



STAFF REPORT ACTION REQUIRED

250-256 LAIRD DRIVE Sign Variance Request

Date:	June 2, 2009
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Ward:	Don Valley West – Ward 26
Reference Number:	File No. 2009NY017 Folder No. 09-124501 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 on behalf of Ron Hutchison senior vice president of Astral Media, for a variance from the former East York Sign By-law 64-87, as amended, to permit a third party roof top V-sign billboard containing 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 250-256 Laird Drive.

Financial Impact

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

COMMENTS

The property is located along the south side of Eglinton Avenue East, east of Laird Drive.

The zoning of the property is C1 (General Commercial Zone). The property is developed with a 1 storey building housing a number of commercial units among them “The Great Canadian Bagel” (refer to Attachment #1).

The properties surrounding the site are:

North: Across Eglinton Avenue - Commercial stores

South: Single family dwellings

East: Across Laird Drive south of Eglinton Avenue – The Leaside Center housing Pier One Import, Canadian Tire and other commercial stores.

East: Across Laird Drive north of Eglinton Avenue – A Scotia Bank branch and three stories residential buildings

West: Commercial/Residential buildings

The applicant proposes to remove an existing sign and replace it with 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.

The overall sign dimensions of the Tri-vision face will be 10.74m (35'-2 13/16") width by 4.09m (13'-5") height for a sign area of 43.92 m² (472.83 ft²). The overall sign dimensions of the LED image board panel will be 11.77m (38'-7 5/16") width by 4.09m (13'-5") height for a sign area of 48.14 m² (518.18 ft²). The height of the roof sign will be 7.62m (25ft) above the roof. For proposed sign elevations refer to Attachments #2A & 2B, for the rooftop plan refer to Attachment #3 and for renderings for both westbound and eastbound along Eglinton Avenue refer to Attachment #4.

Currently there is a roof top V-sign billboard sign at the above noted address for which a sign permit No. 90-S-13961 was issued on February 16, 1990 by the former Borough of East York. Each face has an overall sign dimension of 10'-11 1/4" x 16'-0" for a sign area of 16.25 m² (175 ft²) and a height of 7.31m (24 ft) above the roof (refer to Attachment #5).

Roof signs are not permitted in the former Borough of East York in commercial zones unless in compliance with Section 6 of the Sign By-law pertaining to “Standardized Outdoor Advertising Structures”. The proposed roof sign “copy area” is not in compliance with the sizes included in the definition of these types of signs as listed in subsection 1.1.27 of the by-law.

In addition “activated signs” and “flashing signs” are prohibited in the former Borough of East York and the proposed signs fit the description of both.

