



## STAFF REPORT ACTION REQUIRED

### 24 Rean Drive Sign Variance Request

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| <b>Date:</b>             | September 12, 2007                                      |
| <b>To:</b>               | North York Community Council                            |
| <b>From:</b>             | Director of Building and Deputy Chief Building Official |
| <b>Wards:</b>            | Ward 24 - Willowdale                                    |
| <b>Reference Number:</b> | File No. 2007NY033<br>Folder No: 07-249859 ZSV 00 ZR    |

### SUMMARY

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This staff report is about a matter that the community council has delegated authority to make a final decision provided that it is not amended so that it varies from City policy or by-law.

The purpose of this report is to review and make recommendations on a request by Robert Manning of Sign Advice, on behalf of Daniels Corporation, for approval of a variance from the Former City of North York Sign By-law No. 30788, as amended, to permit an increase in the allowable sign area as well as to permit signage advertising an off-site development. The proposed signage will comprise of one ground sign and a total of eight wall signs on the sides of the building at 24 Rean Drive which is used as a presentation centre and a sales pavilion.

Off premise signs are prohibited under the former City of North York Sign By-law No. 30788, as amended.

### RECOMMENDATIONS

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#### **Toronto Building North York Division recommends that:**

The request for variances be refused.

## Financial Impact

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

## COMMENTS

The property is zoned “one family detached dwelling zone” (R4) (refer to attachment #1), and is located in the area east of Bayview Avenue at the southwest corner of Sheppard Avenue East and Rean Drive. The property is developed with a 1 storey building which will be used as a sales and presentation centre advertising Daniels condominium development across the street. This building will be used by Daniels as a business office (refer to attachment #2).

Abutting uses are as follows:

North: Bayview Village Shopping Centre

East: Vacant land being redeveloped with residential high rises

West: Place of worship

South: Condominium high rises

Toronto Building North York district issued a permit (file #07-246188) on September 10, 2007 for four wall signs with a total sign area of 12.6m<sup>2</sup>. These signs will be located on the four sides of the turret of the sales office. The signage will identify the occupants of the building (Daniels) and is in compliance with the provisions of the sign by-law.

The applicant is now proposing an additional four wall signs and one ground sign (refer to attachment #2). If approved, this will bring the total number of wall signs to eight. Each of the two wall signs on the front (east) elevation of the building (facing Rean Drive) and the two wall signs on the building north elevation (facing Sheppard Avenue East) have dimensions of 1.98mx2.18m (6ft-6”x7ft-2”) for a total wall sign area of 17.3m<sup>2</sup>.

There is also a proposed single-faced ground sign with dimensions of 4.27mx2.44m (14ftx8ft) for a sign area of 10.4m<sup>2</sup>.

The proposed four wall signs and the ground sign (with a sign area of 27.7m<sup>2</sup>) added to the four wall signs for which a permit has already been issued would have a total sign area of 40.3m<sup>2</sup>. This creates a variance to the former North York sign by-law.

For elevations and details of the proposed signage refer to attachments #3, 4 & 5. For the proposed artwork refer to attachments #6 & 7.

The proposed signage will be non-illuminated and will remain on the sales office during construction and usually until the development is sold.

The sign will require two variances from the former City of North York Sign By-law No. 30788, as amended as follows:

| Sign By-law Section  | Applicant's Proposal   | Required Variances   |
|--|--|--|
| <p><b>Section 5.1.10</b></p> <p>Ground and wall signs identifying the building and the occupants thereof, having an aggregate sign area not exceeding 15.0m<sup>2</sup> may be erected in the case of a business office.</p> | <ul style="list-style-type: none"> <li>▪ One ground sign and eight wall signs having an aggregate sign area of 40.3m<sup>2</sup>.</li> <li>▪ The proposed signage will include a sign area of 27.68m<sup>2</sup> advertising Daniels development on another property. This is in effect off premise signs which are prohibited.</li> </ul> | <ul style="list-style-type: none"> <li>▪ To permit a ground sign and 8 wall signs with a total sign area of 40.3 m<sup>2</sup> nearly 3 times the permitted sign area of 15.0m<sup>2</sup></li> <li>▪ To permit signs for purposes other than identifying the building and occupants thereof. The signs will be advertising an off premise development for Daniels' being "The Bayview" condominiums.</li> </ul> |

The goal of the five proposed signs (4 wall signs and one ground sign) would be to advertise a land development located on the east side of Rean Drive.

The owner and the applicant state that the following factors need to be considered in support of his variances request (refer to attachments #8 & 9):

- a) Daniels will operate its temporary sales office as a "business office". Daniels manages, directs and conducts business from the building, which serves as a presentation centre and temporary sales office for Daniels' developments. The office operates essentially as a real estate agency, employing several persons for the purpose of conducting and managing real estate transactions for commercial profit,
- b) The temporary sales office will handle real estate transactions for the development known as "The Bayview", which is located on the east side of Rean Drive (southeast corner of Sheppard Avenue East and Rean Drive). The City of Toronto Zoning By-law No.686-2006 (as amended by the OMB decision #0954) specifically permits the sale of this development from a temporary sales office located at 24 Rean Drive,
- c) The proposed signs will be temporary in nature as is the building,
- d) The signs will advertise "The Bayview" condominium development to be built on the east side of Rean Drive,

- e) The individual signs are small in area and displayed at different elevations which will minimize the impact of the signage. The graphics are subtle and stylish and will not have a negative impact on the streetscape, and
- f) As the sales centre is legally permitted, favourable consideration should be given permitting the appropriate “advertising” signage that would be allowed if the sales centre was permitted at the development site.

It is also the owner’s opinion that because Daniels will conduct and manage real estate transactions for its “The Bayview” development from this office any such signage placed on the property should not be considered third party.

If North York community council approves the application for the sign variance, the applicant should be advised of:

- 1. the requirement to obtain the necessary sign permits from the Chief Building Official, and
- 2. the requirement to obtain approval from Toronto Transportation Services.

## **CONTACT**

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## **SIGNATURE**

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

## **ATTACHMENTS**

|                       |                             |
|-----------------------|-----------------------------|
| Attachment 1:         | Zoning Map                  |
| Attachment 2:         | Site Plan                   |
| Attachments 3, 4 & 5: | Sign Elevations and Details |
| Attachments 6 & 7:    | Sign Artwork                |
| Attachments 8 & 9:    | Letters from the Applicant  |