



## STAFF REPORT ACTION REQUIRED

### 1552 Avenue Road Sign Variance Request

<b>Date:</b>	March 25, 2009
<b>To:</b>	Chairman and Members, North York Community Council
<b>From:</b>	Director of Building and Deputy Chief Building Official
<b>Wards:</b>	Ward 16, Eglinton - Lawrence
<b>Reference Number:</b>	File No: 2009NY008 Folder No. 09 108355 ZSV 00 ZR

### SUMMARY

---

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 with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Kelly Adam of Kramer Design Associates, acting for Astral Media Outdoor, for an approval of variances from former City of North York Sign By-law No. 30788, as amended, to permit the erection of one 3rd party illuminated trivision roof sign, at 1552 Avenue Road.

### RECOMMENDATIONS

---

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

1. North York Community Council approve the request to permit, replacement of an existing 3<sup>rd</sup> party off premise roof sign with a new 3<sup>rd</sup> party off premise trivision roof sign with an electronic message display copy, and
2. the applicant be advised, upon approval of variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

## Financial Impact

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

## COMMENTS

The property is located on the west side of Avenue Road, north of Lawrence Avenue West, in a “C-1” zone. The property is a two storey commercial building.

Abutting uses surrounding the property are all commercial and zoned “C1”:

The proposed roof sign will have a sign area of 32.5 sq. m. (350.0 sq. ft.) and an additional area of 0.6 sq. m (6.5 sq. ft) for electronic message centre displaying time and temperature. The sign by-law does not permit any roof signs in a commercial zone to exceed 32.5 sq. m (350 sq.ft.) in total sign area. The proposed sign will exceed the maximum allowed sign area by 0.62 sq. m (6.5 sq. ft.).

The proposed sign will replace an existing roof sign (10’ x 20) for which a permit was issued in 1988. The proposed roof sign no longer complies with the by-law requirements for separation between signs since another small roof sign at 1542 Avenue Rd. for “Pizza Hut” was erected 1992. The distance between the two existing roof signs is 35 m (115 ft.) whereas the by –law requires a minimum separation between signs to be 153 m (500 ft).

Proposed signage does not comply with the City of North York Sign By-law 30788 as amended, in the following ways:

<b>Sign By-law Section Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
Section 5.2.1.1. A roof sign not exceeding 32.5 sq. m. (350 sq. ft.) in sign area may be erected on the roof of a commercial building provided that no such roof sign shall be less than 153.0 m (500.0 ft) from another roof sign on the same side of the street.	To erect a third party roof sign having an area of 33.1 sq. m (356 sq. ft.) including an electronic message display clock and temperature of 0.6 sq. m (6.5 sq. ft). The roof sign will be located within 35 m (114.8 ft) of another roof sign on the same side of the street.	To allow a new trivision sign with an area of 33.1 sq. m (356 sq. ft) and to be located within 35 m (114.8 ft) from an existing roof sign.

The proposed new roof sign will have very little impact at this location, since it will be replacing an existing roof sign that was approved in 1988. This variance is required due to the fact that another small first party sign for Pizza Hut was erected within 35 m from the existing 3<sup>rd</sup> party sign therefore bringing this sign in non compliance with the by-law.

## **CONTACT**

Galina Veltman P. Eng., Manager Plan Review Tel: 416-395-7018; Fax: 416-395-7589;  
E-mail: [veltman@toronto.ca](mailto:veltman@toronto.ca)

