



STAFF REPORT ACTION REQUIRED

Sign Variance Report CN Rail Lands at Lawrence Ave W and Caledonia Rd

Date:	December 16, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	York South – Weston, Ward 12
Reference Number:	2010EY005

SUMMARY

This staff report is about a matter for which the Community Council has been delegated authority from City Council to make final decision.

Request for approval of variances from the former City of North York Sign By-law No 30788 to erect a new double sided illuminated third party ground sign having digital faces of different sizes that will project static messages every 6 seconds. Sign will be located on CN Rail Lands at Lawrence Ave W and Caledonia Rd.

The request comes from Blair Murdoch with Allvision Canada for Canadian National Railway, attn Ernie Longo, Manager of BD & RE for approval of the variances from the former City of North York Sign By-law No 30788.

RECOMMENDATIONS

It is recommended that:

- (1) The request for variances be denied as they are not minor in nature.

Financial Impact

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

COMMENTS

The double sided illuminated third party ground sign (off premise sign) is proposed on a "railway corridor" in an area located in the former municipality of North York (Ward 12), and is subject to Zoning By-law No. 7625, as amended, and the Sign by-law No. 30788.

The proposed ground sign will consist of two sign faces in a "V" configuration. The east sign face will be 3m x 10.67m (10 ft x 35 ft) with a sign face area of 32.5 m² (350 ft²) and will be a digital screen. The digital screens are proposed to have static messages every 6 seconds. The west sign face will be 3m x 6m (10ft x 20ft) and will have a sign face area of 18.56 m² (200 ft²) and will be a tri-vision panel.

The proposed illuminated off premise sign will be located approximately 20 m from another illuminated off premise sign, to the east, on the same side of the street and on the same railway corridor. The proposed illuminated off premise sign will be located approximately 40 m from another illuminated off premise sign, to the east but on the opposing side of the street and on the same railway corridor.

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

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
4.10.1 Off premise signs may be erected on railway corridors provided: No such sign shall be less than 153.0 m (500.0 ft) from land zoned residential.	To erect an illuminated off premise sign that will be adjacent to a residential zone.	To permit an illuminated off premise sign that will be immediately adjacent to a residential zone in lieu of being not less than 150 m from land zoned residential.
4.10.2 Maximum height of the sign shall be 7.5 m (24.6 ft) and a maximum sign area of 25 m ² (269.1 ft ²).	Proposed illuminated off premise sign will have a height of 10.67 m, and a sign area of 32.0 m ² .	To permit an illuminated off premise sign that will be 10.67 m in lieu of the maximum 7.5 m in height and have a sign area of 32.0 m ² in lieu of the maximum 25 m ² .
4.10.3 No such sign shall be located within 45.7 m (149.9 ft) from another off premise sign erected on the same side of the street which crosses the corridor.	Proposed illuminated off premise sign will be 20 m from another off premise sign located to the east on the same side of the street.	To permit an illuminated off premise sign that will be approximately 20 m in lieu of 45.7 m from another off premise sign located to the same side of the street.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
1.1.22, & 2.9.6 "Animated signs" are prohibited.	Proposed sign face has illumination that varies with each copy both in colour and intensity at periodic intervals, hence it is a "flashing sign", which is a type included in the definition of "animated sign".	To permit the proposed off premise sign to be animated through illumination that varies with each copy both in colour and intensity at periodic intervals while displaying a static messages every 6 seconds.

Therefore, it is recommended that Council deny the requested variances as they are not minor in nature.

PROPOSED NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that will come into force and effect on April 6, 2010. The following is an evaluation of this particular sign variance application against the new draft Sign By-Law requirements that would govern this particular sign. This evaluation has been done to assist Council in understanding how this proposed sign would compare to the new regulatory requirements contained in the proposed Sign By-law.

One of the main features of the proposed Sign By-law is that the regulations governing signs are based upon the "Sign District" in which the sign is located. These Sign Districts align with the underlying land uses as envisioned in the Official Plan and will classify every property into a "sign district" and utilizes a series of maps to identify the various sign districts throughout the City. This approach is similar to the one being utilized by the new proposed City-wide Zoning By-law mapping.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as a "U - Utility Sign District".

