

## **1970 Victoria Park Avenue Sign Variance Request**

<b>Date:</b>	February 24, 2010
<b>To:</b>	Chairman and Members, North York Community Council
<b>From:</b>	Director of Building and Deputy Chief Building Official
<b>Wards:</b>	Don Valley East - Ward 34
<b>Reference Number:</b>	File No. 2010NY015 Folder No. 10 104123 ZSV 00 ZR

### **SUMMARY**

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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 David Ezeard on behalf of Falconwin Property Management for a variance from the former City of North York, Sign By-Law No.30788 as amended, to permit the erection of one illuminated third party double face tri-vision ground sign at 1970 Victoria Park Avenue.

### **RECOMMENDATIONS**

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#### **Toronto Building, North York District recommends that:**

1. The request for the variance, at 1970 Victoria Park Avenue, listed in the 3<sup>rd</sup> column of the table included in pages 2 and 3 of this report be approved,
2. the applicant 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 on the west side of Victoria Park Avenue and north of Lawrence Avenue East, in a Commercial (C1) zone. The property is currently vacant. Refer to Attachment #1.

Surrounding land uses are as follows:

North: Clintwood Gate and low-rise multiple family dwellings  
 South: Curlew Drive and a service station  
 East: Victoria Park Avenue; a commercial plaza located in the Scarborough district  
 West: Vacant land and one family detached dwellings

The proposed ground sign is an off-premise advertising double faced tri-vision panel. Each face will be 6.10m x 3.05m (20ft x 10ft) for a sign area of 18.6 m<sup>2</sup> (200 ft<sup>2</sup>) and an overall height above the ground of 7.62m (25ft). The ground sign will be located 10m from the front property line. The sign will be located on vacant land with 67.1m frontage and will not be within 30m from a residential zone and 30 m from an intersection. According to the applicant, the closest third party sign is 200m away. For a survey of the property, refer to Attachment #2 and for elevations and details of the sign, refer to Attachment #3.

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

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance(s)</b>
<p><b>Section 5.2.2.8</b></p> <p>Where land not being developed is 4,046.7m<sup>2</sup> (43,558 ft<sup>2</sup>) in size or larger, one off premise sign per lot having a maximum area of 25m<sup>2</sup> (269.1ft<sup>2</sup>), and if illuminated, located so as to deflect the light away from adjacent streets and residential zones, is permitted.</p>	<p>The proposed off premise sign would have an area of 18.6m<sup>2</sup> (200ft<sup>2</sup>) and is on land not being developed having an area of 3,051m<sup>2</sup> (32,841ft<sup>2</sup>).</p>	<p>To permit an off premise ground sign with a face area of 18.6m<sup>2</sup> (200ft<sup>2</sup>), to be located on land not being developed having an area of 3,051m<sup>2</sup> (32,841ft<sup>2</sup>); where an off premise sign having an area of 25m<sup>2</sup> (269.1ft<sup>2</sup>) would be permitted on land not being developed with an area of 4,046.7m<sup>2</sup> (43,558 ft<sup>2</sup>).</p>

The applicant submitted a letter in support of this application. Refer to Attachment #5.

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).

The proposed sign is in compliance with the requirement of the new sign by-law, would be permitted as of right and would not require any variances. However, the sign permit being issued by the Chief Building Official for the erection of a third party sign, under the new sign by-law, would expire five years from the date of issuance of the sign permit.

As far as the illumination, there are no specific requirements regulating illumination in the “CR” district

## **CONTACT**

Magda Ishak, P. Eng., Manager, Plan Review; Tel.: 416-395-7555; Fax: 416-395-7589;  
e-mail: [mishak@toronto.ca](mailto:mishak@toronto.ca)