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 East York Sign By-law No. 64-87 as amended in the following way:

Sign By-law Requirements	Applicants Proposal	Required Variances
<p>Section 1.1.1 “Activated” means any motion of a sign or advertising device or part thereof...”</p> <p>Section 1.1.15: “Flashing Sign” means the periodic variation of the colour or intensity of light but does not include the periodic display of the time or temperature.</p> <p>Section 1.1.27 “Standardized Outdoor Advertising Structures” means advertising devices which shall include: d) Superboards having copy area measuring 3.2 m x 14.3 m (10.5ft x 47.ft) and 4.3 m (14.0ft) and 14.6m (48.0ft).</p> <p>Section 6.1 b) & c) No standard outdoor advertising structures shall be erected except in conformity with the following provisions: b) No roof-mounted standardized outdoor advertising structure shall be erected on any property if the area of the said property is less than 2,000. m²</p> <p>d) Standardized outdoor advertising structures” shall be set back a minimum of 1.5m from any street line.</p> <p>Section 3: 3.1 Nothing in this By-law shall be constructed to permit the following types of signs and advertising devices; a) Flashing signs; b) Activated signs.</p> <p>3.2 No person shall erect, display, alter or repair a sign or advertising device: b) Within 10m of a traffic light, except where the sign is a facial sign; c) In a commercial zone within 30m of a residential use</p>	<p>To erect a third party roof top V-sign billboard containing one Multi-Prism activated panel (Tri-vision) having sign face dimensions of 4.09m (13'-5") height by 10.74m (35'-2 13/16") width with a sign area of 43.92 m² (472.83 ft ²) 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 having sign face dimensions of 4.09m (13'-5") height by 11.77m (38'-7 5/16") width with a sign area of 48.14 m² (518.18 ft²).</p> <p>The height of the roof sign will be 7.62m (25ft) above the roof which is permitted. The by-law limits roof signs' height to 8m.</p>	<p>To permit a third party roof top V-sign billboard containing one Multi-Prism activated 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.</p> <p>The height of the roof sign will be 7.62m (25ft) above the roof.</p> <p>The required variances are:</p> <ol style="list-style-type: none"> 1. To permit a third party roof sign in a commercial zone having a size not in compliance with the “Standardized Outdoor Advertising Structures”. 2. To permit a third party roof top sign on a property with a lot area less than 2,000.m². Our records show a lot area of 1904 m². A survey was not submitted so we are unable to confirm the actual setback from the street line. 3. To permit a third party roof top activated sign (tri-vision) which is not permitted. 4. To permit a third party roof top flashing sign (LED image board panel) which is prohibited 5. To permit a third party roof top sign within 10m of a traffic light. 6. To permit a third party roof top sign within 30m of a residential use.