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
694-22 Third party sign general regulations 694-22.D. A third party sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected.	Proposal is to erect a third party sign within 20 metres of an existing third party sign.	To permit a third party sign within 20 metres of an existing third party sign.

<p>694-25.C. A U – Utility Sign district may contain the following;</p> <p>(1) a ground sign provided:</p> <p>(a) the sign face area shall not exceed 20.0 m²</p> <p>(b) the height shall not exceed 10.0 metres</p>	<p>Proposal is to erect a third party ground sign with a sign face area of 32.5m² with a height of 10.67 metres.</p>	<p>To permit a third party ground sign with a sign face area of 32.5 m² with a height of 10.67 metres.</p>
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CONTACT

Algimantas Jasinevicius, Manager, Plan Examination

Tel: (416) 394-8046

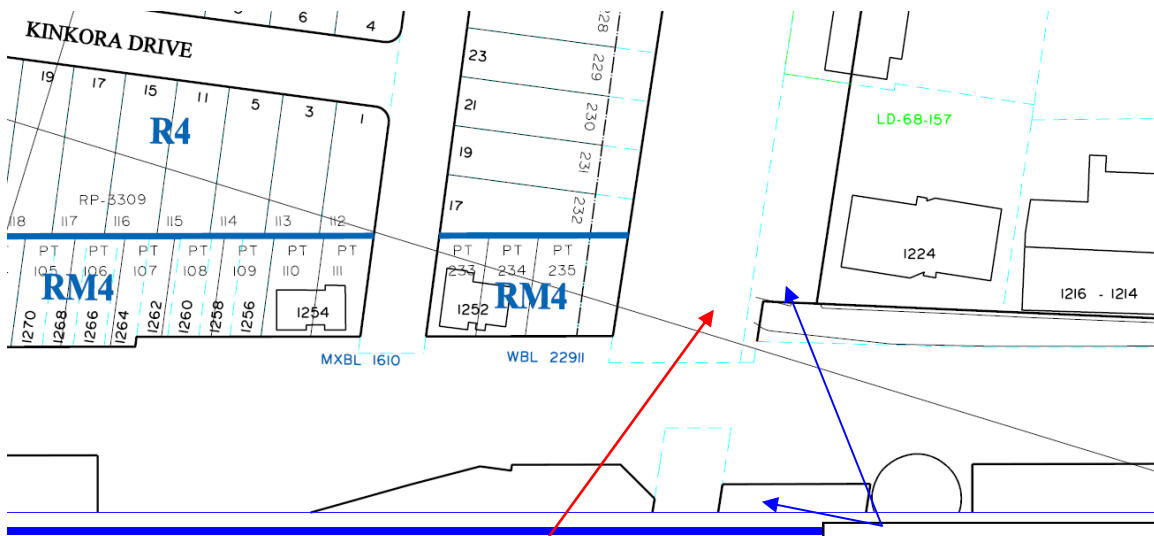
Fax: (416) 394-8209

E-mail: ajasinev@toronto.ca

Mark Sraga
 Director of Building and
 Deputy Chief Building Official
 The Etobicoke York District

ATTACHMENTS

- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan



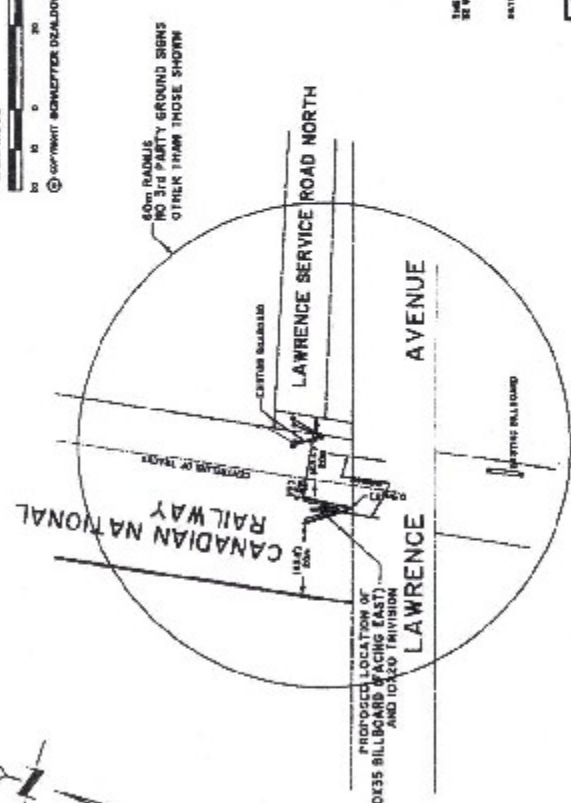
Approximate location
of the proposed off
premise sign.

