



## STAFF REPORT ACTION REQUIRED

### 2885 Bayview Avenue (Four Projecting Signs) Sign Variance Request

<b>Date:</b>	February 26, 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>	<b>Willowdale – Ward 24</b>
<b>Reference Number:</b>	File No. 2010NY014 Folder No. 09 195330 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 Adam of Zip Signs Ltd. on behalf of The Daniels Corporation for a variance from the North York Sign By-Law 30788 as amended, to permit the erection of four (4) first party projecting signs on the commercial portion of the condominium residential building to advertise the tenant “TD Bank” at 2885 Bayview Avenue.

#### RECOMMENDATIONS

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

1. The request for the variances listed in the 3<sup>rd</sup> column of the table included in page 2 of this report be refused;
2. if North York Community Council approves the variances, 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; and,
3. that as a condition of approval of Community Council, the sign to be set on a timer so that no illumination of the sign will not occur between the hours of 11:00pm and 7:00am.

## Financial Impact

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

## COMMENTS

The property is located on the east side of Bayview Avenue, north of Sheppard Avenue East, in a Multiple Family Zone (RM6-97). Refer to Attachment #1.

The current use is a 15 storey condominium residence of which the first floor is used for commercial purposes. Refer to Attachment #2.

The applicant proposes to erect 4 projecting signs on the main commercial floor. The signs will be erected on the west elevation of the building to accommodate the current major tenant a “TD Bank” branch. Refer to Attachment #3 where the proposed projecting signs are signs #10, #11, #12 and #13.

Under a separate sign variance application, the building owner is also seeking additional variances to erect 12 wall signs and one additional projecting signs on the main commercial floor.

Surrounding land uses are as follows:

North: Multiple Family Rental Dwelling.  
South: Commercial and Single Family Dwellings  
East: Commercial Plaza (Bayview Village Shopping Mall).  
West: Commercial and Residential High-Rise Buildings.

Each projecting sign will have approximate dimensions of 0.76m x 0.63m (2.48' x 2.08'). Each sign will have an approximate area of 1.57 m<sup>2</sup> (5.16 ft<sup>2</sup>). For the signs' elevations and details refer to Attachment #4.

The proposed signs do 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>
<b>Section 2.9 - Prohibited Signs:</b> 2.9.13 A projecting sign	Four projecting signs.	To permit four projecting signs; where projecting signs are prohibited.

Projecting signs are prohibited in the former City of North York, Sign By-law No. 30788, as amended, and my recommendation is not to approve the variance.

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 Residential Apartment District (RA). Refer to Attachment #5.

**§ 694-18. Illumination**

Where a sign is located in an RA sign district, the sign shall not be illuminated between the hours of 11 p.m. and 6 a.m. except where the sign is a first party sign associated with a lawful business which operates during this period and only while the business is actually in operation.

The applicant has indicated that all signs will be internally lit and will not contain flashing or moving parts and will be set on a timer to be switched off between the hours of 11:00 p.m. and 7:00 a.m. in acknowledgment of the new City wide Sign By-law.

The proposed signs do not comply with the new City of Toronto Sign By-Law in the following way:

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance(s)</b>
<p><b>§ 694-15. Prohibited Signs</b> A. Anything not expressly permitted by this chapter is prohibited.</p> <p><b>§ 694-21. District specific first party sign regulations.</b></p> <p>A. A R-Residential sign district may contain the following: (1) A wall sign identifying a home occupation permitted by the City's applicable Zoning By-law</p> <p><b>B. A RA-Residential Apartment sign district may contain the following:</b> (1) Any sign permitted in an R-Residential sign district; (4) A wall sign identifying an apartment building which operates during this period and only while the business is actually in operation.</p>	<p>The applicant proposes to erect four identification projecting signs to identify the tenant "TD Bank".</p>	<p>To permit the erection of four identification projecting signs for the tenant "TD Bank" where projecting signs are prohibited.</p> <p>To permit the erection of four identification projecting signs for the tenant "TD Bank" where only a sign identifying a home occupation or a sign identifying an apartment building is permitted.</p>