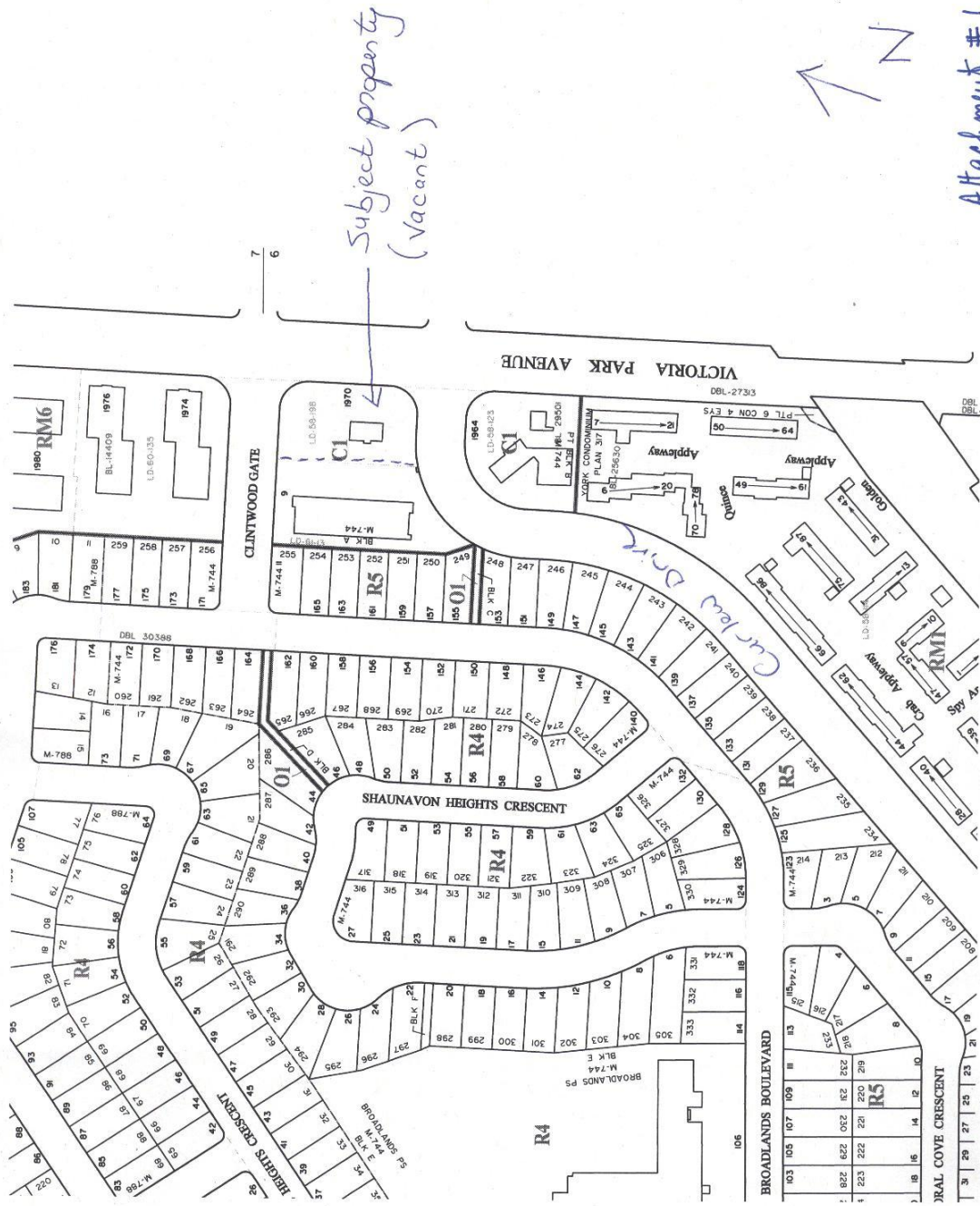
## **SIGNATURE**

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

## **ATTACHMENTS**

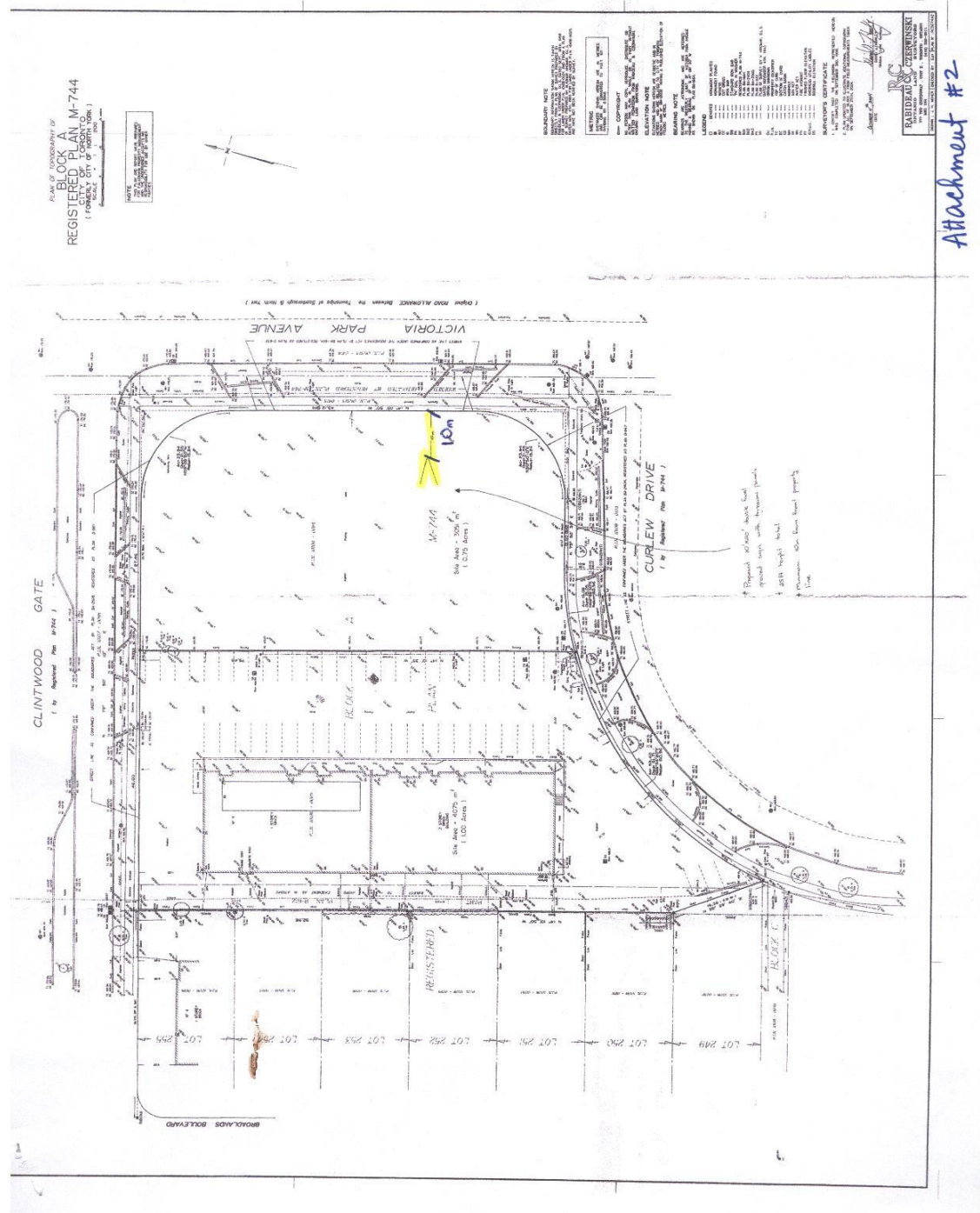
Attachment #1:	Zoning Map
Attachment #2:	Survey
Attachment #3:	Details of the Proposed Sign
Attachment #4:	Applicant’s Letter of Justification
Attachment #5:	Sign Districts Map – Ward 34



Subject property  
(vacant)



Attachment #1



NAME OF HOODLARDY OF  
BLOCK A  
REGISTERED PLAN M-744  
(FORMERLY OF LOT 1000)