We have been informed by Steve Wolowich, Director of Leasing of Astral Media Outdoor that the tri-vision display face will be illuminated from dusk to dawn with energy efficient lamp(s) and the digital display will be illuminated on a 24 hour basis. All power for the sign shall be from a renewable energy source.

Jeremy J. Kramer, Principal & Creative Director for KDA submitted a letter dated April 29, 2009 (refer to Attachment #6), in support of this application.

In regards to the LED image board portion of the sign and 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 Jeremy J. Kramer, 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 East York Sign By-law 64-87, 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, again in regards to the LED image board, 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;

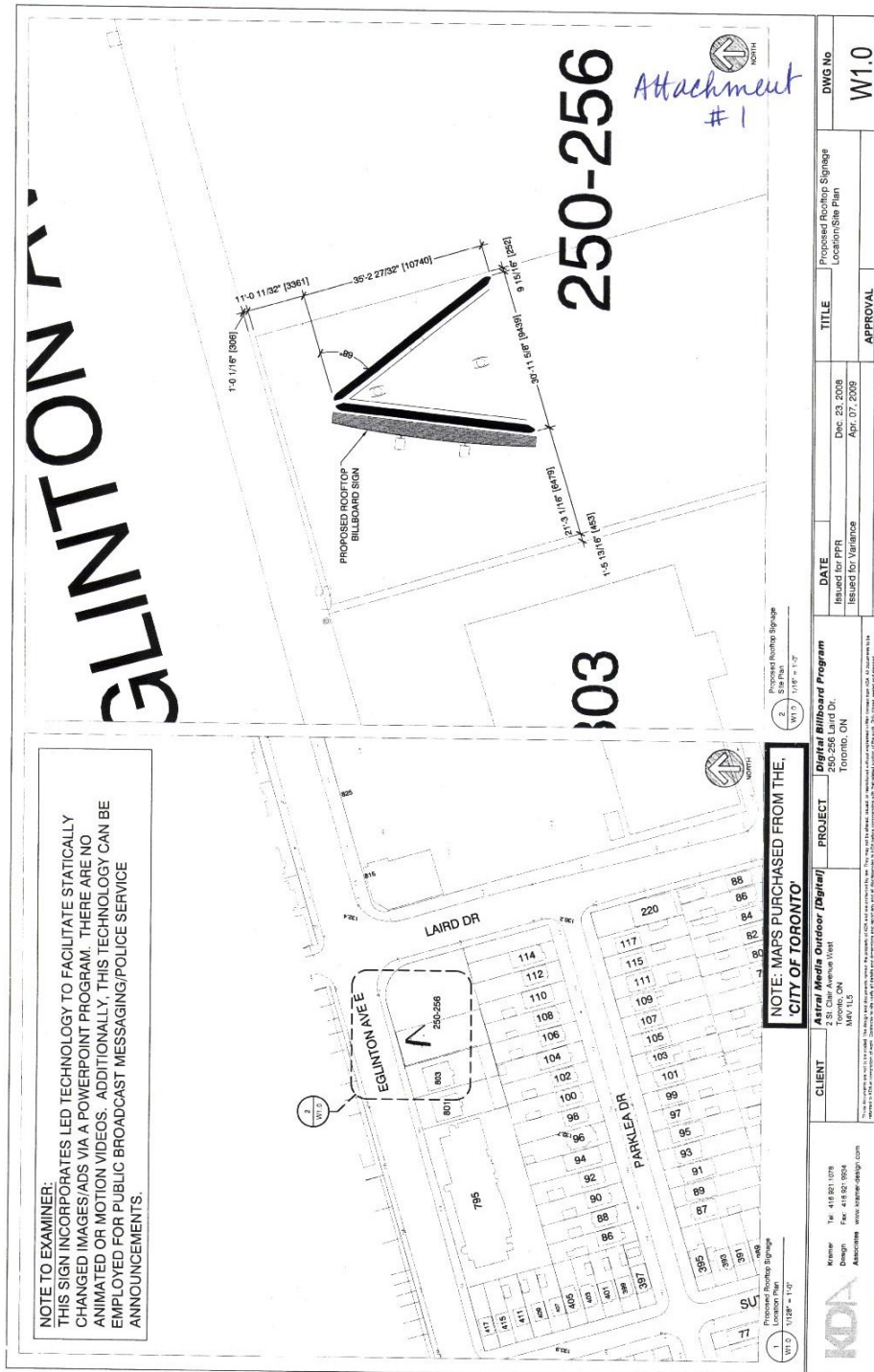
e-mail: mishak@toronto.ca

SIGNATURE

Edward Tipping
Director and Deputy Chief Building Official
North York District

ATTACHMENTS

Attachment #1:	City of Toronto Map and Sign Location
Attachments #2A&2B:	Sign Elevations
Attachment #3:	Proposed Rooftop Billboard Plan
Attachment #4:	Proposed Rooftop Billboard Rendering Eglinton Westbound & Eastbound
Attachment #5:	Existing Rooftop Billboard Elevations
Attachment #6:	Letter from the applicant Jeremy J. Kramer



