



STAFF REPORT ACTION REQUIRED

1492 VICTORIA PARK AVENUE Sign Variance Request

Date:	June 1st, 2009
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Ward:	Don Valley East – Ward 34
Reference Number:	File No. 2009 NY 010 Folder No. 09-108360 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-Laws.

The purpose of this report is to review and make recommendations on a request by Adam Kelly of Kramer Design Associates acting on behalf of Astral Media, for a variance from the former North York Sign By-law 30788, as amended, to permit a third party roof top V-sign billboard composed of one tri-vision panel and one Light Emitting Diode (LED) image board panel with constant change of copy at the above noted location.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. North York Community Council refuse the request for the sign variance listed in the third column of the table included in page 3 of this report for the property at 1492 Victoria Park Avenue.

Financial Impact

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

COMMENTS

The property is located along the west side of Victoria Park Avenue in the area south of Eglinton Avenue East.

The zoning of the property is C1 (General Commercial Zone) and a small portion at the rear is zoned R5 (One Family Detached Dwelling Zone). The property is developed with a 2 storey building containing a day nursery “Victoria Village Children’s Services” (refer to Attachment #1).

The properties surrounding the site are:

North: Multiple family dwellings (townhouse development)

South: Restaurant (Tim Horton’s)

East: Across Victoria Park Avenue - Shopping Centre (Eglinton Square) located in the former City of Scarborough

West: Cranborne Avenue and single family detached dwellings

The applicant proposes a third party roof top V-sign billboard composed of one multi-prism (tri-vision) panel and one LED flashing sign with illumination that varies in intensity (refer to Attachment #2).

The sign area of each panel is proposed to be 32.5m² (350 ft²) which is the upper limit permitted for a sign erected on the roof of a commercial building provided that the roof sign is not less than 153.0 m (500.0 ft) from another roof sign on the same sign of the street. A survey was submitted with the application (refer to Attachment #3) showing no other roof signs exist within 153 m on the same side of the street as required in the by-law. The height of the roof sign is 6m (19.68 ft) where the by-law permits 7.7 m (25.00 ft).

For additional information respecting the proposed sign, refer to Attachments #4A & #4B, #5 and #6A & 6B.

This report has been reviewed by staff in Transportation Services, Traffic Operations and they have advised that they have no objection to the proposed sign from a traffic standpoint.

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

Sign By-law Section & Requirements	Applicant's Proposal	Required Variances
<p>Section 1.1.22 "Flashing Sign" means a sign with illumination that varies in intensity at periodic intervals.</p> <p>Section 1.1.2 "Animated Sign" means a sign with a sign face which moves in whole or in part and includes a flashing or rotating sign, but does not include a clock, a time, date or temperature display, a multi-prism (tri-vision) or an electronic message display.</p> <p>Section 2.9.6 An animated sign is prohibited.</p>	<p>To erect a third party roof top V-sign billboard containing one Multi-Prism panel (Tri-vision), and one Animated/ Flashing LED image board panel with illumination which varies both in colour and intensity as it changes from one image to another and is a prohibited sign type in the sign by-law.</p> <p>Each panel has a sign area of 32.5m² (350 ft²).</p>	<p>To permit a third party roof top V-sign with an area of 32.5m² (350 ft²) containing one Multi-Prism panel (Tri-vision), and one Animated/ Flashing LED image board panel with illumination which varies both in colour and intensity as it changes from one image to another and is a prohibited sign type in the sign by-law.</p>

Steve Wolowich, Director of Leasing for Astral Media Outdoor submitted a letter dated April 29, 2009 (refer to Attachment #7), in support of this application

Having observed a roof sign using similar illumination technology, erected in the former City of Scarborough without the benefit of a sign permit; we are reporting that contrary to the statement of Steve Wolowich, Director of Leasing for Astral Media Outdoor, the sign illumination varies with each copy both in colour and intensity at periodic intervals and is a "flashing sign" which is a sign type included in the definition of "Animated Signs" which are prohibited under the former City of North York Sign By-law No. 30788 as amended. Based on the foregoing, that animated signs are prohibited in the Sign by-law; we are recommending the refusal of this variance.

As North York Community Council is aware, a new Sign By-Law is currently under development. The team working on the new by-law is in the process of analyzing these types of signs and are considering standards which would regulate attributes of these signs such as frequency of copy change, illumination levels, setbacks, separating distances and location. Approving the current application prior to adoption of the new Sign By-law, may result in North York Community Council permitting a sign which may not be in compliance with the standards eventually approved in the new Sign By-law for signs of this type.