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

## **CONTACT**

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

## **SIGNATURE**

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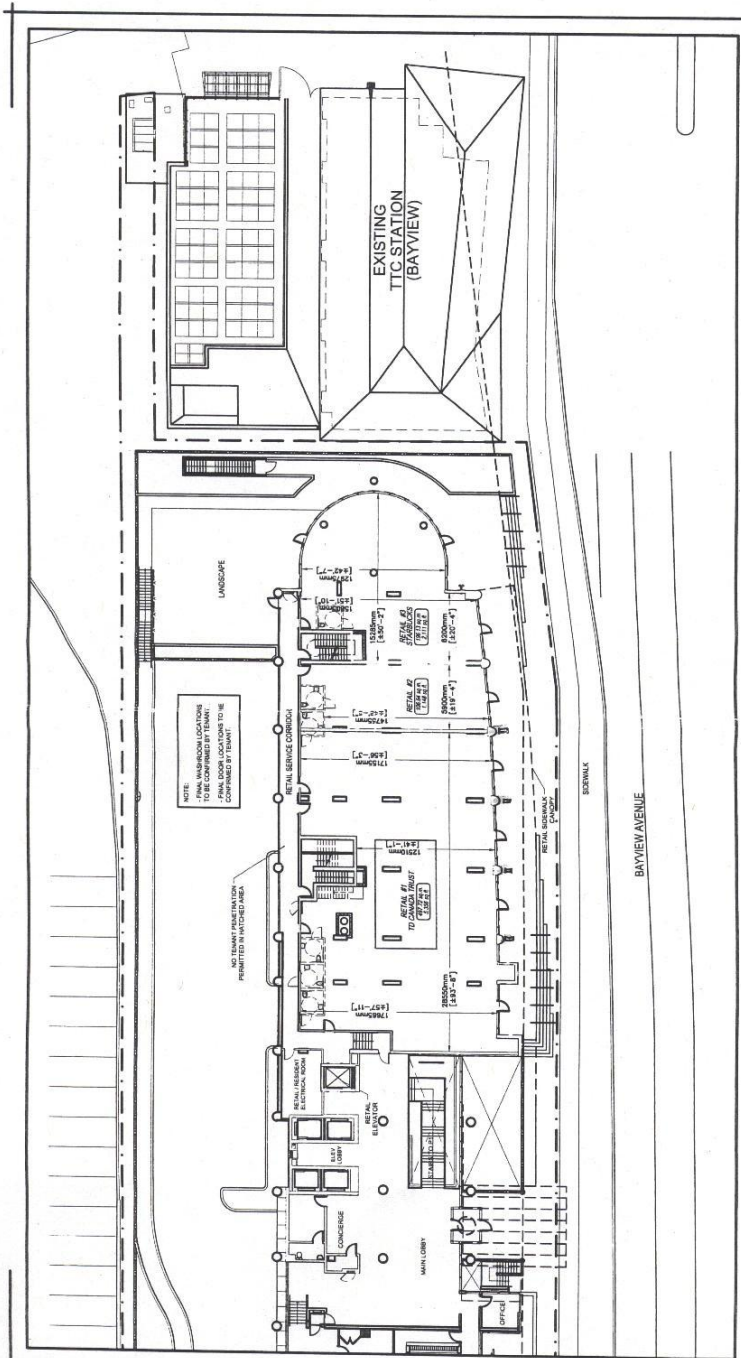
Edward Tipping, P. Eng.  
Director and Deputy Chief Building Official  
North York District

## **ATTACHMENTS**

Attachment #1:	Zoning Map
Attachment #2:	Site Plan
Attachment #3	Partial West Elevation showing projecting signs #10 to #13
Attachment #4:	Details of the projecting signs
Attachment #5:	Sign Districts in the City of Toronto new Sign By-law



Attachment #1



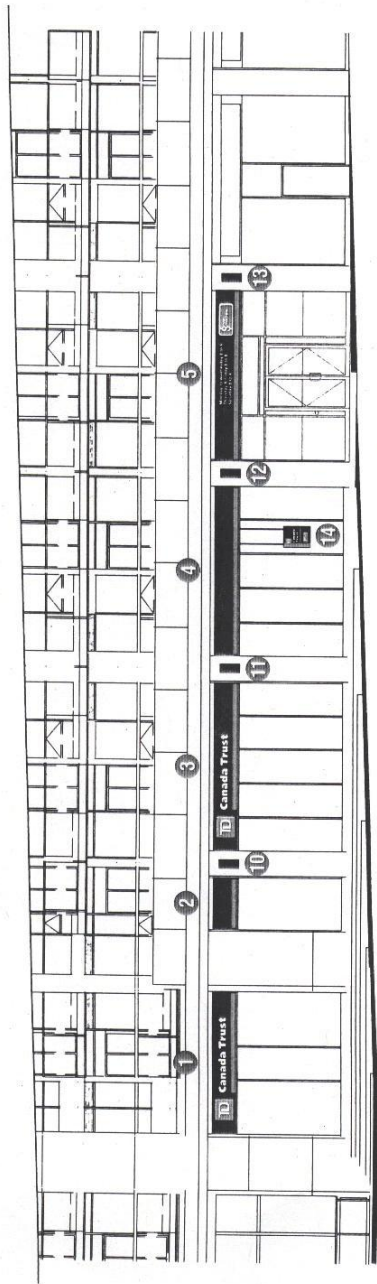
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CLIENT	ARC Condominiums	DESIGNED BY	M.H.
PROJECT NO.	06033	CHECKED BY	B.W.
DATE	Oct 24, 2007	SCALE	NTS
PROJECT NO.	ARC-Retail.dwg	DATE	Oct 24, 2007
DATE	Oct 24, 2007	PROJECT NO.	R-3
PROJECT NO.	ARC-Retail.dwg	DATE	Oct 24, 2007