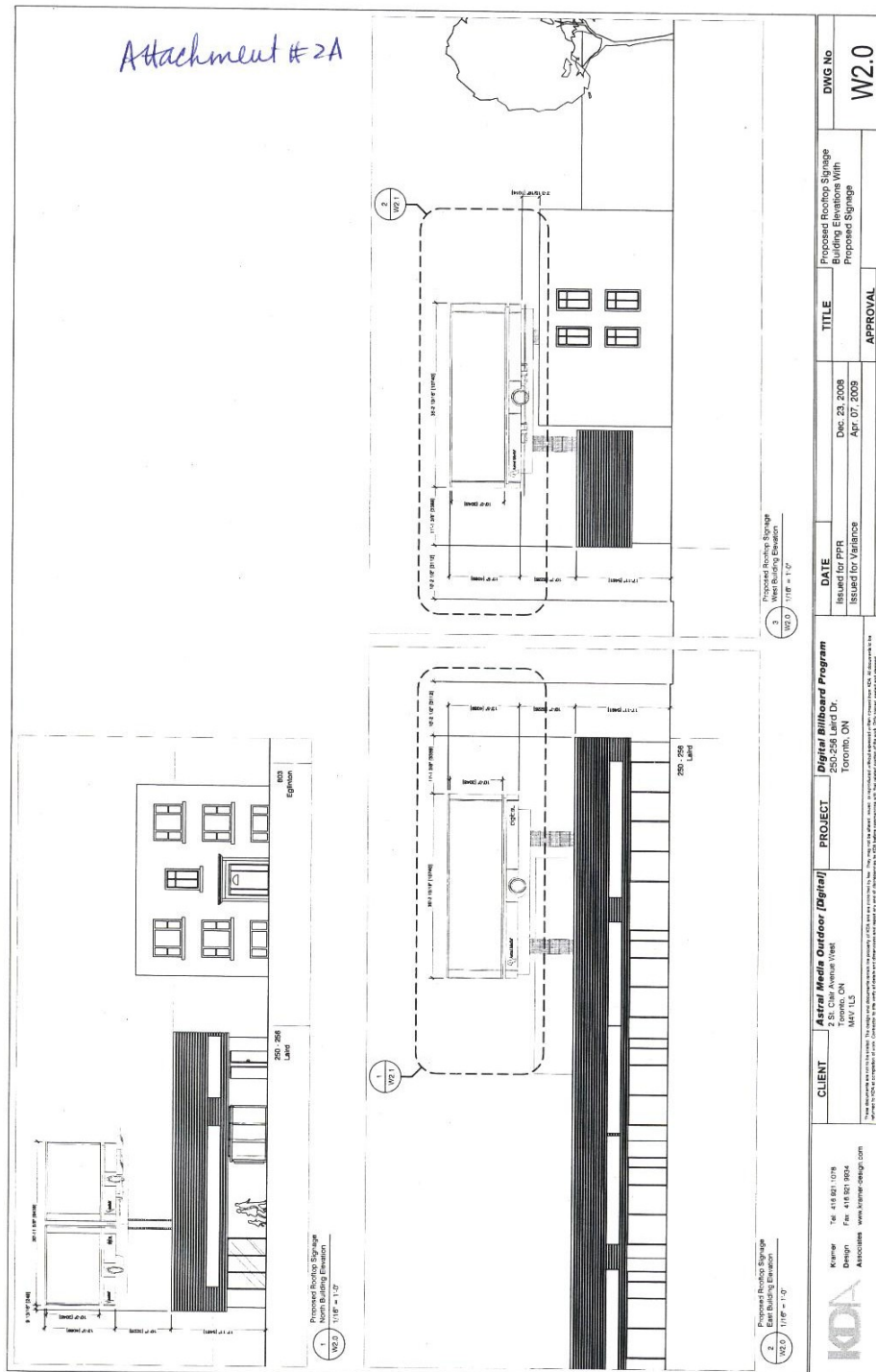
NOTE TO EXAMINER:
THIS SIGN INCORPORATES LED TECHNOLOGY TO FACILITATE STATICALLY CHANGED IMAGES/ADS VIA A POWERPOINT PROGRAM. THERE ARE NO ANIMATED OR MOTION VIDEOS. ADDITIONALLY, THIS TECHNOLOGY CAN BE EMPLOYED FOR PUBLIC BROADCAST MESSAGING/POLICE SERVICE ANNOUNCEMENTS.

