

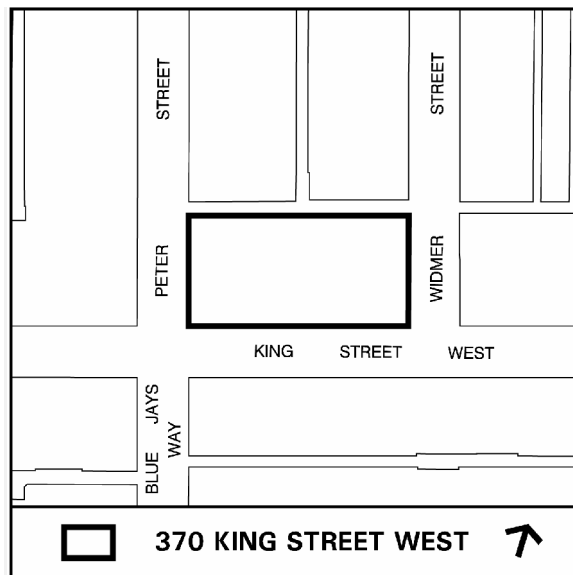
**Sign Variance Report  
370 King Street West**

<b>Date:</b>	April 16, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	06-181127

**SUMMARY**

To review and make recommendations on a request by Fraser Elliot of Kadoke Display Ltd., on behalf of The Score for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two electronic message display copy (LED) video display first party signs, on the south and west elevations of the building at 370 King Street West.

Staff recommends approval of this application with condition that the signs be turned off from 12:00 a.m. to 7:00 a.m. by means of an automated timing device, that the proposal be constructed substantially in accordance with the drawings date stamped as received on March 9, 2007, save and except Sign E, a dimmer switch be installed, and an after study be conducted with the costs borne by the applicant. The sign would comply with any recommendations resulting from the after study. With these conditions in place, the variance is minor and within the general intent and purpose of the Municipal Code.



**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. City Council approve the request

- for variances to permit two electronic message display copy (LED) first party signs (Signs A and C), on the southwest elevation of the building at 370 King Street West with a condition that the sign be turned off from 12:00 a.m. to 7:00 a.m. by means of an automated timing device;
2. the applicant be advised, should Council approve the variance, of the requirement to obtain the necessary sign permits from the Chief Building Official for signs substantially in accordance with the drawings date stamped as received on March 7, 2007, save and except Sign E, and on file with the City Planning Division;
  3. approval of the LED signs is conditional on the elimination of sign E as shown on the plans date stamped as received on March 7, 2007 and that no additional signs be added to the building requested by or associated with the present or future tenants of the space occupied by 'The Score Television Network';
  4. require that the new two (LED) first party signs (Signs A and C), be designed so that they can be dimmed after dusk to the satisfaction of the Chief Planner;
  5. prior to the issuance of any sign permits as identified in Recommendation (2), the applicant shall provide to the Transportation Services Division an irrevocable Letter of Credit or certified cheque payable to the Treasurer, City of Toronto, in the amount of \$2,500.00 to pay for an 'after study' to be conducted once the proposed electronic message display copy (LED) video signs have been installed to determine if there is an impact on traffic safety;
  6. the proposed electronic message display copy (LED) video signs comply with any recommendations resulting from the 'after study' identified in Recommendation (5) to the satisfaction of the General Manager of Transportation Services; and
  7. require that energy efficient technology be used for the new video signs.

### **Financial Impact**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

The property is located on the northeast corner of King Street West and Peter Street in a Reinvestment Area (RA) zone. It is currently the site of a 20 storey, 425 unit hotel. It is proposed to redevelop the first two floors of the southeast corner from retail into 'The Score' television studio and associated offices.

This first variance is to permit a proposed electronic message display copy (LED) video display (Sign "A") measuring 4.47m wide, 3.3m high with an area of 14.75 square metres. The proposed sign would be enclosed within a steel tube framed box measuring 4.62m wide and 3.05m high. The video display would show the television station's programming. It is proposed to angle the video display down slightly.

