



**STAFF REPORT  
ACTION REQUIRED**

**250-256 LAIRD DRIVE - New Application  
Sign Variance Request**

<b>Date:</b>	February 26, 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. 2009NY019 Folder No. 10 120111 ZSV 00 ZR

**SUMMARY**

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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 Steve Wolowich, Director of Leasing, Ontario, of Astral Media Outdoor L.P., on behalf of 517736 Ontario Limited for approval of sign variances from the former East York Sign By-law 64-87 as amended, to permit the existing off-premise roof sign to be removed and replaced with an activated, off-premise roof sign, with vertical backlit mechanical change (scroll) display at 250-256 Laird Drive.

**RECOMMENDATIONS**

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

1. The request for the variance, at 250-256 Laird Avenue, listed in the third column of the table included in page 3 of this report be refused.
2. If the North York Community Council approves the application for the sign variance, the applicant should be notified of the requirement to obtain a sign permit from the Chief Building Official, and to file the sign permit application related to this approval with Toronto Building prior to April 6, 2010.

## 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, west of Laird Drive. The zoning of the property is C1 (General Commercial Zone). Refer to Attachment #1. The property is developed with a 1 storey building housing a number of commercial units among them “The Great Canadian Bagel”. Refer to Attachment #2.

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 the existing static billboard off-premise roof sign, and replace it with a V- shaped, activated, off-premise roof sign, having a vertical backlit mechanical change (scroll) display. The sign dimensions of the proposed animated face will be 2.92m (9'-7") wide by 4.4m (14'-5") high for a sign face area of 25.7m<sup>2</sup> (276.64ft<sup>2</sup>) vertical backlit mechanical change (scroll). The proposed height of the roof sign will be 7.62m (25ft) above the roof. For an example of advertising refer to Attachment #3. For the proposed sign elevations and details refer to Attachments #4A &4B.

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 ¼" x 16'-0" for a sign area of 16.25 m<sup>2</sup> (175 ft<sup>2</sup>) and a height of 7.31m (24 ft) above the roof.

Section 4.2 of the former Borough of East York, sign by-law, states that roof signs are not permitted in commercial zones unless in compliance with Section 6 of the by-law pertaining to “Standardized Outdoor Advertising Structures”. The proposed roof sign is located in a commercial zone and its “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. Based on this information, this roof sign is not permitted.

The proposed sign 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	Applicant's Proposal	Required Variance(s)
<p><b>Section 1.1.1</b> "Activated" means any motion of a sign or advertising device or part thereof..."</p> <p><b>Section 1.1.27</b> "Standardized Outdoor Advertising Structures" means advertising devices which shall include: d) Superboards having copy area measuring 3.2m x 14.3m (10.5ft x 47.ft) or 4.3m x 14.6m (14.0ft x 48.0ft).</p> <p><b>Section 6.1 b) &amp; c)</b> 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. m<sup>2</sup> d) Standardized outdoor advertising structures" shall be set back a minimum of 1.5m from any street line.</p> <p><b>Section 3 - General Provisions</b> 3.1 Nothing in this By-law shall be constructed to permit the following types of signs and advertising devices; b) Activated signs 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>The applicant proposes to erect a third party roof top with a vertical backlit mechanical change (scroll) activated display having a size of 2.92m (9'-7") wide by 4.4m (14'-5") high for a sign area of 25.7m<sup>2</sup> (276.64ft<sup>2</sup>). The proposed height of the roof sign above the roof will be 7.62m (25ft).</p> <p>To install a roof sign other than a Standardized Outdoor Advertising Structure" which is the only type of signs permitted on the roof.</p> <p>To erect an activated third party roof sign on a property with a lot area of 245m<sup>2</sup>.</p> <p>and, within a minimum of 1.5m from any street line,</p> <p>The applicant proposes to erect an activated sign which sign face will change periodically. This type of sign is considered an activated sign. To install an activated third party roof sign, within 10m of a traffic light, and within 30m of a residential use.</p>	<p>To permit a third party roof top activated sign; where an activated sign is prohibited. To permit a third party roof top with a vertical backlit mechanical change (scroll) activated display having a size of 2.92m (9'-7") wide by 4.4m (14'-5") high for a sign area of 25.7m<sup>2</sup> (276.64ft<sup>2</sup>).</p> <p>To allow a roof sign that does not comply with the requirements for a Standardized Outdoor Advertising Structure, in a commercial zone, where a roof sign in a commercial zone must be a Standardized Outdoor Advertising Structure.</p> <p>To permit an activated third party roof sign on a property with a lot area of 245m<sup>2</sup> (from our records); where the by-law requires 2,000 m<sup>2</sup>.</p> <p>and, within a minimum of 1.5m from any street line (unconfirmed by survey)</p> <p>To permit an activated third party roof sign:  within 10m of a traffic light. (unconfirmed by survey)  within 30m of a residential use.(unconfirmed by survey)</p>

The height of the proposed roof sign will be 7.62m (25ft) above the roof. The sign by-law limits roof signs' height for "Standardized Outdoor Advertising Structures" to 8m; however this sign is not a "Standardized Outdoor Advertising Structures".