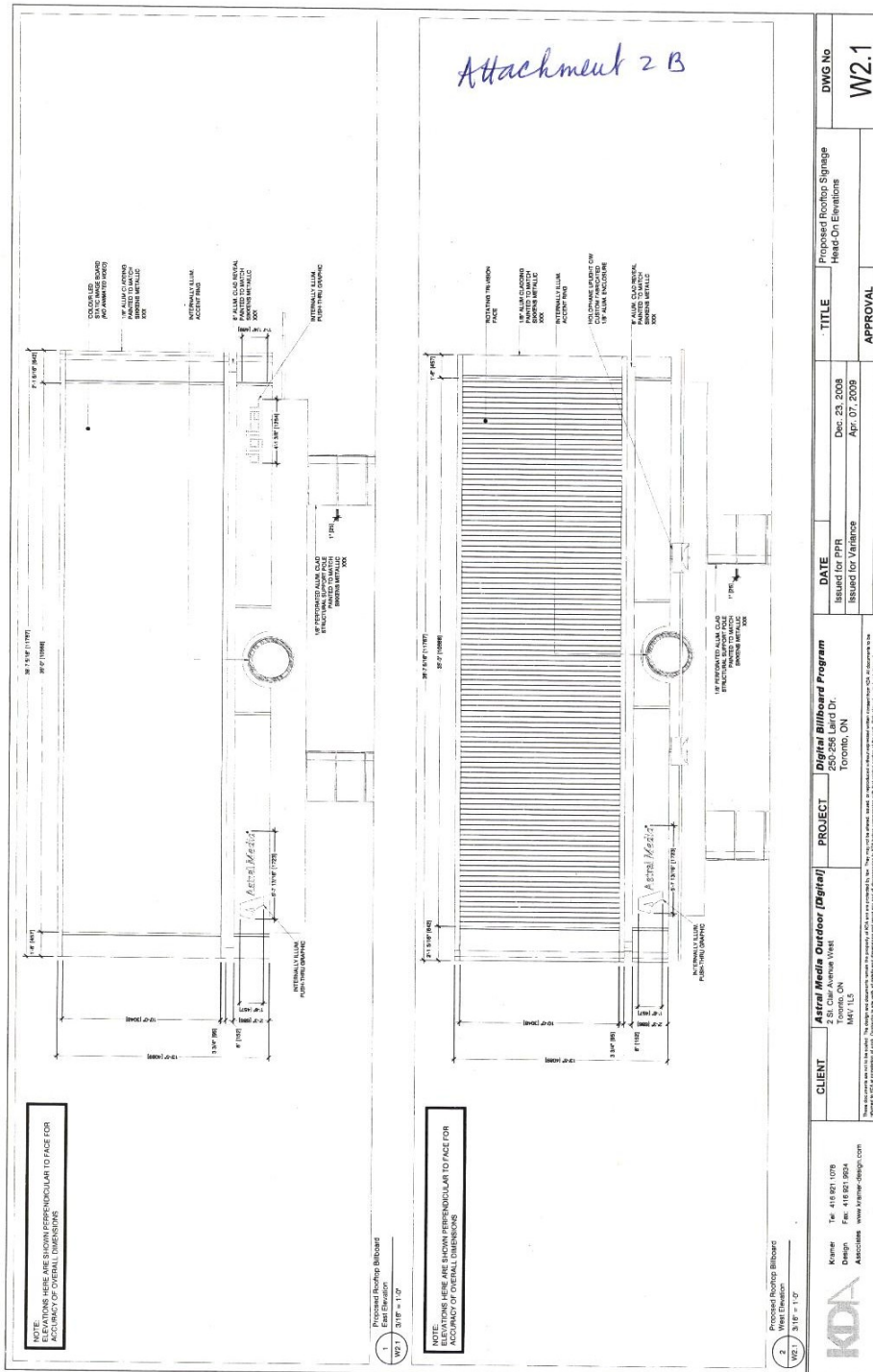
NOTE: MAPS PURCHASED FROM THE, 'CITY OF TORONTO'

Proposed Rooftop Signage
W1.0 / 1/8" = 1'-0"

