



STAFF REPORT ACTION REQUIRED

Sign Variance 3401 Dufferin Street

Date:	August 27, 2009
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward – 15 Eglinton-Lawrence
Reference Number:	File No.09-136196 ZSV 00 ZR Folder No. 2009NY018

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 Sylvia Liao of Steel Art Signs Corporation on behalf of Yorkdale Shopping Centre Holdings Inc. for approval of a variance from the former North York Sign By-law 307898, as amended to permit the erection of six ground signs with animated copy for the direction of traffic on site. Four of the proposed ground signs will encroach onto existing pedestrian walkways within the site at the Yorkdale Shopping Centre which is located at 3401 Dufferin Street.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. North York Community Council approve the request for sign variances at 3401 Dufferin Street.

Financial Impact

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

ISSUE BACKGROUND

The property is located on the east side of Dufferin Street, south of Highway 401 and is in a Commercial C3 (2) zone. Yorkdale Shopping Centre is located on the property.

Surrounding land uses are as follows:

North - Highway 401

South - Single family dwellings

East - Allen Road

West - Retail uses

COMMENTS

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

Sign By-law Requirements	Applicant's Proposal	Required Variance(s)
Section 5.2.2.9 1. On the parking areas of shopping centres having a lot area greater than 2 acres, wall and ground signs not exceeding 2.0 m² in sign area each as required for the direction of traffic or pedestrians.	The applicant is proposing six ground signs for the purpose of traffic direction each with a sign area of 8.67 m ² .	To permit six ground signs for the purpose of traffic direction each with a sign area of 8.67 m ² , where the sign by-law permits each sign to have a sign area of 2.0 m ² .
Section 2.9.4 Except as permitted by section 7.3.3, a sign which projects over any area to which pedestrians have access unless be located at least 2.5 m (8.0 ft) above the surface of such area.	The applicant proposes four ground signs located at grade which projecting over an area to which pedestrians have access.	To permit four of ground signs (13(a), 14, 16/17, 19) located on grade to project over areas to which pedestrians have access.
Section 2.9 Prohibited Sign - An animated sign. An animated sign means a sign with a sign face which moves in whole or in part and includes a flashing or a rotating sign, but does not include a clock, a time, date or temperature display, a multi-prism display, or an electronic message display.	The applicant proposes to install six ground signs with animated copy for the purpose of direction of traffic.	To permit six animated ground signs for the purpose of the direction of traffic on site where animated signs are not permitted.

In their letter dated June 15, 2009 and attached to this report as Attachment #7, Yorkdale Shopping Centres Inc. indicate they are in the process of preparing the site for the installation of electronic way finding systems to improve traffic flow throughout the property. The proposed signage will provide the motorists with actual parking availability for the more than 7,200 spaces available on the property and within the parking decks. Having this information conveyed to a motorist will contribute towards reduced on-site aisle congestion, minimize vehicle circulation traffic flow, improve site access driveway operation and provide balanced parking lot utilization while contributing towards reducing boundary road congestion.

Where signs are to be installed adjacent to pedestrian walkways, the location of the proposed directional signs will be situated so as to maintain clearances on existing passage ways as shown on Attachments for (Pylons 13(a), 14, 16/17 & 19) which illustrate clearances. The owner has further indicated that actual everyday use of these abutting pedestrian walkways is extremely limited.

CONTACT

Diane Damiano, Manager, Plan Review

Tel. (416) 395-7561, Fax. (416) 395-7589, e-mail damiano@toronto.ca

SIGNATURE

Edward Tipping

Director of Toronto Building and Deputy Chief Building Official, North York District

ATTACHMENTS

Attachment 1 – Zoning map

Attachment 2 – Site Plan/Location of Signs No.3, 13(a), 14, 15, 16/17, & 19.

Attachment 3 – Detail and Elevation of the proposed signs.

Attachment 4 – Base Locations- encroaching signs

4a – Pylon 13(a)