Approximate locations of
existing off premise signs.



METRIC: MEASUREMENTS SHOWN
ON THIS PLAN ARE IN METRES
AND CAN BE CONVERTED TO
FEET BY DIVIDING BY 0.3048

SKETCH SHOWING LOCATION OF PROPOSED BILLS PANEL (FACING EAST) AND BILLS TRIBUNAL
LAWRENCE AVENUE, NORTH SIDE
APPROXIMATELY 250M WEST OF CALEDONIA ROAD
CANADIAN NATIONAL RAILWAY
CITY OF TORONTO



RECEIVED

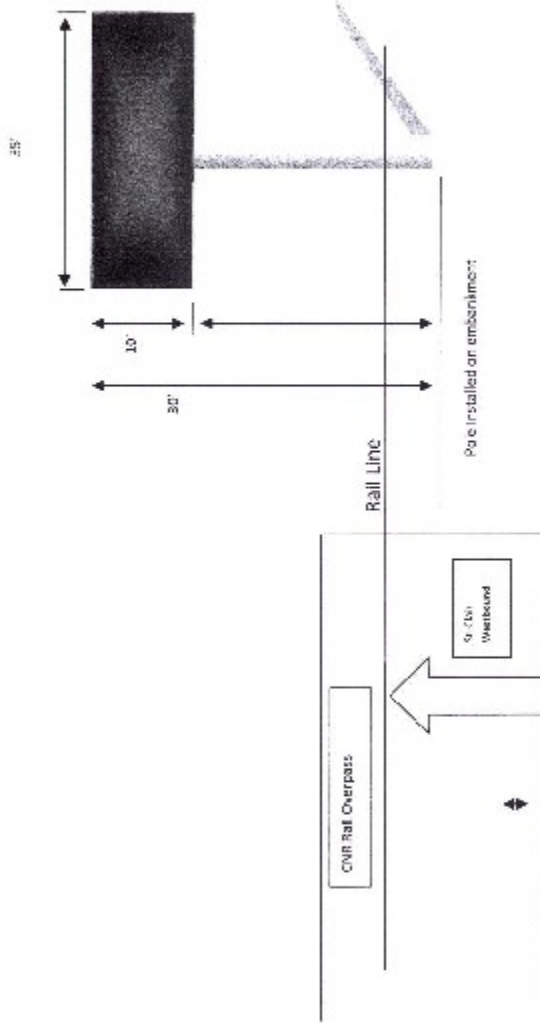
SEP 24 2023

OFFICE DEVELOPMENT SERVICES
BUILDING DESIGN, LANDSCAPE SERVICE
2000 DUNDAS ST. W. SUITE 1000
TORONTO, ONT. M6H 1B4

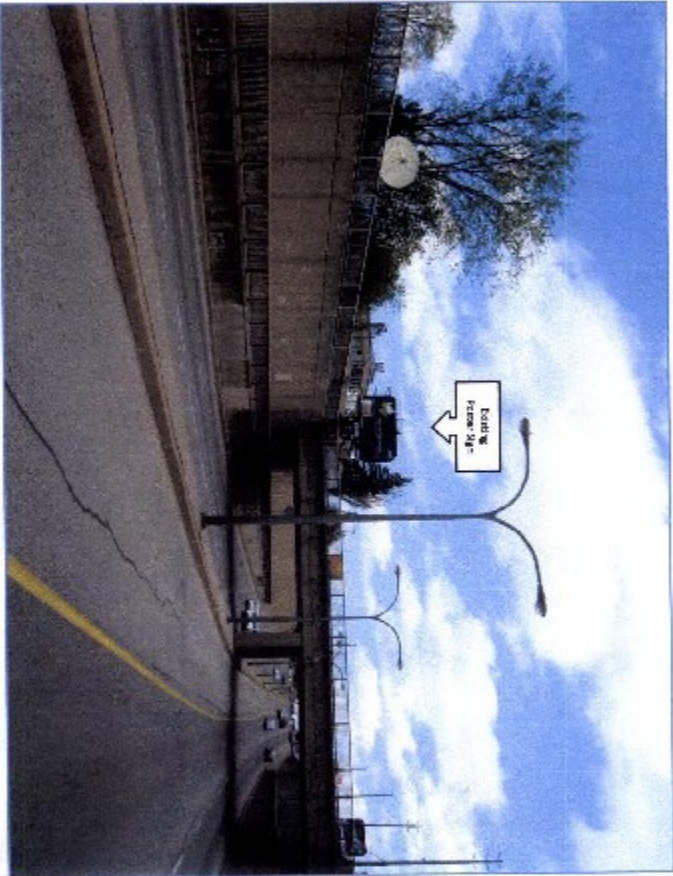
THIS SKETCH IS NOT A PLAN OF SURVEY AND SHALL ONLY
BE USED FOR THE PURPOSES INDICATED ON THIS DRAWING.

DATE: MARCH 11, 2023
BY: [Signature]
ON: [Signature]
BY: [Signature]

SCHAEFFER DZALDOY BENNETT LTD.
ONTARIO LAND SURVEYORS
64 JACOB STREET