Steve Wolowich, Director of Leasing of Astral Media Outdoor submitted a letter in support of this application. Refer to Attachment #5. In his letter, the applicant states that the activated display face will be illuminated with full internal lighting system that will meet the Bird friendly Guidelines as adopted by the City of Toronto. The sign will be utilizing Bull Frog Power, a renewable energy source from low-impact wind farms and hydro facilities.

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). Refer to Attachment #6.

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. Third party signs are permitted to display mechanical copy. 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 signs

Sign permits issued by the Chief Building Official for the erection of a third party sign shall expire five years from the date of issuance and is null and void on its expiry date, and that prior to the expiry of a sign permit for a third party sign, an application may be submitted to the Chief Building Official to renew the sign permit for a further period of five years provided no modifications or restorations are proposed to the sign

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> B. (2) Roof signs are prohibited.</p> <p><b>§ 694-22. Third party sign general regulations.</b> D. A third party sign shall not be erected within 100m of any other lawful third party sign whether or not erected.</p>	<p>To erect an activated, third party roof sign with a vertical backlit mechanical change (scroll) activated display having a size of 2.92m (9'-7") wide by 4.4m (14'-5") high for a sign area of 25.7m<sup>2</sup> (276.64ft<sup>2</sup>) and a proposed height of 7.62m (25ft) above the roof.</p> <p>To erect a third party roof sign within 100m from another third party sign.</p>	<p>To permit the erection of an activated, third party roof top with a vertical backlit mechanical change (scroll) activated display having a size of 2.92m (9'-7") wide by 4.4m (14'-5") high for a sign area of 25.7m<sup>2</sup> (276.64ft<sup>2</sup>); and a proposed height of 7.62m (25ft) above the roof.</p> <p>To permit a third party roof sign within 100m from another third party sign.</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**

Magda Ishak, Manager, Plan Review; Tel.: 416-395-7555; Fax: 416-395-7589;

e-mail: [mishak@toronto.ca](mailto:mishak@toronto.ca)

## **SIGNATURE**

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

## **ATTACHMENTS**

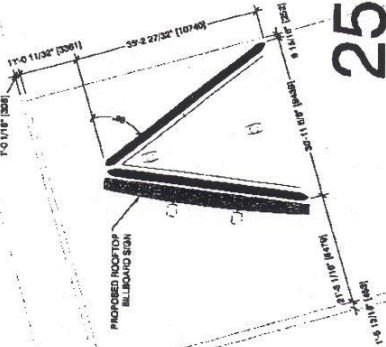
Attachment #1:	City of Toronto Map and Sign Location
Attachments #2:	Site Plan
Attachment #3:	Proposed Rooftop Billboard Example of Advertising
Attachments #4A &4B:	Sign Elevations and Sign Details
Attachment #5:	Applicant's Justification Letter
Attachment #6:	Sign District Partial Map