If North York Community Council approves the application for the sign variance, the applicant should be advised of the requirement to obtain the necessary sign permits from the Chief Building Official. Clearance from Transportation Services, Traffic, Planning and Right of Way will be required prior to the issuance of a sign permit

CONTACT

Magda Ishak, Manager, Plan Review; Tel.: 416-395-7555; Fax: 416-395-7589;

e-mail: mishak@toronto.ca

SIGNATURE

Edward Tipping
Director and Deputy Chief Building Official
North York District

ATTACHMENTS

Attachment #1	Zoning Map
Attachment #2	Site Plan and Rooftop Signage Location
Attachment #3	Survey Indicating no other roof signs within 153m
Attachment #4A & 4B	Sign Elevations
Attachment #5	Rooftop Plan
Attachment #6A & 6B	Proposed Rooftop Billboard Renderings
Attachment #7	Letter from Astral Media

MDBL-1998

24682 Drive
O'Connor

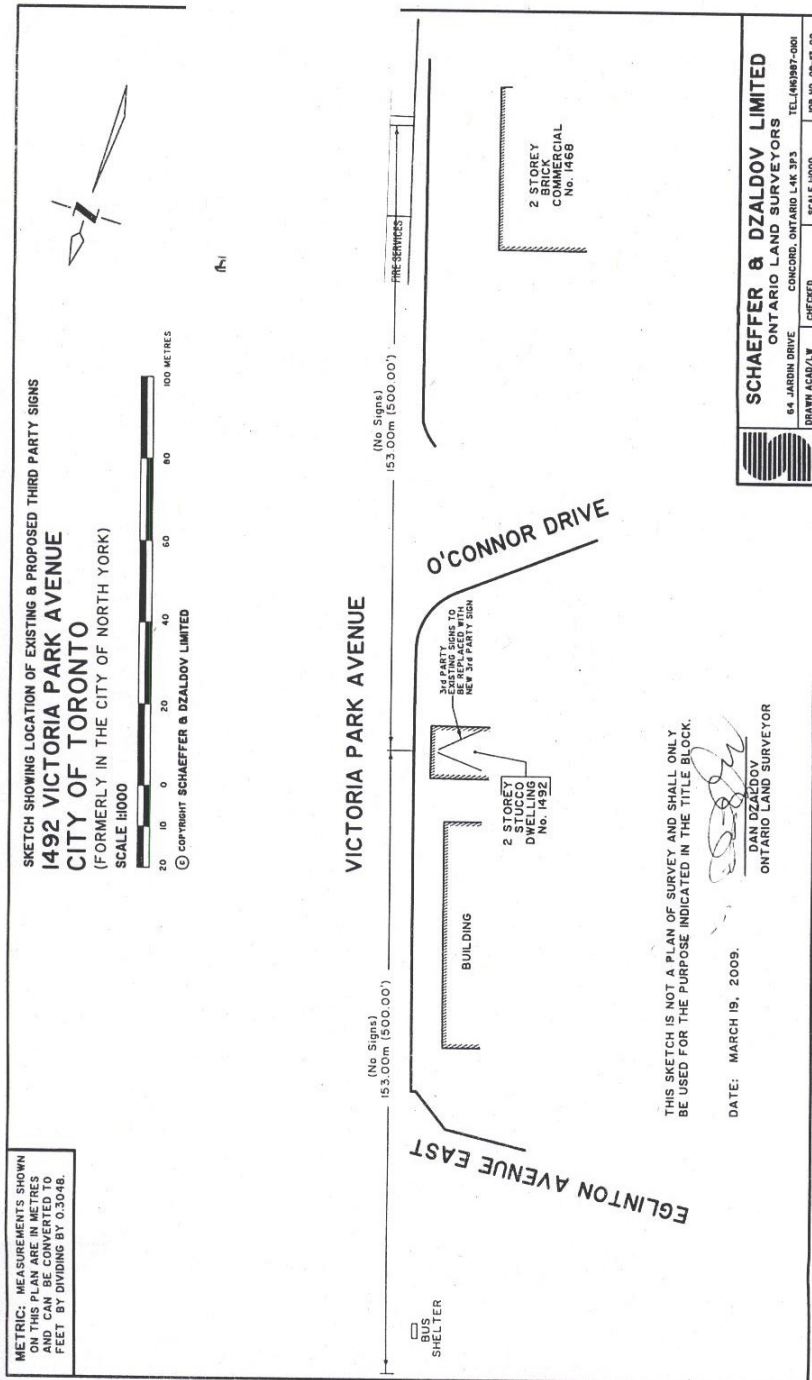