The second variance is to permit a proposed combination sign measuring 12.19m wide, 0.91m high with an area of 11.09 square metres. The sign would consist of an electronic message display copy (LED) video display (Sign “C”) measuring 8.08m wide and 0.91m high flanked on either side by light boxes. It is proposed that the video display would show ‘The Score Ticker’, a list of continuously running sport match results.

On the King Street West frontage, additional signs are proposed including a 3-dimensional illuminated logo (Sign “B”), and three tagline graphics (Sign “D”). The applicant has agreed to eliminate Sign “E”, an angled aluminium graphic box. On the Peter Street frontage, additional signs include a 3.66m wide, 4.88m high banner graphic (Sign “G”) and a 3-dimensional banner graphic (Sign “I”). All of these signs are permitted.

The signs do 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>
Chapter 297 – 10(C)	Proposed Sign A would be an LED sign	Sign A would be an LED sign. LED signs are not a permitted use in the RA district.
Chapter 297 – 10(C)	Proposed sign C would be an LED sign and would have two light boxes at either end.	The proposed combination sign consisting of two light boxes and an LED sign measuring 14.48m <sup>2</sup> in total, is not a permitted use in the RA district.

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.

The variances relate to the installation of two LED message display units (full colour video display copy), to display animated copy. These signs are not permitted. In the past, staff have only recommended approval of electronic message display copy signs in a few, very specific circumstances, such as 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. Care has been taken when considering accepting electronic message display signs in recognition of their dynamic character, which heightens their visibility and their potential negative impact on the vehicular traffic, surrounding uses and the streetscape.

This portion of the King-Spadina neighbourhood primarily consists of office and entertainment uses. The proposed first-party video signs would also complement the proposed use of the property as a television studio. Given the distinct character of the area and the nature of the proposed use, the introduction of the proposed signs would not set a negative precedent with City-wide implications. However, the area is zoned Reinvestment Area (RA) which also permits residential uses. In order to accommodate the television studio use and the potential for proposed and future residential uses in the

area, staff recommend that the signs be turned off from 12:00 a.m. to 7:00 a.m. by means of an automated timing device. A dimmer device should be employed from dusk onward to minimize the brightness and impact of the proposed LED signs.

Staff also have concerns with the overall number of signs proposed. While Signs B, D, E, F, G and I are permitted under the Sign By-law, when coupled with the proposed two electronic message display copy (LED) signs, staff are of the opinion that the total amount of signage would be overwhelming and inappropriate to the streetscape. As a result of discussions with the applicant, it has been agreed to eliminate Sign 'E' (the angled light box on the south elevation). In addition, staff have also requested that the size of Sign 'G' (the banner graphic on the west elevation) be reduced.

In accordance with Clause 6 in Report 6 of the Works Committee adopted by Council in July 2003, the application has been circulated to the Traffic Management Centre, Transportation Services Division for their review of the proposal's potential impact on right-of-way activities. The Traffic Management Centre has examined traffic volumes, turn restrictions and collision history, particularly for northbound and eastbound traffic. These are the directions of travel from which the proposed signs will be seen. The Traffic Management Centre has advised that there is no conclusive evidence that the installation of the proposed sign will have a negative impact on traffic safety at this location. To assess the sign's impact once installed, Traffic Management Centre recommends that an 'after study' be conducted to determine if the proposed video display sign has any impact on traffic safety and the cost of such a study be borne by the applicant. These recommendations are brought forward as Recommendation 5 and 6 in this report.

The applicant has informed staff that the lighting will be as energy efficient as possible.

## **COMMENTS**

It is recommended that the request for the variance be approved on the conditions that the signs are constructed substantially in accordance with the drawings date stamped as received on March 9, 2007, save and except Sign E; that signs 'A' and 'C' be turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device; require that signs 'A' and 'C' be designed so that they can be dimmed after dusk to the satisfaction of the Chief Planner; an after study be conducted with the costs borne by the applicant; and the sign comply with any recommendations resulting from the after study.

## **CONTACT**

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## **SIGNATURE**

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Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: South Elevation

Attachment 2: West Elevation