GLINTON

250-256

Attachment # 1

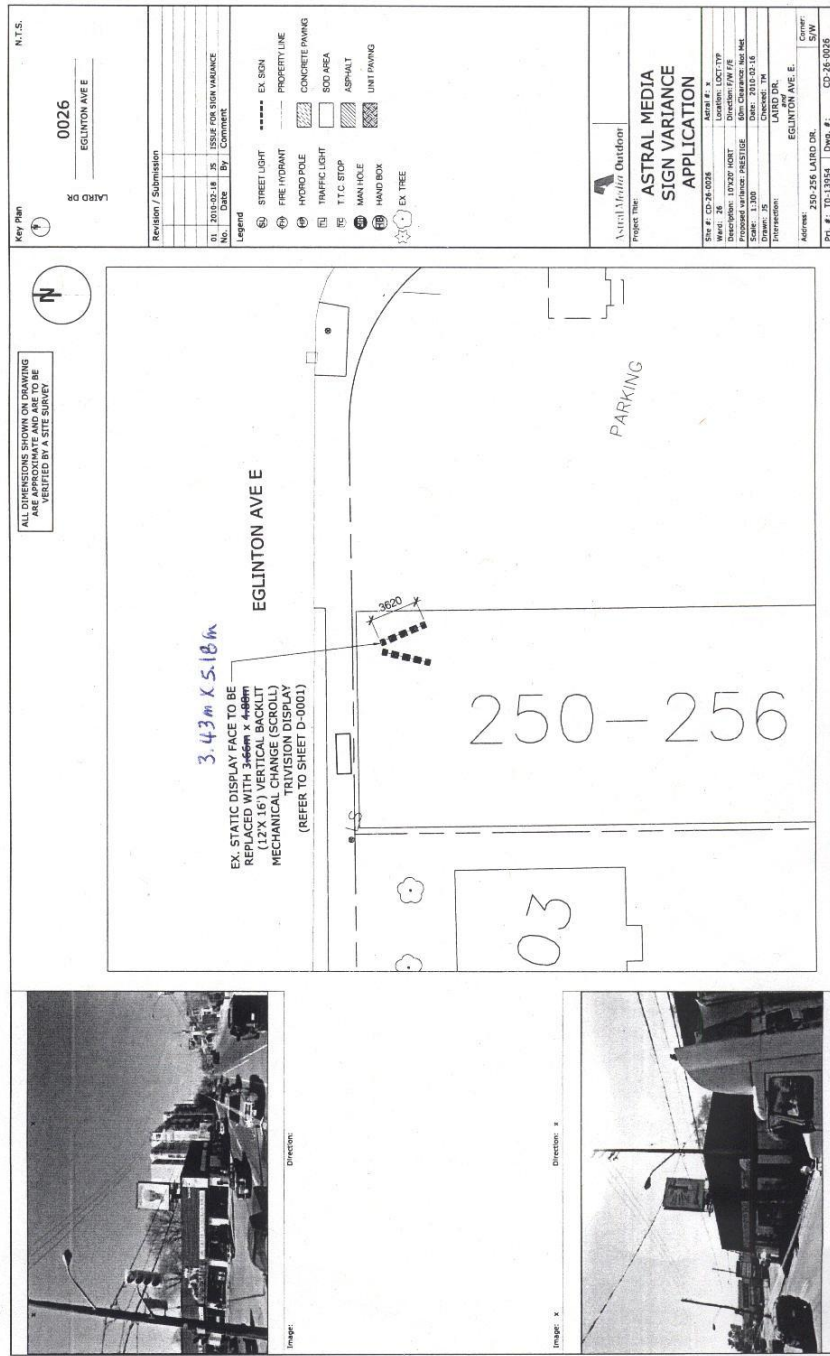
**NOTE TO EXAMINER:**  
 THIS SIGN INCORPORATES LED TECHNOLOGY TO FACILITATE STATICALLY CHANGED IMAGES/ADS VIA A POWERPOINT PROGRAM. THERE ARE NO ANIMATED OR MOTION VIDEOS. ADDITIONALLY, THIS TECHNOLOGY CAN BE EMPLOYED FOR PUBLIC BROADCAST MESSAGING/POLICE SERVICE ANNOUNCEMENTS.



**NOTE: MAPS PURCHASED FROM THE CITY OF TORONTO**

Proposed Signage  
 W1.0  
 1/4\"/>

Client: <b>Arise! Media Outfitters (Digital)</b> 250-256 Laird Dr Toronto, ON M1V 1L5	Project: <b>Blair McMillan Program</b> Toronto, ON	Title: <b>Proposed Signage Location/Sign Plan</b>	Date Issued for PPR: <b>Dec. 23, 2009</b> Issued for Variance: <b>Apr. 07, 2009</b>	Approval:	DWG No: <b>W1.0</b>
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Attachment # 2