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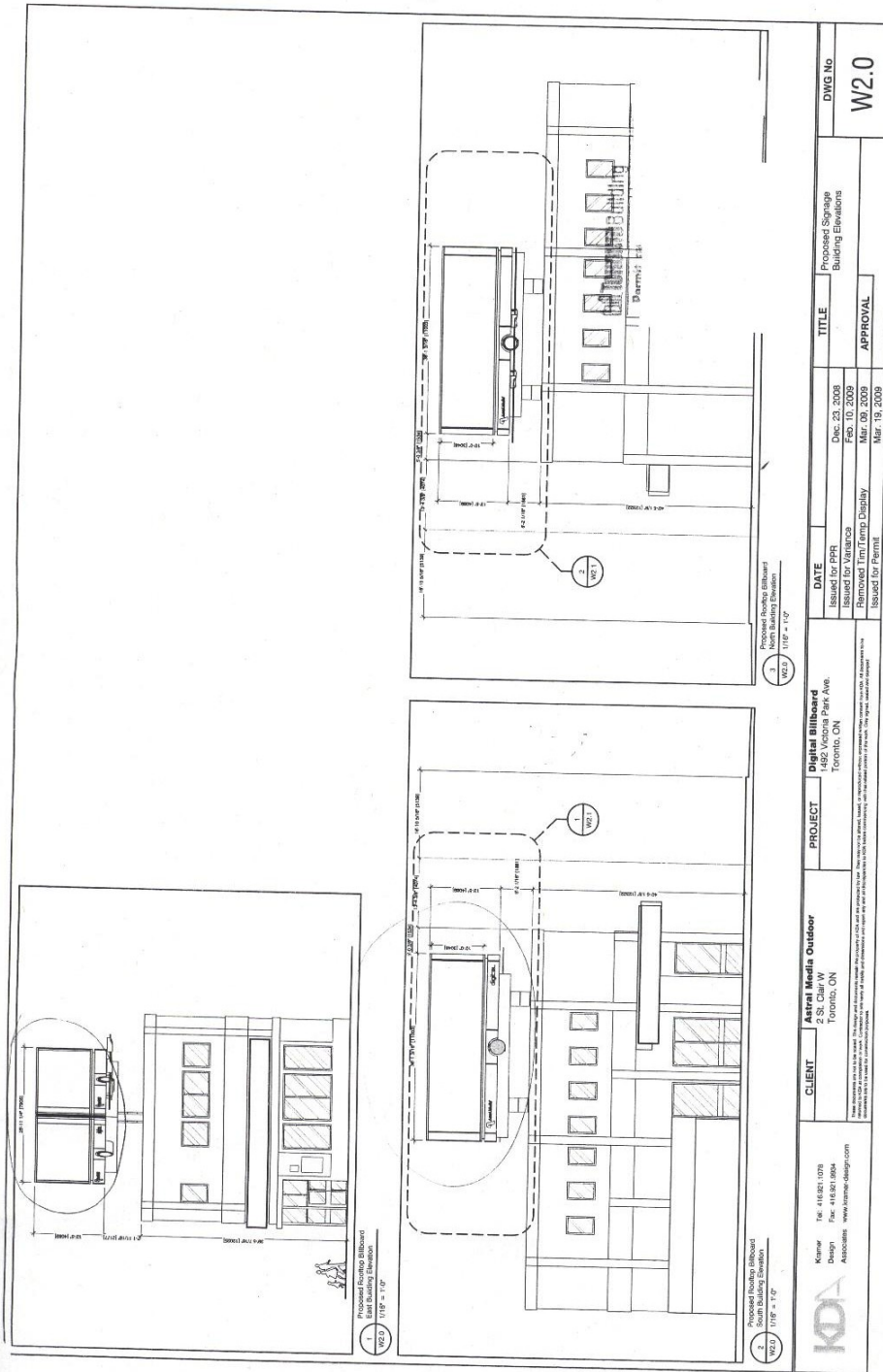
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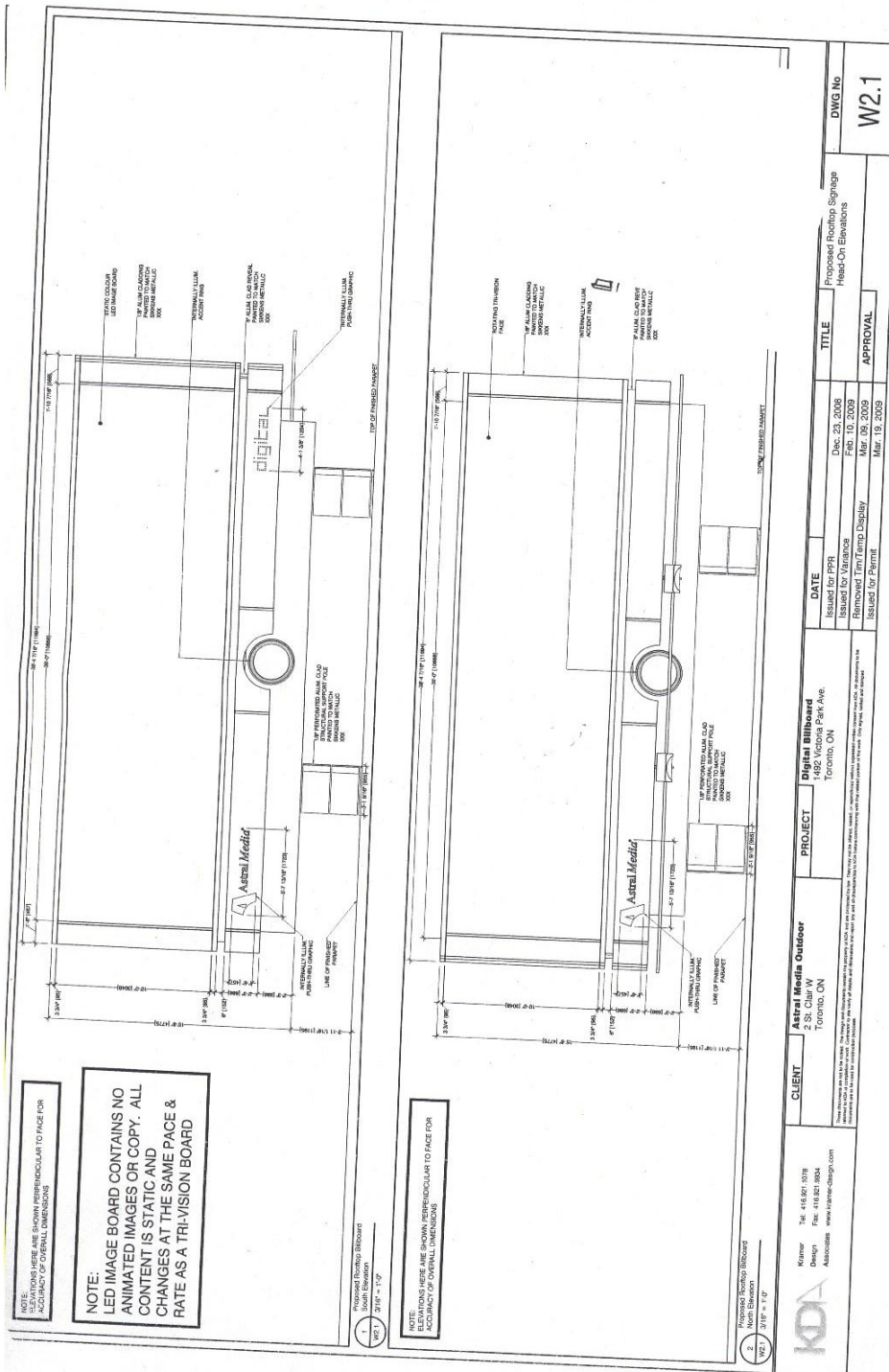
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C	B	R5
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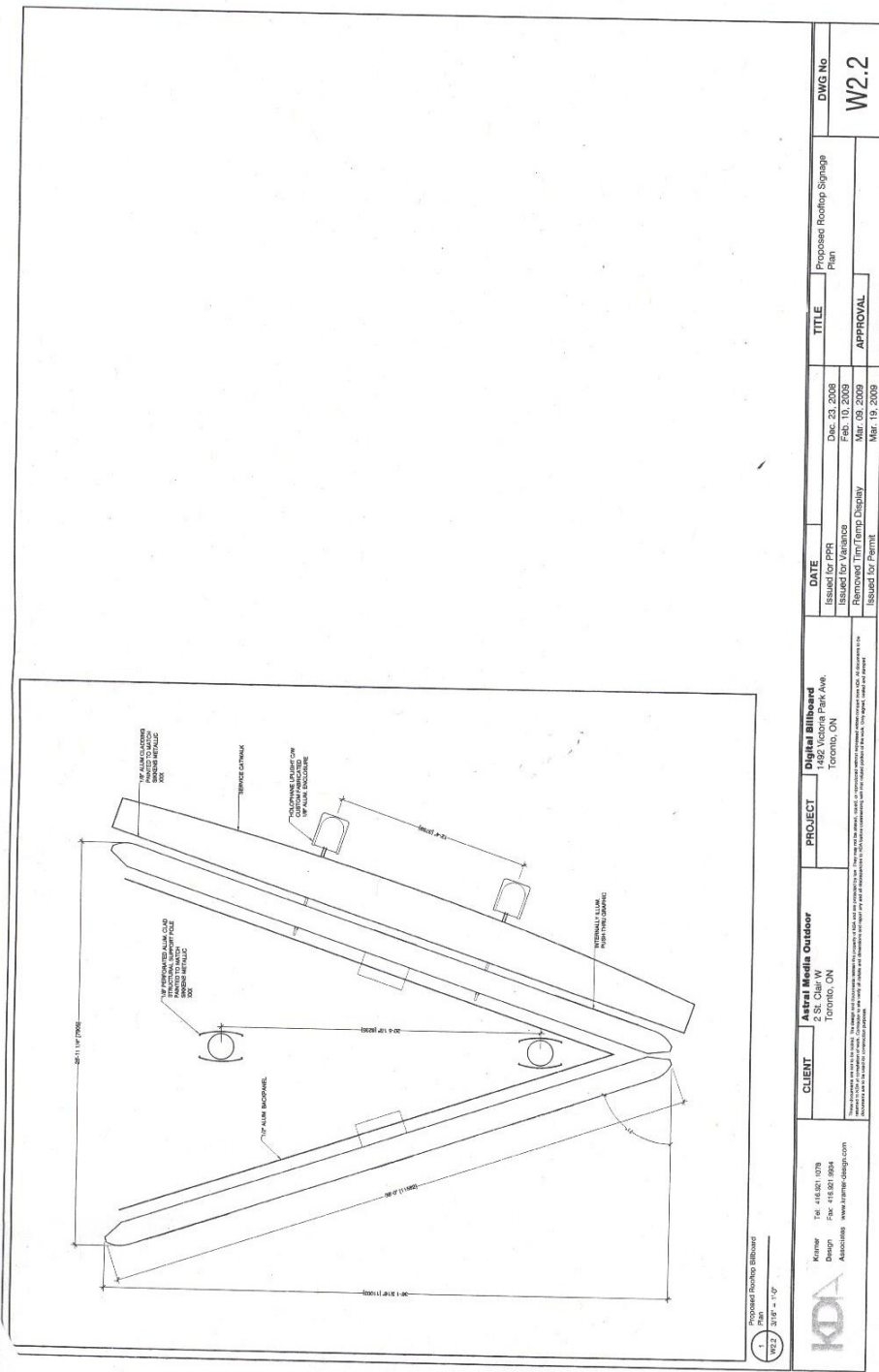
Attachment #3