**Daniels**  
love where you live

**R-3 KIRKOR ARCHITECTS & PLANNERS**

2001 Bayview Avenue, Toronto, ON

Attachment #2

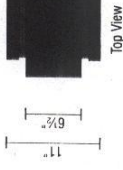
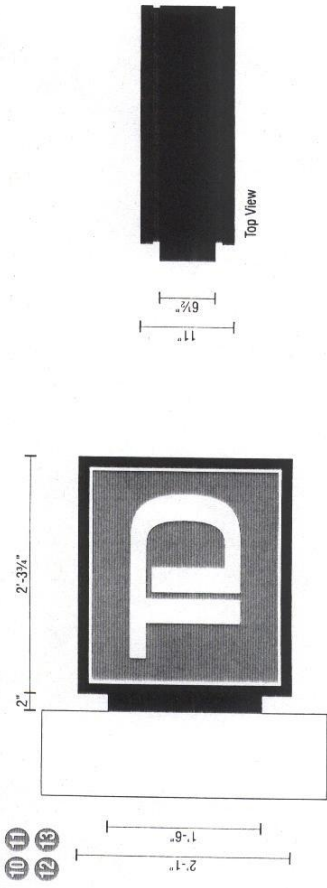


Partial West Elevation

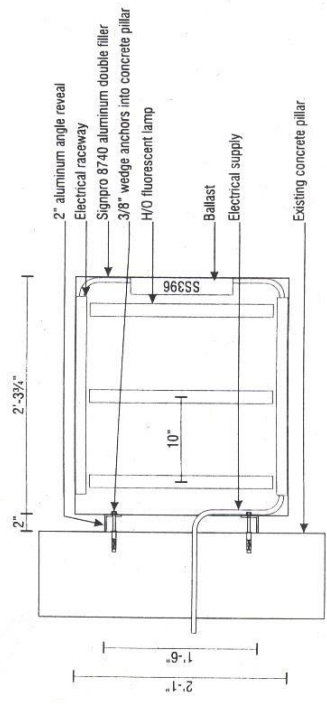
<a href="http://www.zipsigns.com">www.zipsigns.com</a> 5040 North Service Rd. Burlington, ON Ph. 905-332-8332 Fax 905-332-9954		Client TD Canada Trust Address 2985 Bayview Avenue Toronto, ON		Dwg No. SC001704 Designer FB Sales Steve O'Brien		Date August 31, 2009 Rev. Rev.		<input type="checkbox"/> CONCEPTUAL <small>NOT FOR CONSTRUCTION</small> Scale: 3/32" = 1'-0" Page: 2 of		<input checked="" type="checkbox"/> SHOP READY <small>CONSTRUCTION READY</small>			
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Attachment # 3





Top View



**Signs 10 - 13**  
 Supply 4 new exterior d/f illuminated displays

**Graphics / Substrate**  
 White & Light Green 3632-5830 vinyl  
 graphics applied vinyl to 1st surface of  
 White lexan faces

**Illumination**  
 3 - 24" H/O fluorescent lamps @ 10" o/c  
 1 - SS396 ballast, 1.5amps @ 120v

**Construction**  
 Signpro 1250 aluminum retainers  
 Signpro 8740 aluminum double fillers

**Structure**  
 2" aluminum angle reveal against pillar  
 4 - 3/8" x 5" lag & shield per sign

**Paint**  
 All exterior exposed metal painted Dark Green  
 PMS 5535. Interior painted White

**Notes**  
 1) All fasteners to be stainless steel  
 2) 120v service provided by client's electrician

- Light Green 3632-5830 Vinyl
- White Lexan Faces
- Dark Green PMS 5535 (40% matte)



This drawing is the property of Zip Signs Ltd.

CONCEPTUAL  
 NOT FOR CONSTRUCTION

SHOP READY  
 STANDARD FINISH

Scale: 1" = 1'-0"

Page: 5 of

Date	August 31, 2009
Rev.	

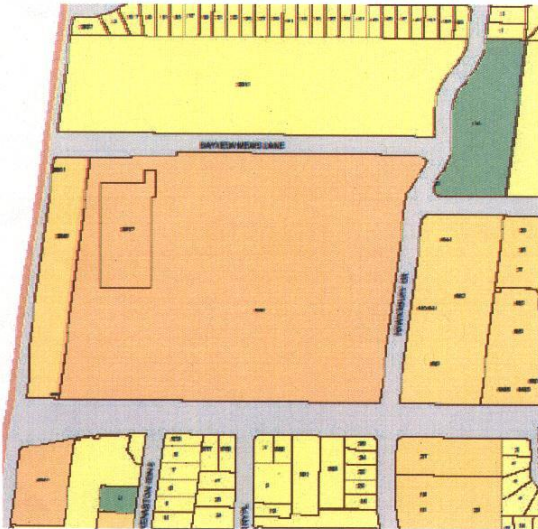
Dwg No.	SC001704
Designer	FB
Sales	Steve O'Brien

Client	TD Canada Trust
Address	2885 Bayview Avenue Toronto, ON

www.zipsigns.com
5040 North Service Rd. Burlington, ON
Ph. 905-332-8332 Fax 905-332-9994

Attachment #4





### 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 Map - Ward 24  
Attachment #5