



STAFF REPORT ACTION REQUIRED

Sign Variance Request 1735 Bayview Avenue

Date:	May 28, 2009
To:	Chairman and Members, North York Community Council
From:	Director and Deputy Chief Building Official, Toronto Building, North York District
Wards:	Don Valley West – Ward 26
Reference Number:	File No. 2009NY014 Folder No. 09107241 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 to that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Roy Dzeko on behalf of Tim Syrianos, the owner of the property, for approval of variances from the former Borough of East York Sign By-law No. 64-87, as amended, to replace a single sided illuminated roof-mounted standardized outdoor advertising structure (billboard), with a V- shaped roof-mounted sign containing an activated (tri-vision) face on the north side of the sign and an illuminated standardized outdoor advertising structure (billboard poster panel) on the south side of the sign.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. North York Community Council refuse the request for sign variance at 1735 Bayview Avenue.

Financial Impact

The recommendations in this report have no financial impact.

Issue/Background

The subject property is located south of Eglinton Avenue East at the south-east corner of Bayview Avenue and Parkhurst Boulevard. The property is located in a Commercial – General (C1) Zone. The lands to the east and north of the property are zoned residential (R1B/R3A). There is an existing two storey commercial building on the property which has an existing roof-mounted, single sided standardized outdoor advertising structure (billboard).

The existing sign contains a north facing billboard poster panel having copy area measuring 3.05 metres x 6.1 metres. The owner wishes to remove the existing sign and install a V-shaped sign with an activated (tri-vision) face having a copy area of 3.05 meters x 6.1 meters and a standardized outdoor advertising structure having an illuminated poster panel with a copy area measuring 3.05 metres x 6.1 metres.

The current real estate business has been in operation at this location since 1985 and the existing roof-mounted sign presently contains advertising for the exclusive use of that business. The owner now wishes to provide third party advertising on the proposed new roof sign. A letter in support of his application has been attached to this report (Attachment #5).

The subject property has frontage on a designated arterial road (Bayview Avenue) and has a lot area of 297 square meters. Under Section 6.1 of the Sign By-law, signs on designated arterial roads require the approval of Toronto Transportation Services, Traffic, Planning & Right of Way, North York District, prior to the issuance of a sign permit.

The proposed sign does not comply with the former Borough of East York Sign By-law No. 64-87 in the following ways:

Sign By-law Requirements	Applicant's Proposal	Required Variance
<p>Section 1.1.1</p> <p>“Activated” means any motion of a sign or advertising device or part thereof...”</p> <p>Section 3:</p> <p>3.1 Nothing in this By-law shall be constructed to permit the following types of signs and advertising devices;</p> <p>b) Activated signs.</p>	<p>Remove the existing illuminated roof-mounted billboard sign and replace with an activated sign containing tri-vision panels.</p>	<p>To permit an activated sign, where activated signs are not permitted.</p>
<p>3.2 No person shall erect, display, alter or repair a sign or advertising device:</p> <p>c) In a commercial zone within 30m of a residential use</p>	<p>Remove the existing roof-mounted illuminated billboard sign and erect a V-shape roof mounted Activated sign containing tri-vision panels and a second sign face containing an illuminated standardized outdoor advertising structure (billboard) each measuring 3.05 meters x 6.01 meters for a total copy area of 37.21 square meters.</p> <p>The height of the roof sign will be 5.64 meters above the roof which is permitted. The by-law limits roof signs to a height of 8 meters.</p>	<p>To permit a third party a V-shape roof mounted Activated sign containing tri-vision panels and a second sign face containing an illuminated standardized outdoor advertising structure (billboard) each measuring 3.05 meters x 6.01 meters for a total copy area of 37.21 square meters, located within 30m of a residential use.</p>
<p>Section 6.1 (b)</p> <p>No roof-mounted Standardized outdoor advertising structure (Billboard) sign (Standardized outdoor advertising structure (Billboard)) is permitted if the area of the property is less than 2,000 square metres.</p>	<p>Erect a V-shaped Standardized outdoor advertising structure (Billboard) sign that contains tri-vision panels and poster panel Standardized outdoor advertising structure (Billboard) sign.</p>	<p>To permit a V-shaped roof-mounted Standardized outdoor advertising structure (Billboard) signs on a property that has an area which is less than 2,000 square metres.</p>

As North York Community Council is aware, a new Sign By-Law is currently under development. 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

Diane Damiano, Manager, Plan Review.

