



## STAFF REPORT ACTION REQUIRED

### Supplementary Report 250 – 256 Laird Drive Sign Variance Request

<b>Date:</b>	January 21, 2010
<b>To:</b>	North York Community Council
<b>From:</b>	Director of Building and Deputy Chief Building Official
<b>Ward:</b>	Don Valley West – Ward 26
<b>Reference Number:</b>	File No. 2010NY009 Folder No. 09-124501 ZSV 00 ZR

### SUMMARY

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The North York Community Council at its meeting on June 23rd, 2009 deferred consideration of the report (June 2, 2009) from the Director and Deputy Chief Building Official, Toronto Building, North York District, until after the new Sign By-law is in effect. Item NY27.17 was deferred to allow City staff to conduct a review of the proposed sign under the new sign by-law and report back with the appropriate sign variances and recommendations.

The purpose of this supplementary report is to provide North York Community Council with information on the effect of the provisions of the new Sign By-law on a request by Adam Kelly of Kramer Design Associates on behalf of Ron Hutchison senior vice president of Astral Media, for a variance to erect 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

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#### **Toronto Building North York Division recommends that:**

1. This supplementary report for a variance to erect a third party roof sign at 250-256 Laird Dr. be received for information.

## Financial Impact

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

## COMMENTS

The new Harmonized Sign By-law was enacted by Council on December 6, 2009 and will come into effect on April 6, 2010.

In the new sign by-law, a number of sign districts have been established and this property is located in a Commercial Residential District (CR).

In this new by-law third party signs are only permitted either as a wall sign or as a ground sign depending on the sign district. Roof signs are prohibited everywhere.

A CR sign district may contain overhanging structure signs, ground signs, wall signs and projecting signs. In a CR sign district, only wall signs may be erected as third party signs.

In this application, the applicant proposes to erect 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.

It is our understanding that the LED image will be similar to a Power Point presentation where the images change on a set frequency but without any animation within each image. This type of sign is identified as an electronic static copy in this new sign by-law.

The following terms are defined in the new Sign By-law in Section § 694-1. **Definitions** and are included in this report for information:

***Electronic Moving Copy*** is a sign copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other similar electronic technology where the sign copy displays moving images.

***Electronic Static Copy*** is a sign copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other similar electronic technology where the sign copy is fixed for a set period of time

***Mechanical Copy*** is a sign copy which physically moves in whole or in part and shall include tri-vision sign copy.

***Static Copy*** is a sign copy that is fixed and does not move in any manner.

***Tri-vision Sign Copy*** is a sign copy which rotates in three successive stages.

The proposed third party roof sign does not comply with the new Sign By-law in the following way:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p><b>§ 694-15. Prohibited signs.</b></p> <p>Roof signs are prohibited.</p>	<p>To erect a third party roof top V-sign billboard containing one Multi-Prism activated panel (Trivision) 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 m<sup>2</sup> (472.83 ft <sup>2</sup>) 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 m<sup>2</sup> (518.18 ft<sup>2</sup>).</p>	<p>To erect a third party roof top V-sign billboard containing one Multi-Prism activated panel (Trivision) 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; where the sign by-law prohibits roof signs.</p>
<p><b>§ 694-14. General Regulations:</b></p> <p>Signs shall display only static copy unless otherwise expressly permitted by this chapter.</p>	<p>To erect a third party roof top V-sign billboard containing one Multi-Prism activated panel (Trivision) 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>If North York Community Council approves the proposed roof sign, which is also a third party sign, it should be noted that the Animated/Flashing LED image board panel with illumination which varies both in colour and intensity as it changes from one image to another is considered an Electronic Static Copy and is not permitted in a CR sign district.</p>
<p><b>§ 694-22 Third party sign general regulations;</b></p> <p>Third party signs are permitted to display mechanical copy.</p>		

Approval of this application for the sign variance request would result in North York Community Council permitting a sign which is not in compliance with the standards approved in the new Sign By-law for signs of this type.

## **CONTACT**

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## **SIGNATURE**

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Edward Tipping, P.Eng.  
Director and Deputy Chief Building Official  
North York District

## **ATTACHMENTS**

Attachment #1: Sign districts in the new Sign By-Law



## Legend

•	Residential District
•	Residential Apartment District
	Commercial District
	Commercial Residential District
	Employment Industrial District
	Employment Industrial Office District
	Institutional District
	Open Space District
	Utility District
	Gardiner Gateway Special Sign District
	Chinatown Special Sign District
	Downtown Yonge Special Sign District
	Dundas Square Special Sign District
	University Avenue Special Sign District
	City Hall and Nathan Phillips Square
	Special Sign District

### SIGN DISTRICTS (ATTACHMENT #1)