



STAFF REPORT ACTION REQUIRED

1900 and 1929 Bayview Avenue Sign Variance Request

Date:	November 12, 2007
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 25 and 26- Don Valley West
Reference Number:	File No. 2007NY040 Folder No: 07- 275692 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 from 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, Toronto Rehabilitation Institute and Canadian National Institute for the Blind (CNIB) for approval of a variance from the Former City of North York Sign By-law No. 30788, as amended, and the Former Metropolitan Sign By-law No. 118, as amended, to permit two ground signs.

One of the proposed signs will provide first party advertising for CNIB and third party advertising for two public hospitals known as Bloorview Kids Rehab and the Toronto Rehabilitation Institute. The second proposed sign will provide directional information for the public hospitals which 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 conditions:
 - (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

Corporate offices for the Canadian National Institute for the Blind and two public hospitals, Bloorview Kids Rehab and the Toronto Rehabilitation Institute are all located north of Kilgour Road east of Bayview Avenue, in the former City of North York. The two hospitals have clients who reside outside of the Toronto Area. Neither of the hospital sites have frontages on Bayview Avenue but have shared a pylon identification sign on lands formerly owned by the CNIB on the south side of Kilgour Road east of Bayview Avenue.

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. An existing identification/directional sign for the hospitals has been in its present location on the southeast corner of Kilgour Road and Bayview Avenue for the last 30 years. Both Bloorview Kids Rehab and Toronto Rehabilitation Institute have stipulated that signage on Bayview Avenue is necessary in order to direct people to the hospitals as the buildings are not visible from Bayview Avenue.

ISSUE BACKGROUND

North York Community Council at its meetings on June 26, 2007, and September 10, 2007, deferred consideration of a Sign Variance Report for 150 Kilgour Road, and requested that the hospitals investigate siting options for their proposed directional signage on the north side of Kilgour Road and other locations to the north of Kilgour Road, and to review these options with the City of Toronto staff.

COMMENTS

The applicant has submitted a proposal for two ground signs, one of the signs is to be located at 1929 Bayview Avenue on the north side of Kilgour Road, and the second sign is proposed on the west side at 1900 Bayview Avenue.

The property municipally known as 1929 Bayview Avenue is developed land on which the Corporate office for the Canadian National Institute for the Blind is located. The lands at 1900 Bayview Avenue are currently vacant, however a building permit for a temporary sales pavillion was recently issued as this site will be redeveloped in the future with condominium buildings

The hospitals have stated they have considered a broad range of alternative locations for their proposed new sign including the CNIB lands to the north of Kilgour Road. CNIB has recently agreed to share signage with the hospitals. The existing ground sign for CNIB will be removed and a new ground sign, containing first party advertising for CNIB as well as third party advertising for the two public hospitals is proposed to replace the existing CNIB sign on their lands.

The proposed signage on the CNIB lands would be a tri-party ground sign having overall dimensions of 6.8m x 4.7m (22.3 ft. x 15.4 ft.) and would contain first party signage for CNIB as well as third party signage for both Bloorview Kids Rehab and Toronto Rehabilitation Institute.

Proposal:

1900 Bayview Avenue (vacant land/city right of way)

A single sided directional ground sign is proposed on the west side of Bayview Avenue, within the road allowance, adjacent to the property municipally known as 1900 Bayview Avenue and to the north of CNIB's pedestrian overpass structure.

The proposed ground sign would have overall dimensions of 3.76m x 2.78m (12.3 ft. x 9.1 ft.) and would direct traffic to Bloorview Kids Rehab and Toronto Rehabilitation Institute, both of which are located along the north side of Kilgour Road, east of Bayview Avenue.

Transportation Services have reviewed both of the new sign locations and have indicated by e-mail on November 9, 2007, they have no objections to the sign locations, however an encroachment agreement may be required for the sign on the City's right of way adjacent to 1900 Bayview Avenue.

The proposed signage does not comply with Former City of North York By-law No. 30788, as amended and Metropolitan Sign By-law No. 118, as amended in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p>Section 2.9.11 (By-law 30788)</p> <p>A sign which is located on public property is prohibited.</p> <p>Section 2.9.15 (By-law 30788)</p> <p>An off-premise sign is not permitted.</p> <p>Section 2A(1) (By-law 118)</p> <p>No person shall erect any sign having a clearance of less than 2.74 metres (9 ft.) above the level of the sidewalk or road or extending more than 0.45 metres (1.5 ft.) over the street line of any road.</p>	<p>To erect one ground sign on the public road allowance.</p> <p>To erect one directional ground sign for properties located along Kilgour Road.</p> <p>To erect one ground sign having a clearance of 1.8m (6 feet) above the level of the sidewalk and located entirely within the public road allowance.</p>	<p>To permit one ground sign on the public road allowance.</p> <p>To permit an off-premise sign.</p> <p>To permit a ground sign having a clearance of 1.8m (6 ft.) above the level of the sidewalk and to be located entirely over the street line of Bayview Avenue.</p>

1929 Bayview Avenue:

The second sign which will be located on the CNIB lands at 1929 Bayview Avenue, on the north side of Kilgour Road will replace the existing CNIB sign. The sign will be shared by CNIB, Bloorview Kids Rehab and the Toronto Rehabilitation Institute.

This proposed tri-party sign will be two sided, illuminated and would direct vehicles travelling northbound on Bayview Avenue to use Kilgour Road for vehicular access to CNIB's Corporate headquarters, Bloorview Kids Rehab and the Toronto Rehabilitation Institute.

The proposed signage does not comply with the former City of North York Sign By-law No. 30788 as amended in the following ways:

<p align="center">Sign By-law Section & Requirements</p>	<p align="center">Applicant's Proposal</p>	<p align="center">Required Variance</p>
<p>Section 5.1.10</p> <p>Ground and wall signs identifying the building and the occupants thereof, having an aggregate sign area not exceeding 15m² (161.4 sq. ft.) may be erected in the case of business office, professional office or professional medical office buildings.</p> <p>Maximum height of ground signs shall be 6.0 metres (19.7 ft.).</p> <p>Section 2.9.2</p> <p>A sign other than a wall sign within 4.6m (15 ft.) of a traffic light is prohibited.</p> <p>Section 2.9.15</p> <p>An off-premise sign is prohibited</p>	<p>To erect one ground sign having an overall area of 13.6m² (146.3 sq. ft.), in addition to the three existing signs on the property, and an aggregate sign area of 53.6 square meters.</p> <p>A sign height of 6.8m.</p> <p>To erect one ground sign a distance of 2.75m (9 ft.) from a traffic light.</p> <p>To erect one tri-party ground sign which includes two off-premise directional sign panels.</p>	<p>To permit one ground sign (including the two off - premise panels) having an aggregate sign area of 53.6 square meters.</p> <p>A height of 6.8m.</p> <p>To permit one ground sign to be located a distance of 2.75m from a traffic light.</p> <p>To permit an off-premise sign.</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: Applicant's letter