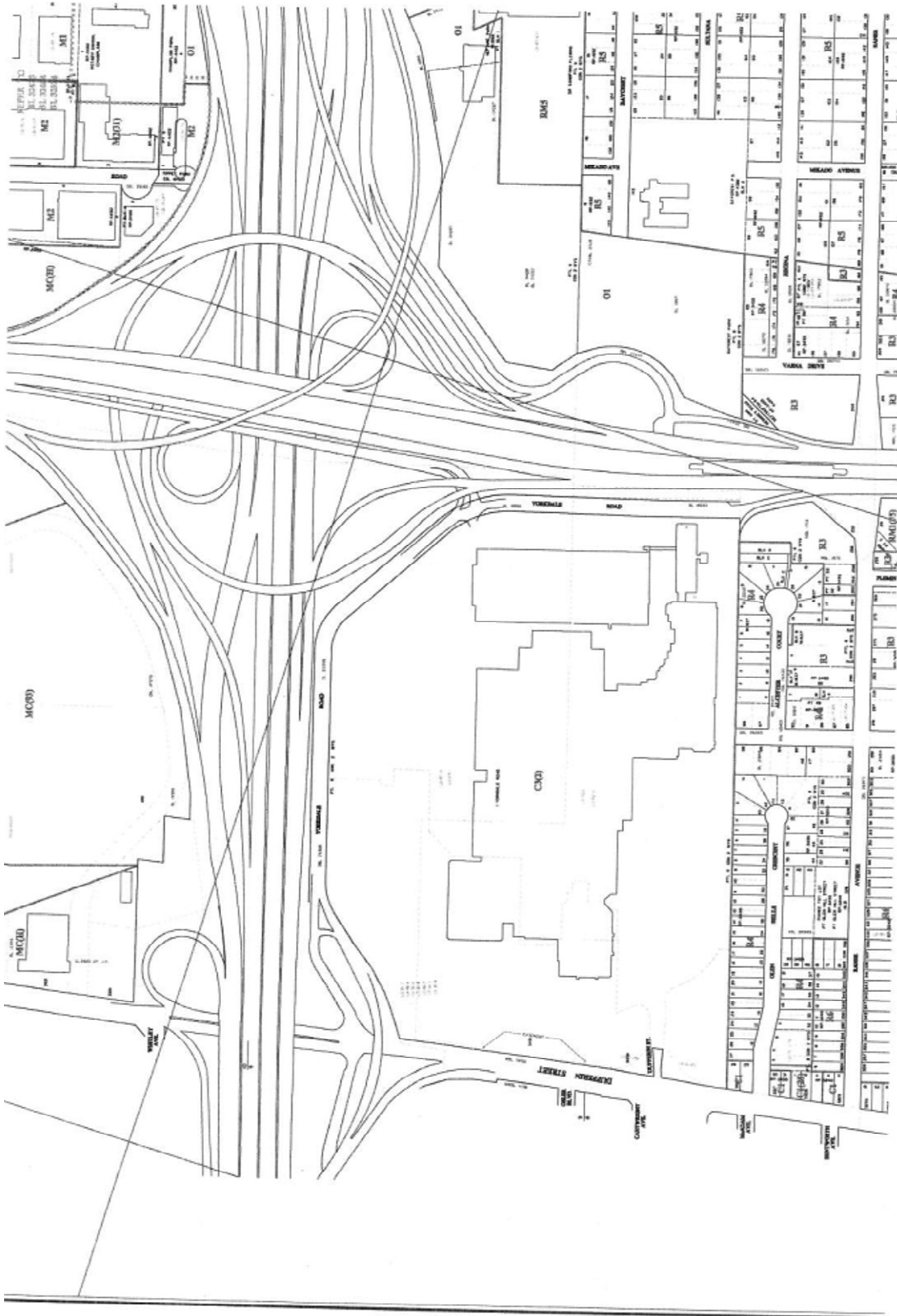
4b – Pylon 14

4c – Pylon 16/17

4d – Pylon 19

Attachment 5 –Owner's Letter

Attachment 1 – Zoning map



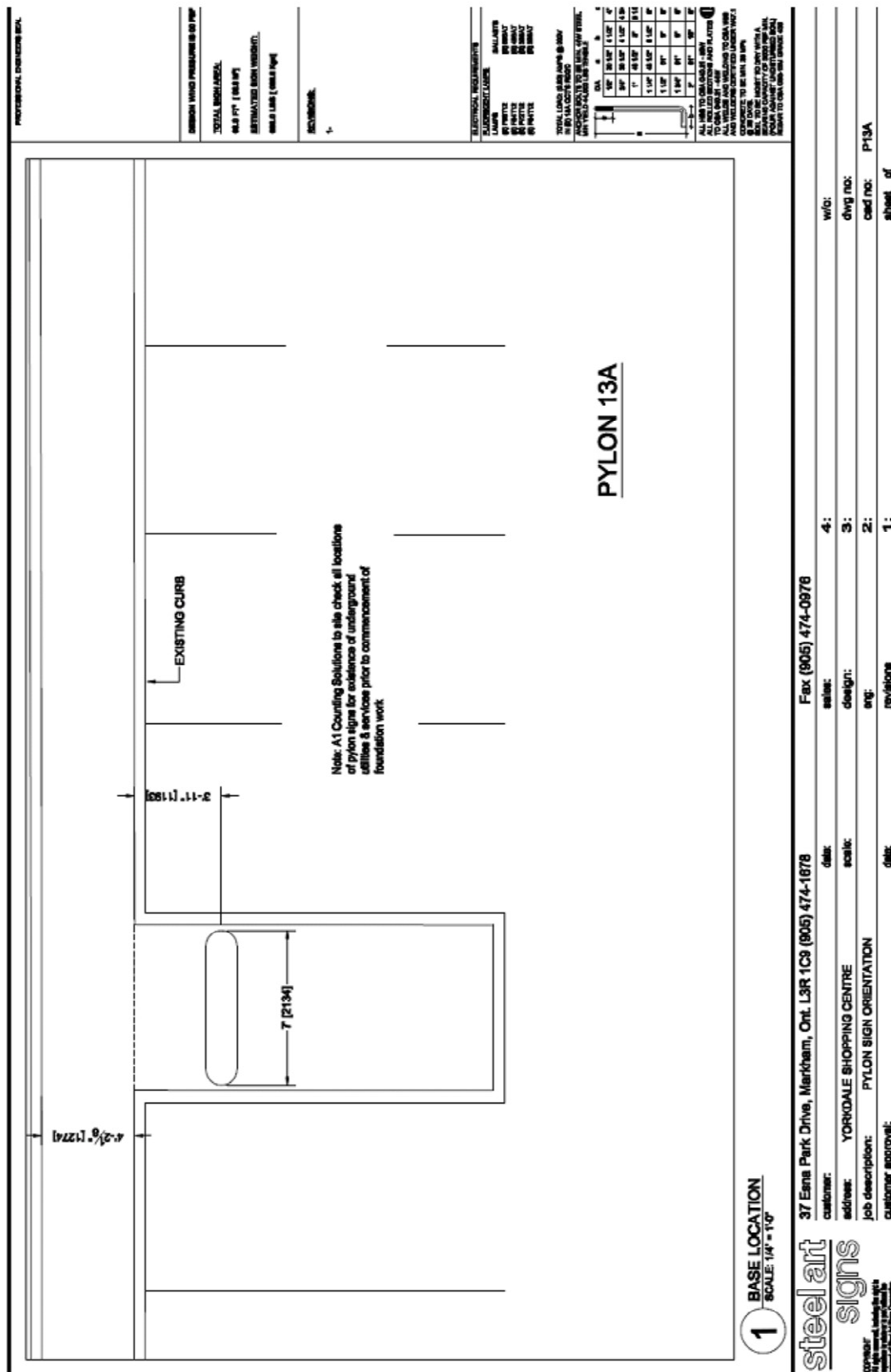
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Attachment 3 – Detail and Elevation of the proposed signs



Staff Report For Action 3401 Dufferin St.



Staff Report For Action 3401 Dufferin St.



Attachment 4c – Base Location Pylon 16/17

Staff Report For Action 3401 Dufferin St.



Attachment 5 – Owner’s Letter

June 15, 2009

VIA ELECTRONIC MAIL

Diane Damiano
Manager, Plan Review
Toronto Building
5100 Yonge Street
Toronto, Ontario
M2N 5V7

Dear Anthony:

Re: Parking Way-Finding Electronic Display Signage, Yorkdale Centre, Toronto, Ontario

Yorkdale Shopping Centre and Oxford Properties, request a minor variance to the Zoning Bylaw Number 7625, for a property zoned C3 (2), to allow the installation of directional and way finding signs within the parking lots of Yorkdale.

Yorkdale is currently in the process of installing electronic way finding systems to improve traffic flow throughout the property. This system utilizes directional signs to provide the motorists with real time parking availability for the more than 7,200 spaces available on the property and within the parking decks. More importantly, having this information conveyed to a motorist will contribute towards reduced on-site aisle congestion, minimize vehicle circulation traffic flow, improve site access driveway operation and provide balanced parking lot utilization while contributing towards reducing boundary road congestion.