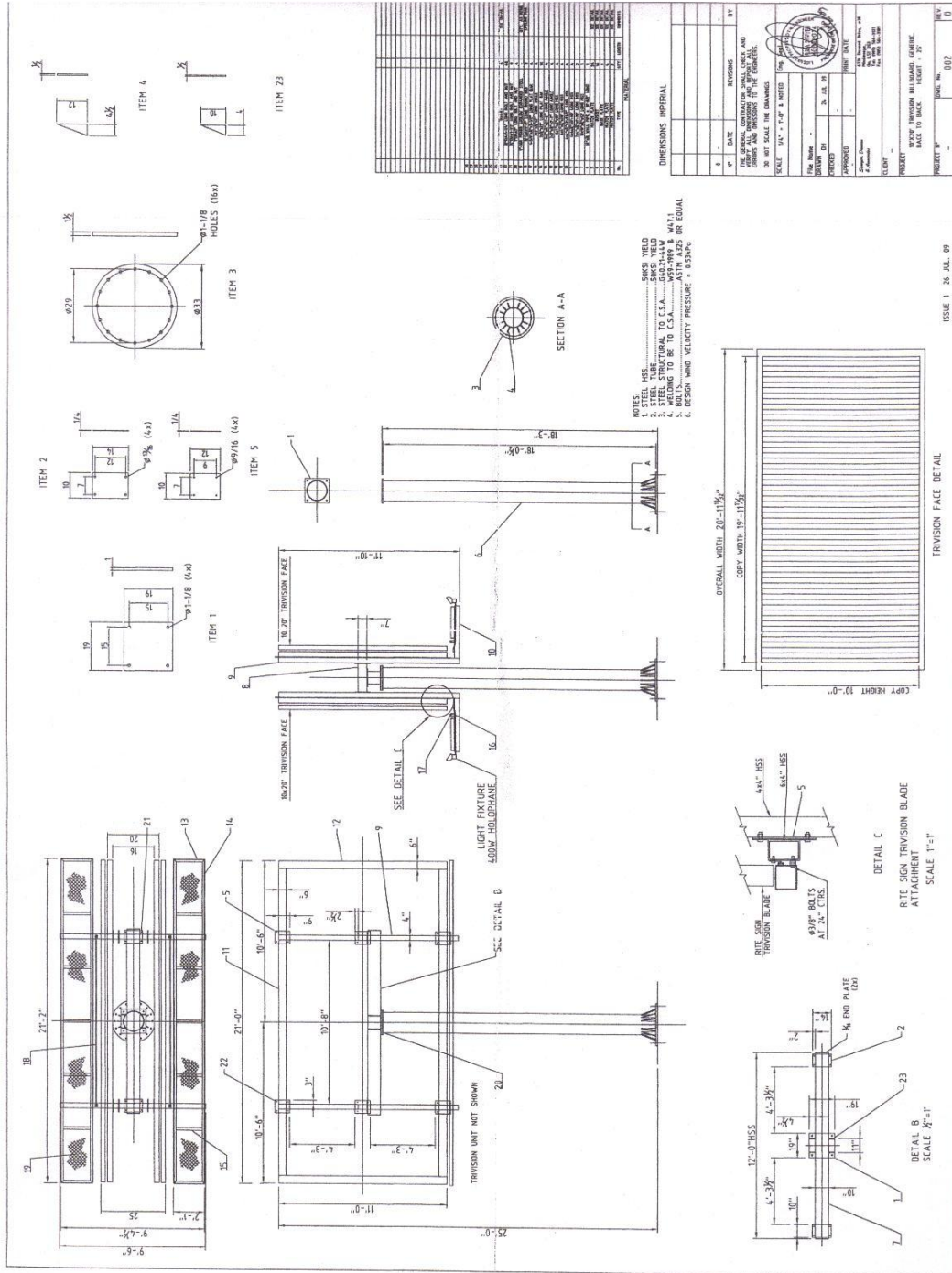
NOTE:  
1. THIS PLAN IS SUBJECT TO ALL  
APPLICABLE ZONING BY-LAWS,  
REGULATIONS AND ORDINANCES  
AND TO ALL RIGHTS OF THE  
CITY.