Apple iPhone 3G S

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Prestige

20:28

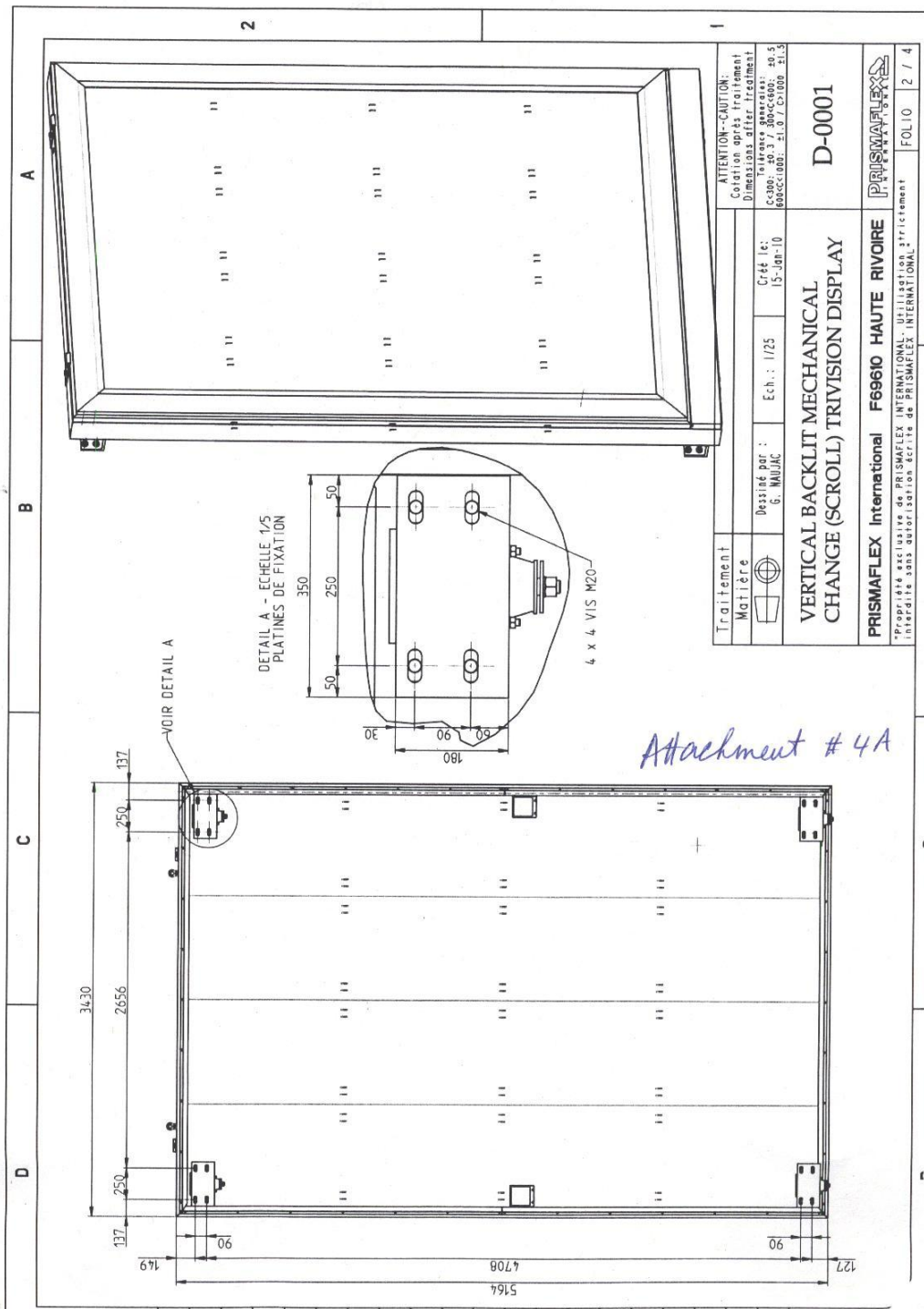
Astral



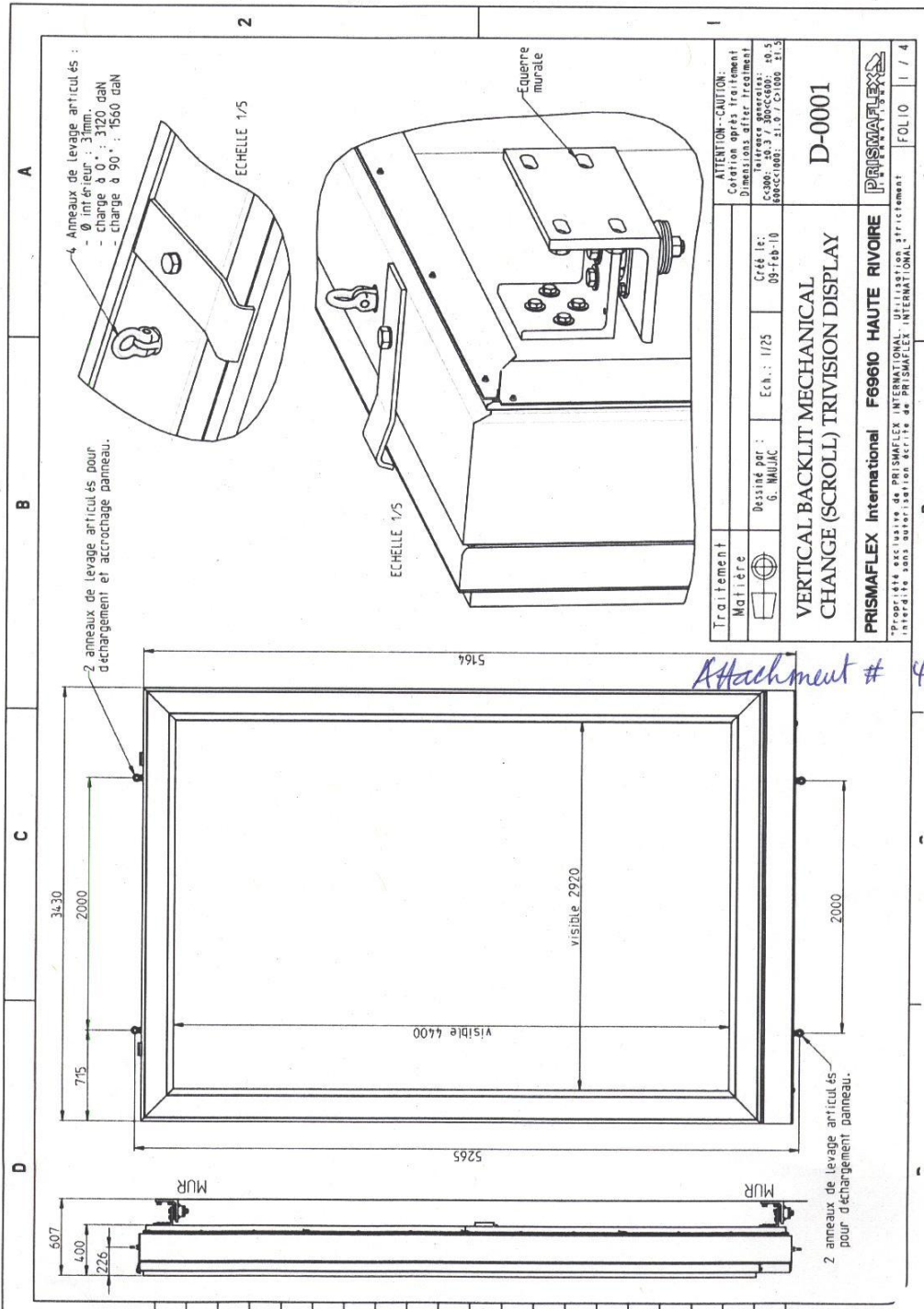
*Attachment #3*

D-0001





ATTENTION--CAUTION: Cotation après traitement Dimensions after treatment	
Traitement Matériau	Créé le: 15-Jan-10
Dessiné par: G. MAUJAC	Ech.: 1/25
VERTICAL BACKLIT MECHANICAL CHANGE (SCROLL) TRIVISION DISPLAY	
D-0001	
PRISMAFLEX International F69610 HAUTE RIVOIRE	
*Propriété exclusive de PRISMAFLEX INTERNATIONAL. Utilisation strictement interdite sans autorisation écrite de PRISMAFLEX INTERNATIONAL.	
PRISMAFLEX	
FOLIO 2 / 4	



**Astral Media Outdoor, L.P.**

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Toronto, Ontario  
M4V 1L5

Tel : (416) 924-6664  
Fax : (416) 924-9031



**City of Toronto**  
Community Council

**Re: Letter for variance request based upon a proposed alteration of the existing static poster display face(s) with a vertical backlit mechanical change (scroll) trivision display.**

**Attention: Planning and Building Department and Community Council members**

Astral Media Outdoor request that the City of Toronto grant variance approval to alter an existing, legal non-conforming billboard sign.

The existing billboard structure has conventional external lighting and static display face(s).


The proposed alteration to the attribute of the sign display and upgrade consists of the following:

- New modernized, designed, vertical sign structure with state of the art technology;
- Replacement of existing external lighting with full internal lighting system will meet the Bird Friendly Guidelines as adopted by the City of Toronto;
- The proposed sign will be utilizing Bull Frog Power, a renewable electricity generated from low-impact wind farms and hydro facilities. This is in compliance with the new Sign Bylaw that requires self sufficient energy supplies; and
- Refusal of this report will result in the current sign remaining in its current configuration. Approval will provide an opportunity for an improved visual aesthetic to be achieved, as well as improving its energy efficiency.

Astral Media Outdoor continues to lead the outdoor advertising industry with its proactive visionary approach to the future and its desire to alter the existing sign with new materials, improved aesthetics and design, improved lighting system, and energy efficient technology will translate into a more pleasing sign location with an improved long term revenue opportunity for the City of Toronto.

We are confident that this proposed renovation will be a clear improvement.

Sincerely,

  
Steve Wolowich  
Director of Leasing, Ontario

*Attachment # 5*



**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

*Attachment #6*