Conveying real-time directional information must be clear, concise and visually enhanced to provide adequate direction without being a distraction. A driver has very limited perception and reaction time while travelling, therefore it is highly recommended even in low speed environments the message system be designed large enough to capture a driver’s attention. Oversized letter height sizes should be applied (we suggest the font height be not less than 150mm (6 inches) to ensure the message is conveyed in the least amount of driver reaction time. (Please note the VWIS Board is located on all signs except on Pylon 16/17 and are 7 7/8” in height). Consequently, to accommodate large text messaging the sign form will become fairly large and if not properly located could restrict driver sight visual lines. We have reviewed the location plan and determined the signs have been strategically placed to ensure there is no driver sight line obstruction.

Please note the location of the directional and way finding signs do not produce impediments to pedestrians where signs have been installed adjacent to walkways. In this regard, the attached drawings (Pylon 14, 16/17 & 19) clearly illustrate clearances are maintained on existing passage ways. Notwithstanding the above, the use of these abutting pedestrian walks is extremely limited.

We are in the opinion the proposed sign layout providing real time display of available parking is appropriate that will offer improvement to the amount of search time currently

experienced at the mall and demonstrates Yorkdale Centre's commitment to offering shopping customers a safer driving environment. We therefore believe our proposal is within the spirit and intent of the bylaw, and constitutes a minor variance.

We trust our comments will be satisfactory but if you have any questions or wish to discuss, please call.

Sincerely,
OXFORD PROPERTIES GROUP

Anthony Casalanaguida
Yorkdale Shopping Centre
General Manager