



STAFF REPORT ACTION REQUIRED

150 KILGOUR ROAD Sign Variance Request

Date:	May 9, 2007
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 26 - Don Valley West
Reference Number:	2007NY022 File No: 07-138853 ZSV 00 ZR

SUMMARY

This staff report is about a matter that Community Council has been delegated authority to make a final decision provided that it is not amended so that it varies with City policy or by-law.

The purpose of this report is to review and make recommendations on a request by John Lohmus of IBI Group, on behalf of Bloorview Kids Rehab and Toronto Rehabilitation Institute for approval of a variance from the Former Borough of East York Sign By-law No. 64-87, as amended, to permit the erection of a standardized outdoor advertising structure (billboard) on the public road allowance at the southeast corner of Kilgour Road and Bayview Avenue.

The proposed sign will provide shared advertising for two public hospitals known as Bloorview Kids Rehab and the Toronto Rehabilitation Institute. The proposed sign will also provided directional information for clients and visitors to the hospitals. Both of the facilities are located on the north side of Kilgour Road east of Bayview Avenue.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. The request for variance be approved with the following condition:
 - (a) The applicant enter into an encroachment with the City of Toronto to permit the erection of the sign on the public road allowance; and

- (b) The applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit from the Chief Building Official.

Financial Impact

There are no financial implications resulting from the adoption of this report.

Decision History

Bloorview Kids Rehab and the Toronto Rehabilitation Institute are located in the former City of North York. Both of these hospitals have clients who reside outside of the Greater Toronto Area. Neither of these hospital sites have frontages on Bayview Avenue but have shared a pylon identification sign on lands formerly owned by the Canadian National Institute for the Blind.

As part of the Daniel's Group redevelopment proposal, City Council at its meeting of July 20, 21, 22, 2004 adopted the following motion:

“that it be required that as a condition of parkland conveyance, no permanent signage can remain or be erected by CNIB, Bloorview-MacMillan or the Daniels Midtown Corporation”.

This motion had the effect of removing the right of the hospitals to maintain their joint advertising sign in its present location on the south side of Kilgour Road.

To comply with Council's motion, the hospitals must remove their sign and as a result will have no identification on a major arterial road.

ISSUE BACKGROUND

The property on which the proposed sign is to be located is on the south side of Kilgour Road in the former municipality of East York, and are subject to the provisions of the former Borough of East York Zoning By-law No.1916, as amended, and Sign By-law No. 64-87, as amended. The proposed location is a road allowance zoned Open Space (O). The hospital buildings for which the sign is requested are located on the north side of Kilgour Road in the North York District.

The applicant proposes to erect a Standardized outdoor advertising structure which is defined to mean advertising devices which shall include:

- a) Junior posters having copy area measuring 1.8 m x 3.7 m;

- b) Poster panel having copy area measuring 3.05m x 6.1m; illuminated poster having copy area measuring 3.05m x 6.1m or 3.05m x 9.1 m; and
- c) Superboards having copy area measuring 3.2 m x 14.3m and 4.3m x 14.6m.

The proposed standardized outdoor advertising structure has two copy areas each measuring 1.62 meters x 1.62 meters which do not comply with the measurements required by the by-law.

COMMENTS

The existing identification/directional sign has been in its present location for the last 30 years. Both Bloorview Kids Rehab and Toronto Rehabilitation Institute have stated that their need for signage on Bayview Avenue is necessary in order to direct people to the hospitals which are tucked behind the CNIB Building and are not visible from Bayview Avenue.

In support of their application the hospitals have stated they have considered a broad range of alternative locations for their proposed new joint sign including the CNIB lands to the north of Kilgour Road, and have concluded that erecting the new replacement sign within the road allowance of Kilgour Road is their only viable alternative. The applicant also states that CNIB is unwilling to grant permission for any other signs to be located on their land.

The applicant has stated that Bloorview Kids Rehab has recently completed the construction of their new public hospital at 150 Kilgour Road. In conjunction with Daniels Corporation, the hospital has constructed Kilgour Road between their new building and Bayview Avenue. Bloorview Kids Rehab claims that patients, staff and visitors to the hospital would primarily use Bayview Avenue and Kilgour Road to access both the Bloorview Kids Rehab and the Toronto Rehabilitation Institute. This will keep the hospital traffic away from the established Leaside community to the south.

The proposed sign will require variances from the former Borough of East York Sign By-law No. 64-87, as amended as follows:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p>Section 3 s 3.2 b) No person shall erect a sign within 10 metres of a traffic light, except where the sign is a facial sign.</p> <p>Section 6. s 6.1, a) Standardized outdoor advertising structures shall only be erected on lands zoned commercial, industrial or utility purposes by the Zoning By-laws, which have a frontage on a designated Metro arterial road, and shall require the approval of the Metropolitan Toronto Roads and Traffic Department.</p> <p>d) Standardized outdoor advertising structures shall be setback a minimum of 1.5 meters from any street line</p> <p>Section 1. s 1.1.27 The applicant proposes to erect a Standardized outdoor advertising structure which is defined to mean advertising devices which shall include:</p> <ul style="list-style-type: none"> a) Junior posters having copy area measuring 1.8 m x 3.7 m; b) Poster panel having copy area measuring 3.05m x 6.1m; c) Rear illuminated poster having copy area measuring 3.05m x 6.1m or 3.05m x 9.1 m; and d) Superboards having copy area measuring 3.2 m x 14.3m and 4.3m x 14.6m 	<p>To locate a proposed illuminated ground sign approximately 5 metres from the traffic light standard.</p> <p>To locate the standardized outdoor advertising structure on the public property which is zoned Open Space (O).</p> <p>To erect a standardized outdoor advertising sign beyond the street line</p> <p>To erect a proposed standardized outdoor advertising structure which has two copy areas each measuring 1.62 meters x 1.62 meters.</p>	<p>A proposed ground sign approximately 5 meters from a traffic light where the by-law does not permit a ground sign to be erected within 10 metres of a traffic light.</p> <p>A proposed standardized outdoor advertising structure is located on public lands zoned for Open space.</p> <p>A proposed standardized outdoor advertising sign to be erected beyond the street line.</p> <p>A proposed standardized outdoor advertising structure which has two copy areas each measuring 1.62 meters x 1.62 meters which do not comply with the measurements required by the by-law.</p>

CONTACT

Diane Damiano; Manager, Plan Review; Tel.: 416-395-7651; Fax: 416-395-7589;
e-mail: damiano@toronto.ca

SIGNATURE

Steve Franklin, P.Eng.
Director and Deputy Chief Building Official
North York District

ATTACHMENTS

Attachment 1: Zoning Map
Attachment 2: Site Plan
Attachment 3: Sign Details
Attachment 4: Letter from the applicant