**REMARKS:**  
1. THIS PLAN IS SUBJECT TO ALL APPLICABLE ZONING BY-LAWS, REGULATIONS AND ORDINANCES AND TO ALL RIGHTS OF THE CITY.  
2. ALL DISTANCES ARE TO BE MEASURED AS SHOWN ON THIS PLAN.  
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**FABIDAU & CHERWINSKI**  
REGISTERED PROFESSIONAL ENGINEERS  
10100 110th Street, Surrey, B.C. V3R 4K4  
Tel: (604) 599-8888  
Fax: (604) 599-8889  
www.fabidau.com

Attachment #2



Attachment #3

# Landmark Outdoor Inc.

**PRIVATE AND CONFIDENTIAL**

February 12, 2010

City of Toronto  
Building Division  
North District  
5100 Yonge Street  
North York, Ontario  
M2N 5V7

Attention: Magda Ishak

Dear Magda:

Landmark Outdoor would like to submit this letter in order to give reason for the request for variance for a third party advertising sign located at 1970 Victoria Park Avenue in the City of North York.

The sign will be a 10' by 20' double faced trivision sign. The overall height will be 25 feet to the top of the sign and have clearance of 15 feet to the bottom of the sign. It will be located on vacant land and will not be within 30 meters from a residential zone and 30 meters from an intersection. The closest third party sign to the proposed location is 200 meters. Under these parameters, the sign will be as of right come the April 6<sup>th</sup> deadline for the new sign bylaw. Under the current bylaw, the only deficiency that we have is the size of the lot which is approximately 6500 square meters.

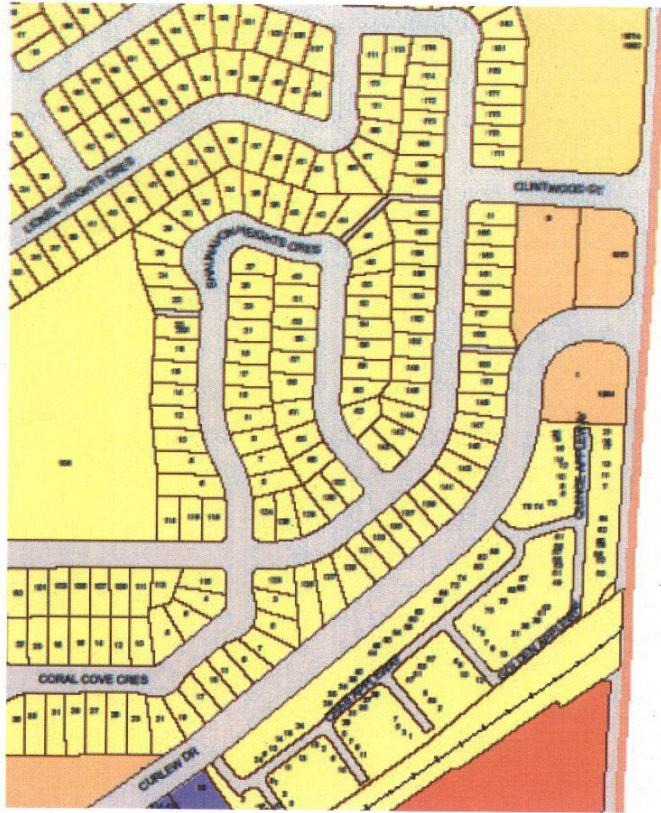
I believe that this is truly a minor variance and considering the coming bylaw, should be recommended. Please contact me if you should need any further information. I look forward to speaking with you soon.

Regards,



David Ezeard  
President

*Attachment #4*



Ward 34:  
Don Valley East



Scale 1:4000

Legend:

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

For an electronic version of this map refer to [www.toronto.ca/building](http://www.toronto.ca/building)

November 2009

*Attachment #5*