## **SIGNATURE**

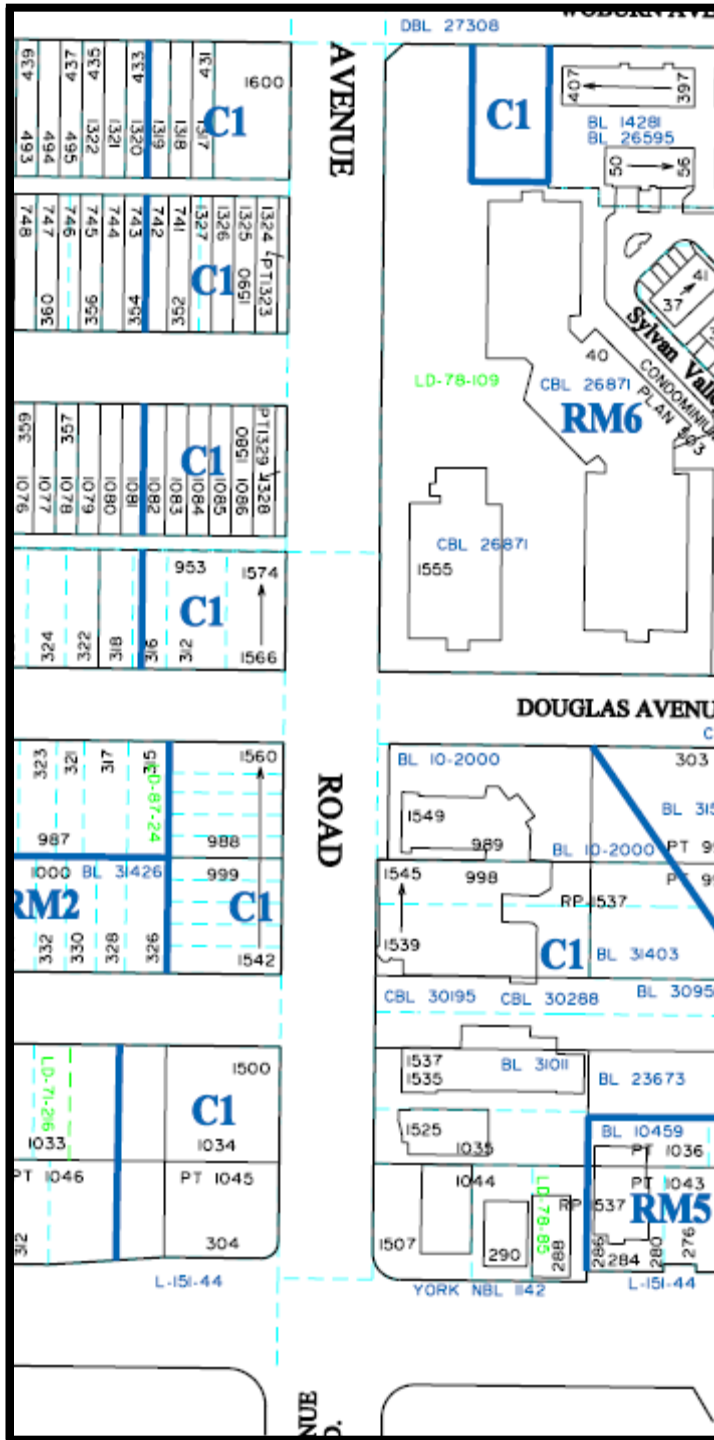
---

Edward Tipping P. Eng  
Director of Toronto Building and  
Deputy Chief Building Official  
North York District

## **ATTACHMENTS**

Attachment 1 – Zoning Map  
Attachment 2 - Aerial View  
Attachment 3 – Survey of the Property  
Attachment 4 – Site Plan  
Attachment 5 – Photo of existing signs  
Attachment 6 - Photo of proposed sign  
Attachment 7 – Details of the proposed Sign  
Attachment 8 – Applicants Letter