Attachment
4 A



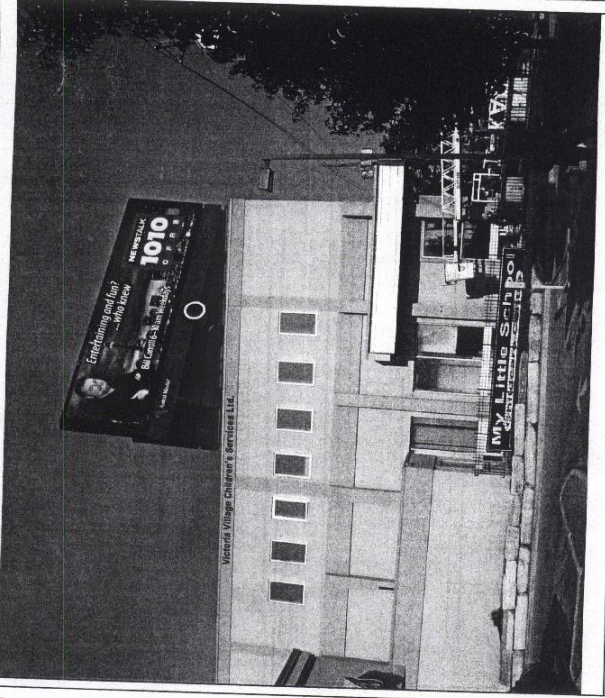
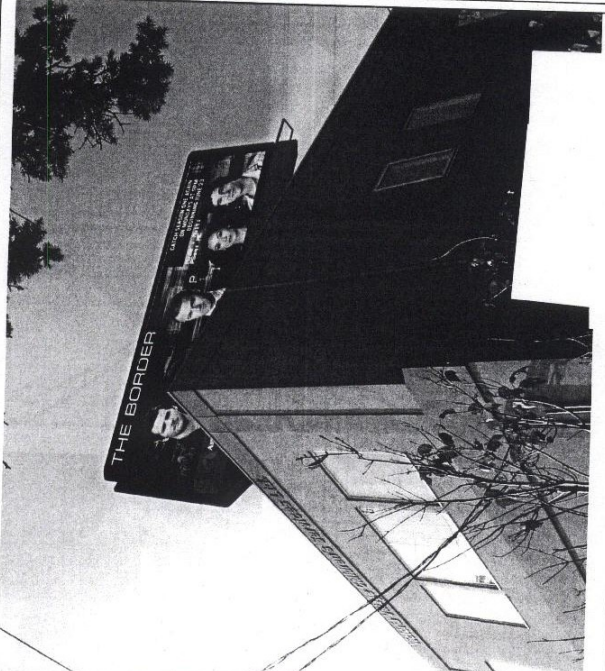
Attachment
4B



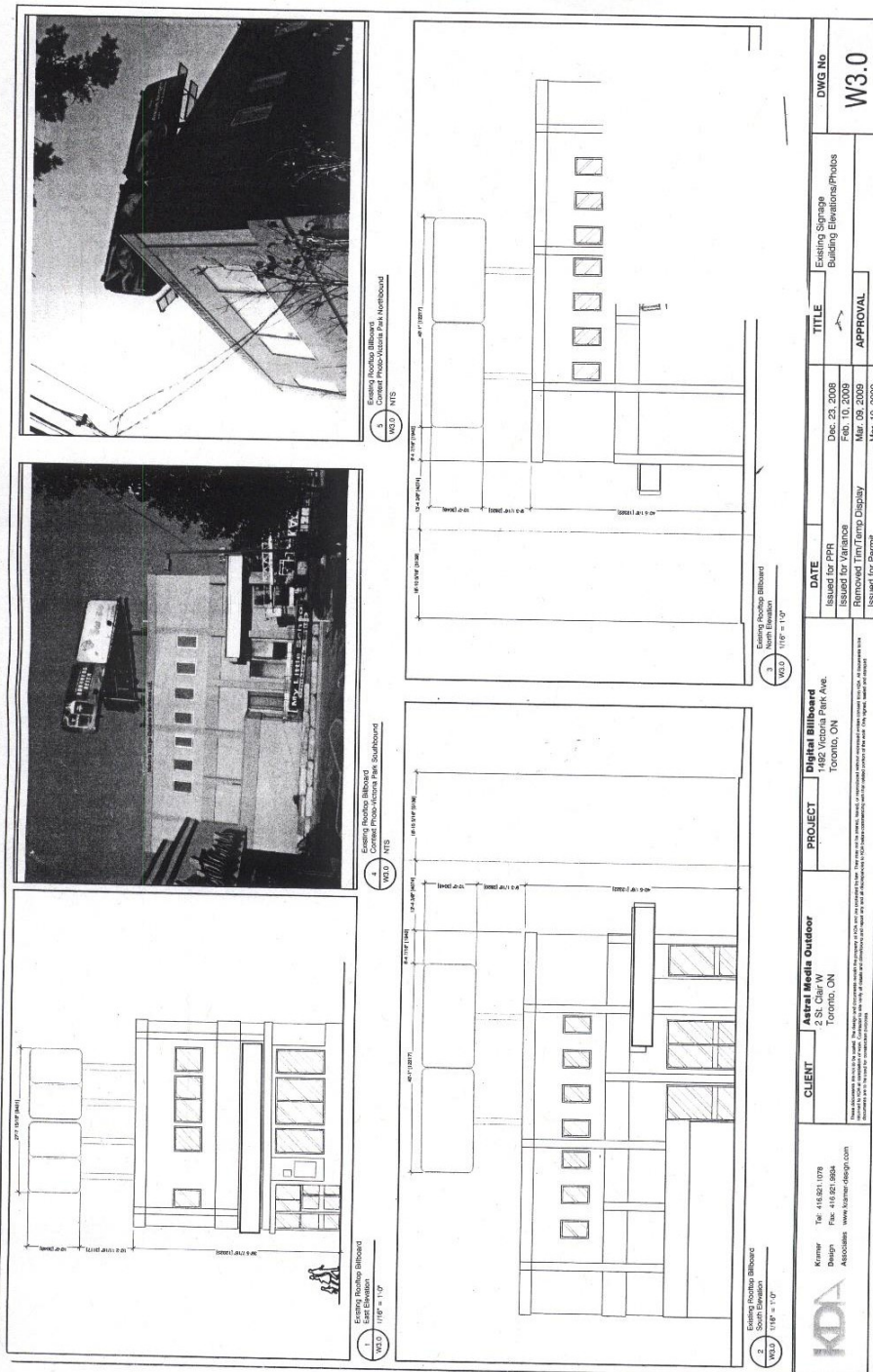
Proposed Rooftop Billboard
 Plan
 W2.2 - 30'0\"/>

