

ATTACHMENT 2: Sign Variance Committee Decision – Item SB31.1



Tracking Status

- This item was considered by [Sign Variance Committee](#) on September 9, 2014 and was adopted with amendments.

Sign Variance Committee consideration on September 9, 2014

SB31.1	ACTION	Amended		Ward:28
--------	--------	---------	--	---------

Application by Astral Media for Five Variances With Respect to a Sign Proposal for One Third Party Ground Sign - 586 Lakeshore Boulevard East

Committee Decision

The Sign Variance Committee:

- Granted the variances requested to §§ 694-14E, 694-22A(3), 694-24A(18), 694-25B(1)(a) and 694-25B(1)(b) required to allow the issuance of a permit for the erection and display of one third party ground sign at the property municipally known as 586 Lakeshore Boulevard East described in Attachment 1 to the report (August 25, 2014) from the Manager, Sign By-law Unit, Toronto Building, subject to the following conditions, as proposed by the Applicant:
 - 5 percent of the daily sign copy display shall be used for non-commercial messaging purposes;
 - daily sign copy display shall be dedicated to Pan/Parapan purposes for not less than one month in and around the 2015 Pan/Parapan Games, at no charge;
 - notwithstanding subsection 694-18E(5), the illumination shall not exceed 300 nits during the period between sunset and sunrise, within permitted hours of operation; and
 - orientation of sign faces to be the same as currently located in the area indicated in the report (August 25, 2014) from the Manager, Sign By-law Unit, Toronto Building.

Origin

(August 25, 2014) Report from the Manager, Sign By-law Unit, Toronto Building

Summary

This report reviews and makes recommendations on an application made by Astral Media (the "Applicant") regarding five variances to Chapter 694 to provide for the erection and display of one third party ground sign. As provided in Figure 1, the proposed sign is located at

586 Lakeshore Boulevard East, north of the Gardiner Expressway and west of the Don Valley Parkway.

The proposal contemplates a two-sided ground sign at an overall height of 18.28 metres, with one sign face 14.63 metres in horizontal width by 4.27 metres in vertical length, displaying electronic static copy, oriented south-easterly towards the F.G. Gardiner Expressway, and one sign face, 14.63 metres in horizontal width by 4.27 metres in vertical length, displaying electronic static copy and oriented westerly towards the southbound ramp from the Don Valley Parkway to the F.G. Gardiner Expressway. The proposed sign is to replace an existing conventional third party (billboard) ground sign, which contains two sign faces of the same size and height, displaying static "paste-and-paper" sign copy, located on the subject premises.

The subject premises is located in an E-Employment sign district which does permit a third party ground sign in accordance with Section 694-25B(1).

This report recommends refusal of the five variances sought on the basis that the proposed third party ground sign: is not compatible with the surrounding area; does not support Official Plan objectives; does alter the character of the area; adversely affects adjacent premises; may adversely affect public safety; and is contrary to the public interest.

Background Information

(August 25, 2014) Report and Attachments 1-3 from the Manager, Sign By-law Unit, Toronto Building - Application by Astral Media for Five Variances With Respect to a Sign Proposal for One Third Party Ground Sign - 586 Lakeshore Boulevard East
<http://www.toronto.ca/legdocs/mmis/2014/sb/bord/backgroundfile-73145.pdf>

Communications

(September 8, 2014) Letter from West Don Lands Committee (SB.New.SB31.1.1)
<http://www.toronto.ca/legdocs/mmis/2014/sb/comm/communicationfile-49943.pdf>
(September 9, 2014) Letter from Councillor Pam McConnell (SB.New.SB31.1.2)
<http://www.toronto.ca/legdocs/mmis/2014/sb/comm/communicationfile-49822.pdf>
(September 9, 2014) Presentation from Astral Out of Home (SB.New.SB31.1.3)

Speakers

Steve Wolowich, Applicant, Astral Media Out of Home
Leroy Cassanova, Bell Media
Robert Bader, Supervisor, Sign By-law Unit, Toronto Building
Paul Brody, Sign Building Code Examiner Inspector, Sign By-law Unit, Toronto Building
Tom Davidson, Constituency Assistant to Councillor Pam McConnell

Motions

Motion to Adopt Item as Amended moved by Marco D'Angelo seconded by Dennis Threndyle (Carried)
That the Sign Variance Committee:

1. Grant the variances requested to §§ 694-14E, 694-22A(3), 694-24A(18), 694-25B(1)(a) and 694-25B(1)(b) required to allow the issuance of a permit for the erection and display of one third party ground sign at the property municipally known as 586 Lakeshore Boulevard East described in Attachment 1 to the report (August 25, 2014) from the Manager, Sign By-law Unit, Toronto Building, subject to the following