# Attachment 1 – Zoning Map

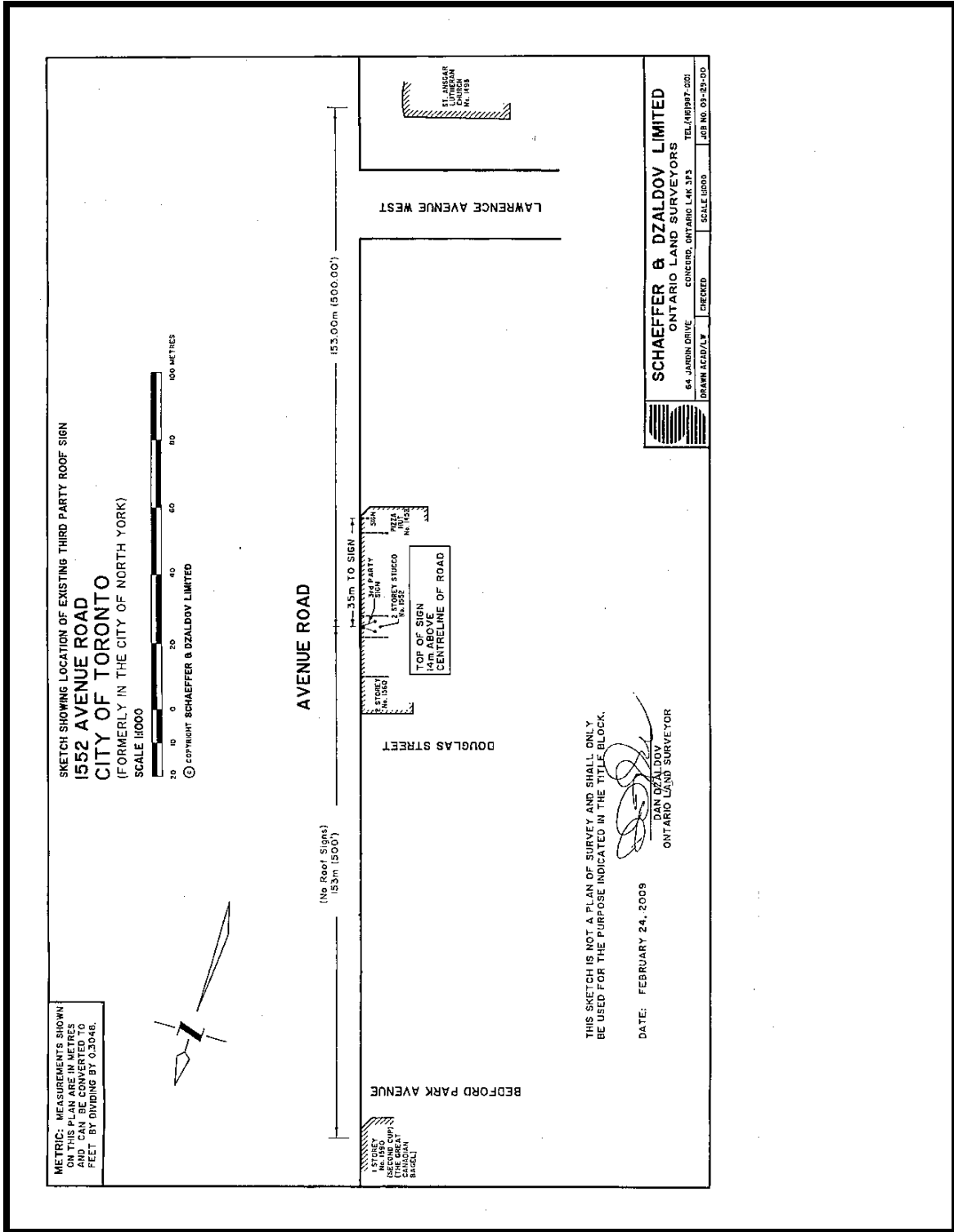


1552 AVENUE ROAD

Attachment 2 - Aerial View

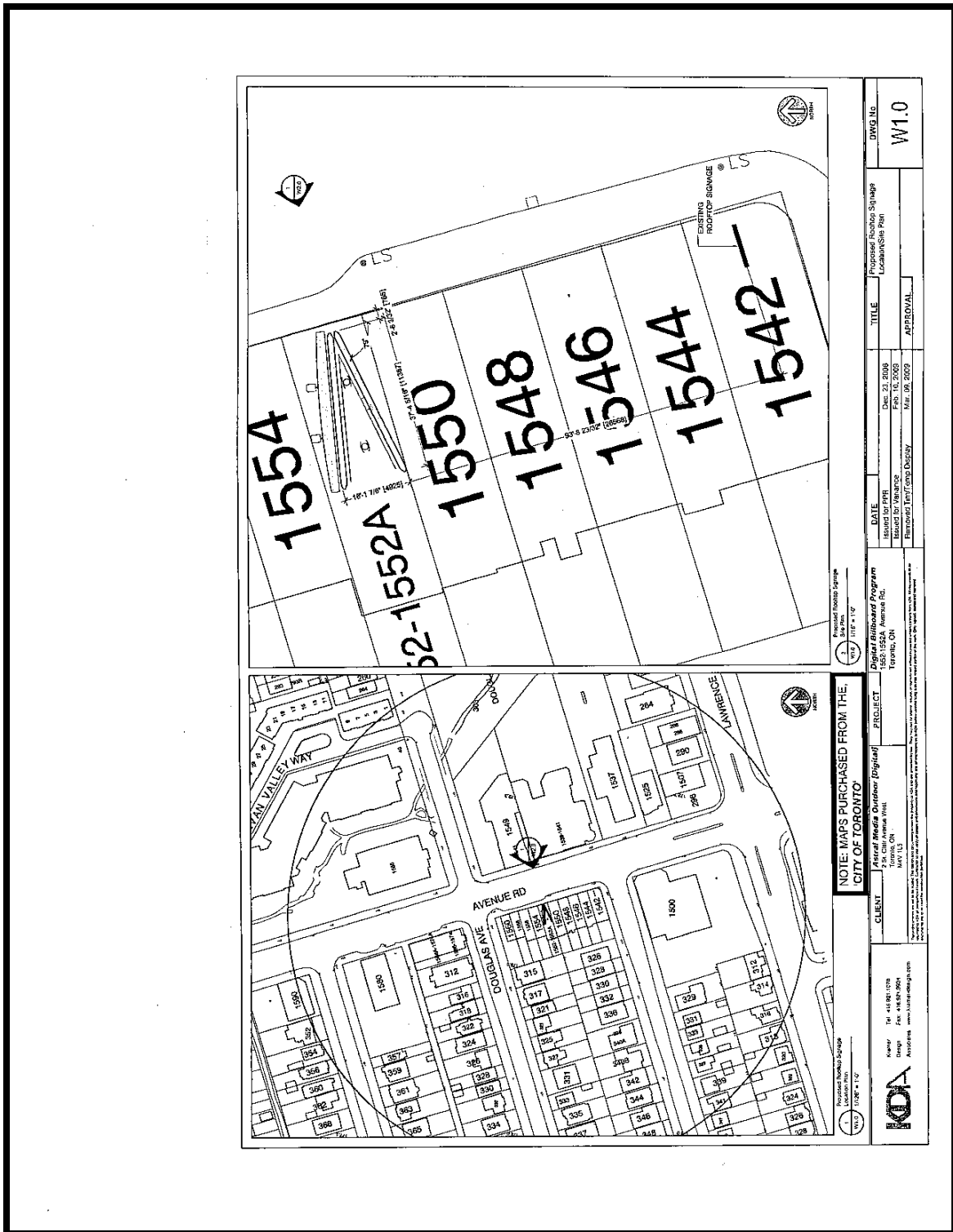


### Attachment 3 – Survey of the Property



Staff report for action on Sign Variance – 1552 Avenue Rd.

Attachment 4 – Site Plan



Proposed Building Signage 1/2" = 1'-0"		Proposed Location Signage Location/Date Plan	DWG No.
Digital Billboard Program 1:500 = 1:500		DATE Dec. 21, 2008 Issued by FMR Feb. 10, 2009 Prepared by: J. Long, D. Desjardins	TITLE
Digital Billboard Program 1:500 = 1:500		PROJECT 1552-1554 Avenue Rd. Toronto, ON	APPROVAL
Digital Billboard Program 1:500 = 1:500		CLIENT 916 City Avenue West Toronto, ON MAY 13	W1.0

Staff report for action on Sign Variance – 1552 Avenue Rd.