TORONTO, ONTARIO M5H 1P5
TEL: 463-8407
FAX: 463-8408
E-MAIL: [Email Address]



PROJECT DESCRIPTION: Install a double sided advertising sign containing a 10'x35' digital face (facing east) and a 10'x20' division face (facing west).	
LOCATION:	Lawrence Avenue approximately 250 meters west of Caledonia Road, west side of tracks.
CONTACT:	Blair Murdoch, Allvision Canada
TEL:	905-285-0145
DATE:	August 18, 2009
TYPE:	Elevation facing east (not to scale)

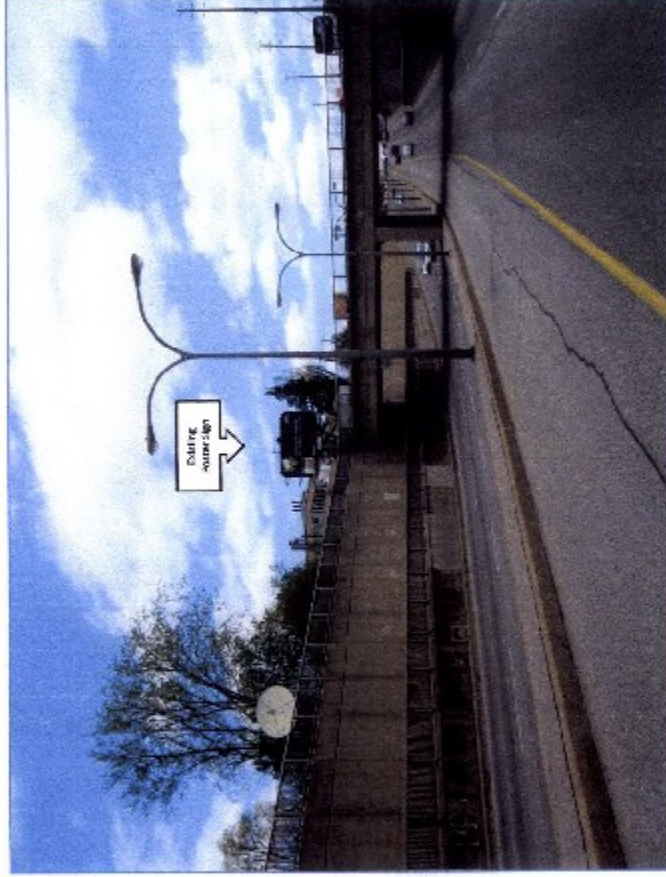


Lawrence, West of Caledonia – North side facing West

Existing Poster Sign Face

Area - 10 ft x 20 ft.

Overall Height - 25 ft.



Lawrence, West of Caledonia – North side facing West

Existing Poster Sign Face

Area - 10 ft x 20 ft.

Overall Height - 25 ft.

Applicant:

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