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SIGNATURE

Edward Tipping, Director and Deputy Chief Building Official, Toronto Building,
North York District

ATTACHMENTS

- 1. SITE PLAN**
- 2. ZONING LOCATION PLAN**
- 3. SIGN ELEVATIONS**
- 4. LETTER FROM OWNER**

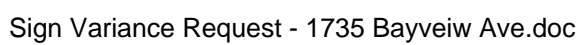
Site Plan

1735 Bayview Avenue

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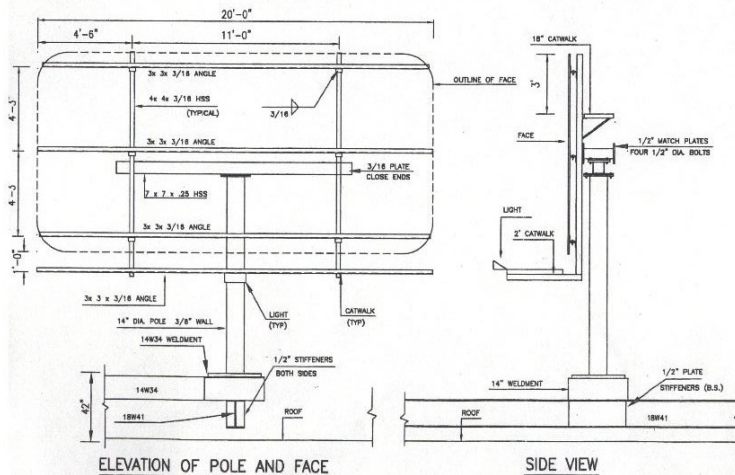
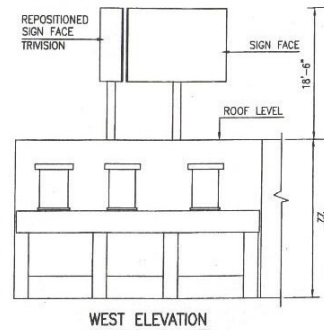
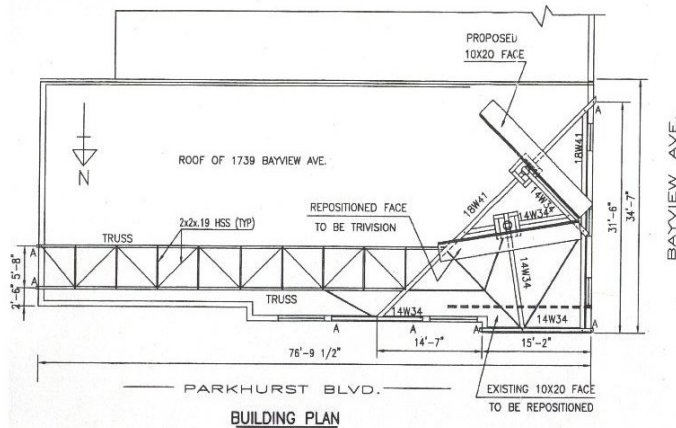
Zoning Map

1735 Bayview Avenue



Attachment #3

Sign Elevations 1735 Bayview Avenue



NOTE

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Attachment #4

Letter from Owner
1735 Bayview Avenue

Diane Damiano
Manager, Plan Review
North York District

RE: Sign Variance Request

Dear Diane

Further to our conversation, please include this letter for the council meeting outlining the reasons why I would like the council to look favorably upon my request to upgrade the sign on the roof top of 1739 Bayview Ave,

RE/MAX Ultimate Realty has been a proud member of the Leaside community and at this location since 1985. This roof sign has been at this location before RE/MAX Ultimate occupied the premises. I happen to own and operate the RE/MAX office as well as being the owner of the building. We have continued to improve and upgrade the building continuously to be a mirror of our community. We are also active members in the community and our two young daughters attend Bessborough Public school.

It is my best interest to maintain the look and feel and continue to improve the neighbourhood through active participation.

It is true that there is a financial benefit in this sign being improved however with escalating costs including Realty Taxes at close to \$40,000 per year, every little amount helps.

Presently, the back of the sign there is nothing more then black wood. With the new sign on the back it will allow for a better landscape. I'm also not asking for an approval to a sign that doesn't exist on the front but rather an overall improvement to the location on the existing sign.

Thank you in advance for your consideration

Tim Syrianos
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