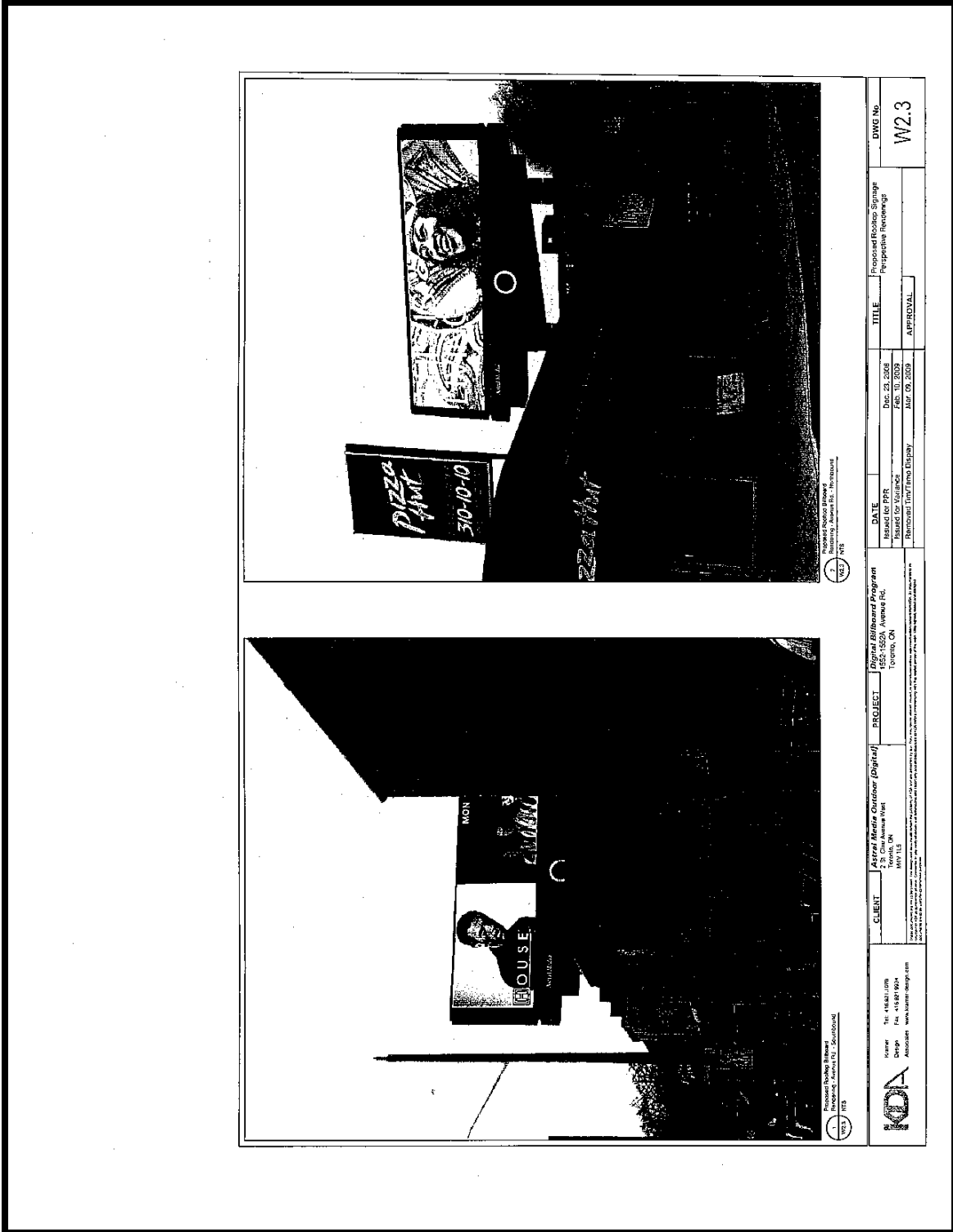
Attachment 5 – Photo of existing signs

The drawing set includes two photographs of existing signs on the left, two architectural drawings of the signs on the right, and a title block at the bottom. The photographs show a large sign on a building facade and a smaller sign on a utility pole. The architectural drawings show the layout and dimensions of the signs, including a 'Lightbox' and a 'Signage' area. The title block contains project information, dates, and the logo for KDA.

