

Sign Variance - 2180 Yonge Street

Date:	December 1, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Toronto Building, Toronto and East York District
Wards:	Ward 22 - St. Paul's
Reference Number:	2008TE043

SUMMARY

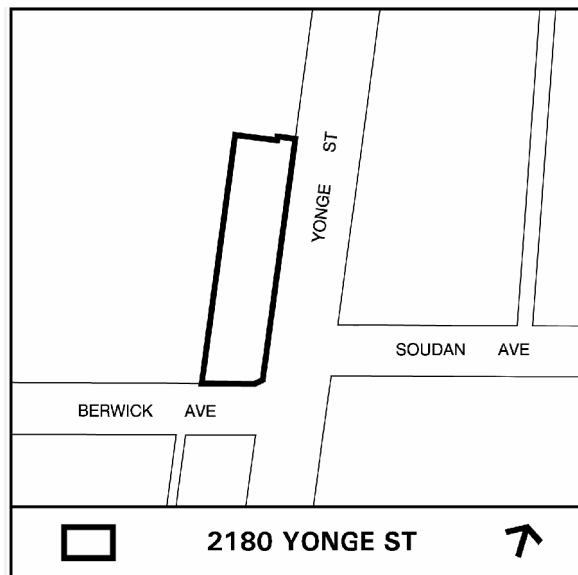
This report reviews and makes recommendations on a request by Denis Richard of Steel Art Signs, on behalf of Northam Realty for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign consisting of a full colour LED Video Display Copy unit, on the building column at the southeast corner of the building at 2180 Yonge Street.

Staff recommends refusal of the application. The requested variances are major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. City Council refuse the requested variances to permit, for identification purposes, an illuminated fascia sign consisting of a full colour LED Video Display Copy unit, on the building column at the southeast corner of the building at 2180 Yonge Street. The requested variances are major and not within the general intent and purpose of the Municipal Code.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The CR zoned property is located at the northwest corner of a reverse “Z” shape, signalized intersection of Yonge/Berwick Avenue/Soudan Avenue. The property contains an eighteen-storey office building. The Proposal is to install an illuminated fascia sign containing a full colour LED video display unit for first-party advertising purposes, on the building column located at the southeast corner of the building. The proposed sign is 3.28m wide and 1.83m high with an area of 6.0 m² (see Attachments graphics).

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
- Chapter 297-2 Definitions - Chapter 297-10 B (2) - Chapter 297-10 D	To install an illuminated 3.28m wide and 1.83m high fascia sign containing a full colour LED video display unit for first-party advertising purposes, on the building column located at the southeast corner of the building.	The proposed fascia sign that contains a full colour LED video display unit / changeable animated copy is not permitted.

COMMENTS

The proposed illuminated fascia sign would incorporate a full colour LED Video Display unit to display animated copy. These sign features are not permitted in this district. In the past, staff had only recommended approval of this type of signs in a few, very specific circumstances. They have been recommended for public theatres, stadiums and places of amusement, as well as in the financial district and the special designated area at the intersection of Yonge and Dundas Streets. In these instances, the scale of the buildings and /or intensity and nature of the commercial activity made such signs acceptable. In the past, care has been taken with full colour LED Video Display copy or animated display signs in recognition of their dynamic character, which heightens their visibility and their potentially negative impact on the surrounding uses and the streetscape. In this instance, the proposed sign would be located at the northwest corner of a reverse “Z” shape signalized intersection of Yonge / Berwick Avenue and Soudan Avenue.

Traffic Safety Section of the Transportation Services have also advised that the proposed LED Video Display sign is so close to a signalized intersection that it would undermine safe traffic movement at this busy intersection and therefore it is not supportable. It is staff’s opinion that the approval of the proposed sign at this location may set a negative precedent with city-wide implications.

Staff recommends refusal of the application. The requested variances are major and not within the general intent and purpose of the Municipal Code.

CONTACT

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

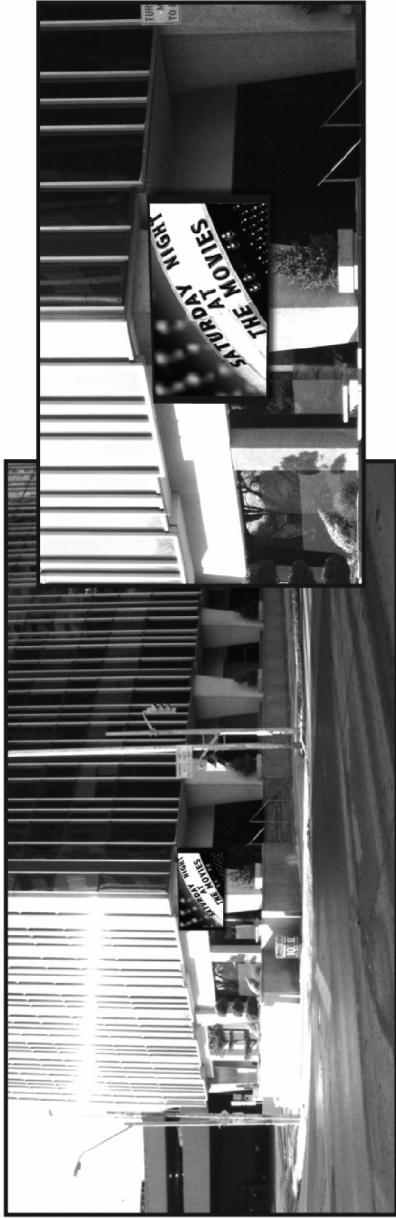
SIGNATURE

Mario Angelucci, Deputy Chief Building Official and Acting Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Elevation

Attachment 1: Elevation



Perspectives
m/s

10'-9"
[3277]



6'-0"
[1829]

FULL COLOUR LED VIDEO DISPLAY
 - LIVE FULL VIDEO DISPLAY
 - 10-12mm PITCH
 - 16:9 ASPECT RATIO
 - FIBER OPTIC LINK
 - APPROX SIZE 8' X 11'
 - STEEL SUPPORT STRUCTURE
 *** ALL SPECS/SIZES TO BE CONFIRMED

GRAPHICS ON FULL COLOUR LED VIDEO DISPLAY A SIMULATION ONLY

Face Elevation
Scale: 1/2" = 1'-0"

Elevations

Applicant's Submitted Drawing

Not to Scale
12/01/08

2180 Yonge Street

File # 08_187531