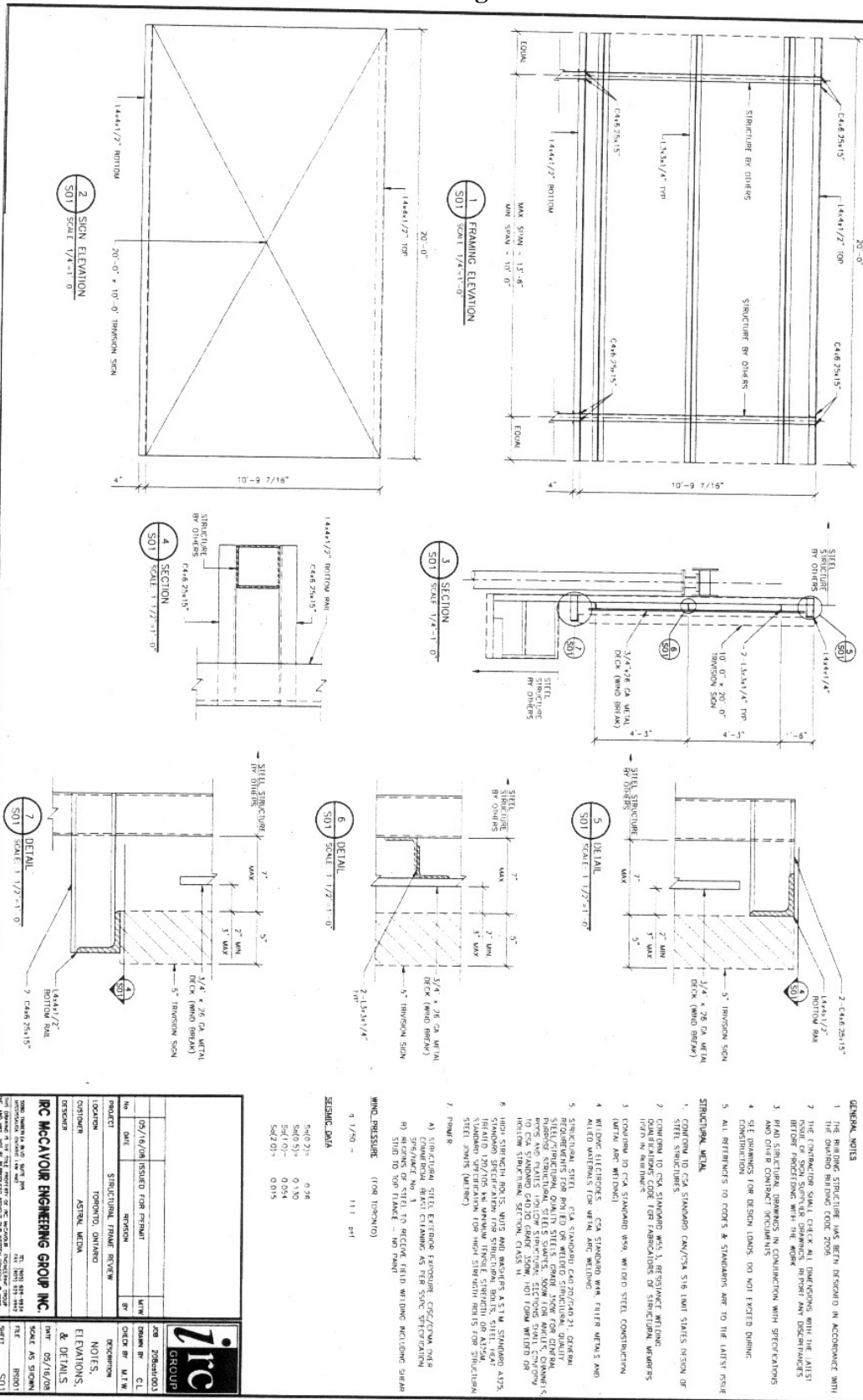


### Attachment 3: Sign Details



PPWV 58-3048 PPA -125 BOP

Attachment 4: Sign Details



# Attachment 5: Elevations