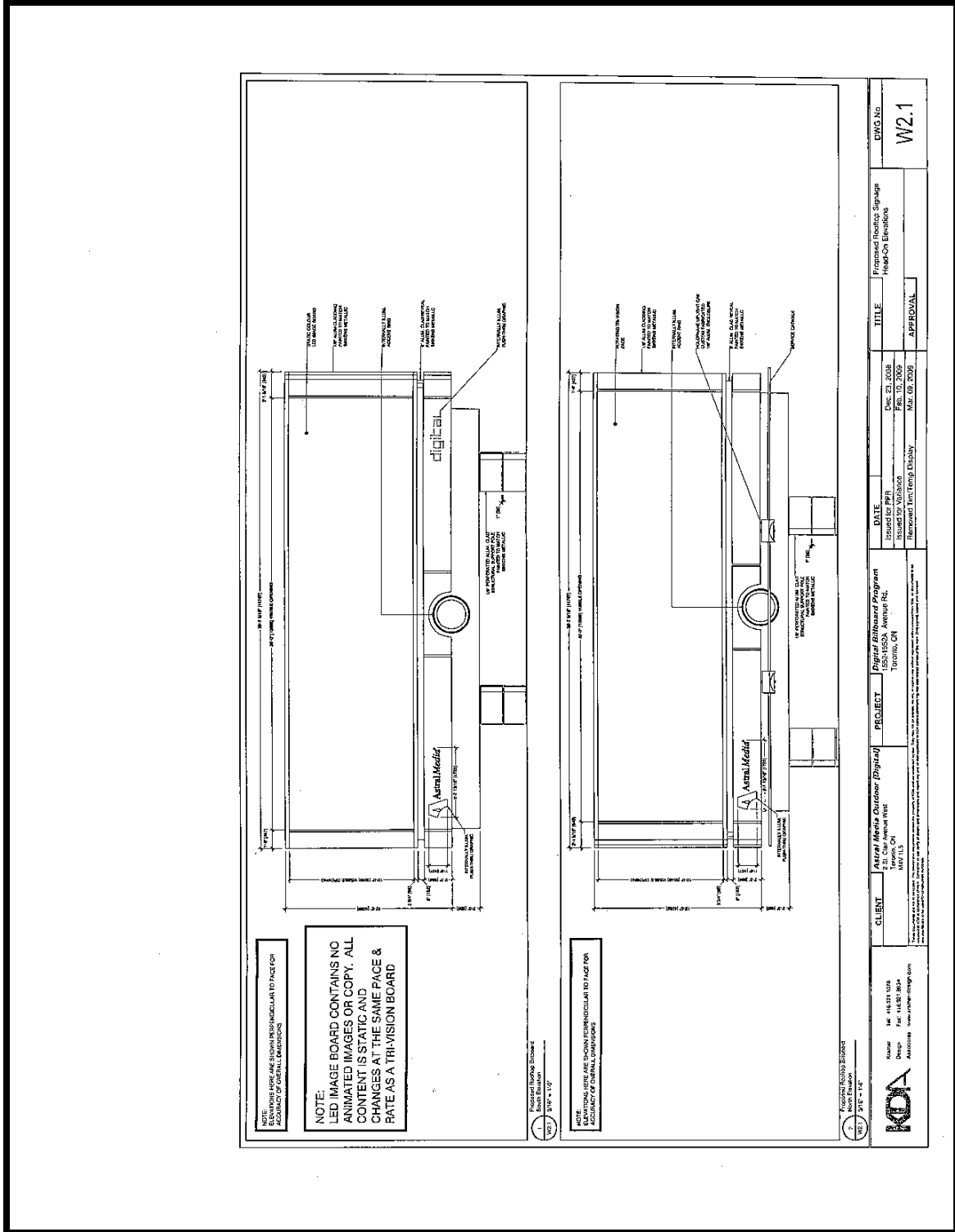
Existing Signs Building 1522 Avenue Rd. Toronto, ON M6P 1Y7 1/8" = 1'-0"		Existing Signs Building 1522 Avenue Rd. Toronto, ON M6P 1Y7 1/8" = 1'-0"	
CLIENT: Astral Media Outdoor (Lightbox) Toronto, ON M6P 1Y7 1522 Avenue Rd.		PROJECT: Chelsea Bilingual Program Toronto, ON 1522 Avenue Rd.	
DATE: Issued for PERM: Dec. 21, 2008 Issued for VALUATION: Feb. 10, 2009 Removed from Record: Mar. 09, 2009		TITLE: Existing Inboard Signage Building Elevations/Photos APPROVAL:	
KDA KENNEDY DESIGN ARCHITECTURE 1100 SHEPPARD AVENUE EAST TORONTO, ONTARIO M2X 1K7 TEL: 416-221-1278 FAX: 416-221-1279 WWW.KDAARCHITECTURE.COM		DWG No. W2.0	



**Attachment 6 - Photo of proposed sign**



# Attachment 7 – Details of the proposed Sign



Staff report for action on Sign Variance – 1552 Avenue Rd.

## Attachment 8 – Applicants Letter

**Astral Media Outdoor, L.P.**  
2 St. Clair Avenue West  
Site 2000  
Toronto, Ontario  
M4V 1L5

Tel : (416) 924-6664  
Fax : (416) 924-9031



March 10, 2009

**CITY OF TORONTO**  
North District Community Council

**Re: Merit for approval letter for the proposed sign alteration to the existing legal non-conforming sign located at 1552 Avenue Road**

**Attention: Planning and Building Department and North District Community Council members**

The proposed sign alteration is required because the existing sign no longer meets the required spacing to any other roof sign on the same side of the street. As identified in our communications, subsequent to the installation of our sign at 1552 Avenue Road, a small roof sign has since been installed on a property to the south for the purpose of business identification ("Pizza Hut"). The installation of this Pizza Hut sign now renders our existing legal sign as a legal non-conforming sign location. Based upon such status the described sign alteration must now be granted via a sign variance approval.

All aspects of the current Sign By-law have been satisfied with exception to the spacing between these two signs and had the Pizza Hut sign not been installed, the proposed alteration would be permitted and approved as of right. Please see the attached Preliminary Project Review report. The report is based upon the information the applicant has supplied to staff and is intended to identify for the applicant, all items that may be deficient to the requirements of the sign by-law.

Astral Media Outdoor continues to lead the outdoor advertising industry with its proactive visionary approach to the future and its desire to alter the existing sign with new materials, improved esthetical design, and current energy efficient technology will translate into a more pleasing, sellable sign location with an improved long term revenue opportunity. Should our request to alter and improve the sign be refused the current sign shall remain in its current configuration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Wolowich'.

Steve Wolowich  
*Director of Leasing, Ontario*