 Knowlton Design Associates Tel: (416) 591-1078 Fax: (416) 591-9804 www.knowltondesign.com	CLIENT Astral Media Outdoor 2 S. Cleve W Toronto, ON	PROJECT Digital Billboard 1492 Victoria Park Ave. Toronto, ON	DATE		TITLE Proposed Rooftop Signage Plan	DWG No W2.2
			Issued for PPR			
			Issued for Valance			
			Removed for Permit Display			
			Issued for Permit			
			Dec. 23, 2008	APPROVAL		
			Feb. 10, 2009			
			Mar. 09, 2009			
			Mar. 19, 2009			

Attachment
 #5

	
<p>1 Removal - West Northbound W2.3</p> <p>Proposed Rooftop Billboard W2.3</p>	<p>2 Removal - East Northbound W2.3</p> <p>Proposed Rooftop Billboard W2.3</p>
<p>KDA KDA Tel: 416-801-1010 Fax: 416-801-1010 www.kda.com</p>	<p>CLIENT Astrol Media Outdoor 2500 Sheppard Ave. E. Toronto, ON</p>
<p>PROJECT Digital Billboard 1492 Victoria Park Ave. Toronto, ON</p>	<p>TITLE Proposed Rooftop Signage Renderings</p>
<p>DATE Issued for PPH Dec. 23, 2008 Issued for Review Feb. 10, 2009 Removal for Permit Mar. 05, 2009 Issued for Permit Mar. 19, 2009</p>	<p>DWG No W2.3</p>

Attachment
#6A



Attachment
#6B

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

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



April 29, 2009

CITY OF TORONTO
North District Community Council

Re: Variance request to alter one side of the permitted sign from a mechanically changing trivision display to that of a like size non-mechanical Electronic LED Image display with static changeable copy messaging.

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


The proposed sign alteration is required because the former North York sign by-law does not provide clear permissions for the advent of such technology.

The sign will be used for STATIC MESSAGES only with NO VIDEO, OR FLASHING OR ANIMATION OF ANY KIND. The message will change just like a mechanical trivision sign except the change is created electronically and remotely operated. The images shall change at rate far slower than current trivision operating practices which are not even regulated under the current sign by-law. ALL THIRD PARTY SIGNS HAVE CHANGEABLE COPY WHICH IS MANUALLY APPLIED. The proposed sign is the exact same except it is now achievable far more efficiently and effectively with new technology

The LED digital sign display proposed offers the following benefits:

- The environmental benefits are no paper or substrate to produce the image on, no inks or chemicals are used during the printing process and no vehicle emissions are created to travel to the sign to install the message. All power for the sign shall be provided by a renewable energy source.
- The ability to instant message will allow the city to use the displays in emergency situations such as for Amber Alert or disaster situations.
- The sign will incorporate the newest materials and design with the highest regard for an overall improved aesthetic.

Sincerely,


Steve Wolowich
Director of Leasing, Ontario

Attachment #7