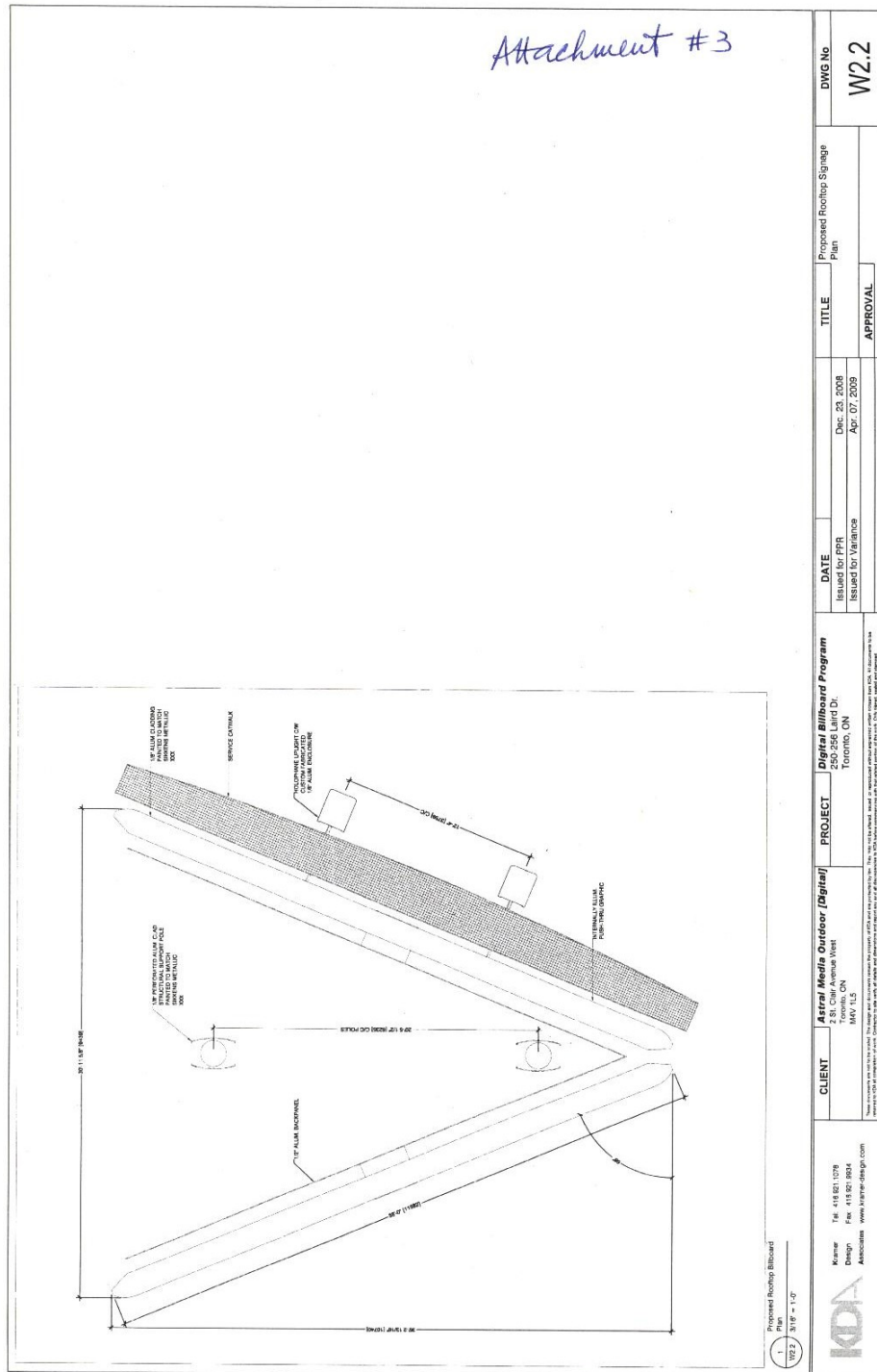
Proposed Rooftop Signage
W1.0 / 1/8" = 1'-0"

CLIENT Aerial Media Outdoor (Digital) 2 St. Clair Avenue West Toronto, ON M5V 1L3	PROJECT Digital Billboard Program 250-256 Laird Dr. Toronto, ON	DATE Issued for PFR Issued for Variance	DATE Dec. 23, 2008 Apr. 07, 2009	TITLE Proposed Rooftop Signage Location Site Plan	DWG No W1.0
		APPROVAL			






Attachment #3

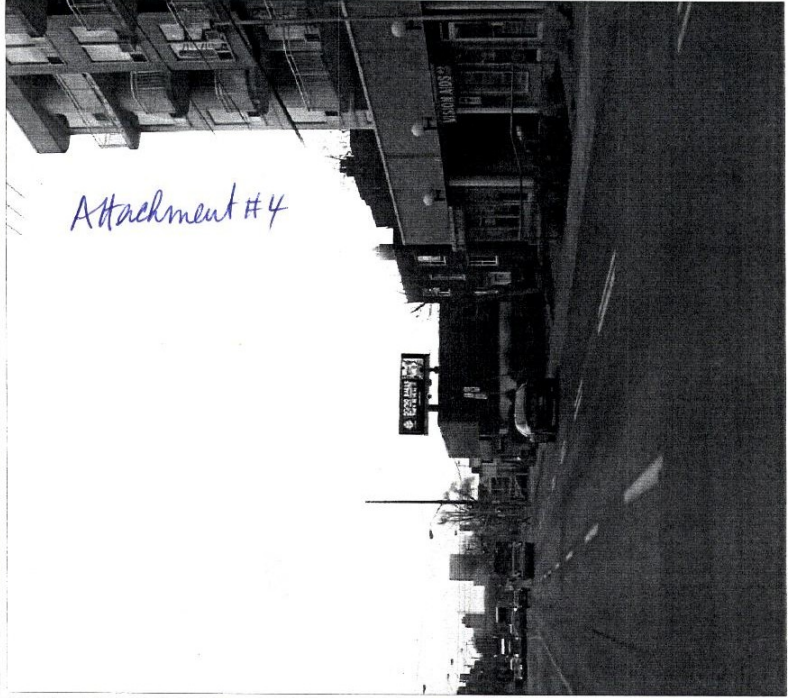


KDA Kruse Tel: 416.521.1279 Design Fax: 416.521.1824 Associates www.krusen-design.com	CLIENT Aerial Media Outdoor [Digital] 2 St. Clair Avenue West Toronto, ON M5V 1L3	PROJECT Digital Billboard Program 250-256 Laird Dr. Toronto, ON	DATE Issued for RFR Issued for V&B Dec 23, 2008 Apr 07, 2009	TITLE Proposed Rooftop Signage Plan	DWG No W2.2



1
W2.3
NTS

Proposed Outdoor Billboard
Rendering - Elevation (Perspective)



2
W2.3
NTS

Proposed Outdoor Billboard
Rendering - Elevation (Perspective)

CLIENT	Astral Media Outdoor [Digital] 2 St. Clair Avenue West Toronto, ON M5V 1C3	PROJECT	Digital Billboard Program 250-256 Laird Dr. Toronto, ON	DATE	Issued for FPR Dec 23, 2009 Issued for Tenders Apr 07, 2009	TITLE	Proposed Outdoor Signage Perspective Renderings	DWG No	W2.3
						APPROVAL			

KDA
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 Design
 Associates
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Attachment # 6



Branding Solution:

Signage Program:

Themed Environment:

Kramer Design
Associates Limited
100 Dupont Street
Toronto, ON M5G 1S4

TEL: 416-593-1978
FAX: 416-593-1974
www.kramer-design.com
info@kramer-design.com

April 29, 2009

City of Toronto
Attn: Magda Ishak / Manager
North York Civic Centre
1st Floor 5100 Yonge Street
North York ON M2N 5V7

Re: Existing Rooftop Billboard Renovation – 250-256 Laird Drive Toronto
Review # 08-231952-ZPR00-ZR

Dear Magda,

Kramer Design Associates (KDA) request that the City of Toronto grant variance approval to renovate an existing, permitted rooftop billboard located at 250-256 Laird Dr.

The existing location is comprised of a double-sided v-shaped billboard structure with external lighting and static, printed poster displays. Currently the structure is unfinished in visual appearance with antiquated technology and lighting.

The proposed upgrade consists of the following:

- Modernized, designed, sign structure that has been decreased in height by changing displays from vertical to horizontal.
- East elevation facing the corner integrates a static, digital face that enables content to be changed remotely, without the need to print paper, deliver and glue ads reducing the carbon footprint impact of this sign.
- West elevation will utilize a tri-vision display that presents three static messages.
- Screen will also be able to be programmed for use in Toronto's Amber Alert Program.
- Efficiency of content programming will reduce need for service vehicles and other disruption at the property.
- Replace existing lights with energy-efficient holophane fixtures.
- Refusal of this report will result in the current sign remaining in its current configuration and lesser quality finish.

KDA is confident that this proposed renovation will be a clear improvement.

Sincerely,

Jeremy J. Kramer / Principal & Creative Director
AOCAD, SEG, IAAPA

RECEIVED

APR 30 2009

Toronto Building
North York District

File # 08-231952-ZPR00-ZR

250-256 Laird Drive Variance Application

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