



**STAFF REPORT
ACTION REQUIRED**

**2885 Bayview Avenue
(12 Wall Signs & One Projecting Sign)
Sign Variance Request**

Date:	February 16, 2010
To:	Chairman and Members, North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Willowdale – Ward 24
Reference Number:	File No. 2010NY013 Folder No. 09 191204 ZSV 00 ZR

SUMMARY

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 Robert Manning of Sign Advice on behalf of the Daniels Corporation for a variance from the North York, Sign By-Law 30788, as amended, to permit the erection of twelve (12) first party wall signs and one first party projecting sign for a total of 13 signs on the commercial portion of the condominium residential building to advertise the tenant “TD Bank” at 2885 Bayview Avenue.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. The request for the variances No. 1 and 2 for the 12 wall signs at 2885 Bayview Avenue, listed in the 3rd column of the table included in page 4 of this report be approved,

2. the request for the variance No. 3, for the projecting sign, listed in the 3rd column of the table included in page 3 of this report be refused,
3. 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
4. that as a condition of approval of the variance the illumination will be set on a timer to be switched off between the hours of 11:00 p.m. and 7:00 a.m.

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.

The applicant proposes to erect 12 wall signs and one projecting sign on the main commercial floor. The signs will be erected on the different elevations around the building to accommodate the current major tenant a “TD Bank” branch; and for the need of future tenants as well. Refer to Attachment #2.

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

The following table lists the information pertaining to all signage included in this report:

Sign Identification Tenant Identification	Sign Dimensions and Sign Areas
West Elevation facing Bayview Avenue Attachments #3A & #3B	
Sign #1: For future commercial tenant	5.38m x 0.79m for a sign area of 4.25m ² 17'- 8" x 2' - 7" for a sign area of 45.75ft ²
Sign #2: For future commercial tenant	5.38m x 0.79m for a sign area of 4.25m ² 17'- 8" x 2' - 7" for a sign area of 45.75ft ²
Sign #3: TD Bank	5.38m x 0.79m for a sign area of 4.25m ² 17'- 8" x 2' - 7" for a sign area of 45.75ft ²
Sign #4: TD Bank (solid green panel-no graphics)	5.35m x 0.79m for a sign area of 4.23m ² 17'- 6" x 2' - 7" for a sign area of 45.53ft ²
Sign #5: TD Bank	5.35m x 0.79m for a sign area of 4.23m ² 17'- 6" x 2' - 7" for a sign area of 45.53ft ²
Sign #6: TD Bank(solid green panel-no graphics)	1.60m x 0.79m for a sign area of 1.26m ² 5'- 3" x 2' - 7" for a sign area of 13.6ft ²
Sign #7: TD Bank	4.50 x 0.79m for a sign area of 3.56m ² 14'- 9" x 2'-7" for a sign area of 38.32ft ²
East Elevation facing Bayview Village Mall Attachments #4A & #4B	
Sign #8: TD Bank	5.37m x 0.79m for a sign area of 4.23m ² 17'- 6" x 2' - 7" for a sign area of 45.53ft ²
Sign #9: TD Bank (solid green panel-no graphics)	3.15m x 0.79m for a sign area of 2.49m ² 10'- 4" x 2' - 7" for a sign area of 26.80ft ²
Sign #10: TD Bank (solid green panel-no graphics)	5.41m x 0.79m for a sign area of 4.27m ² 17'- 9" x 2' - 7" for a sign area of 45.96ft ²
Sign #11: For TD Bank	5.36m x 0.79m for a sign area of 4.23m ² 17'- 7" x 2' - 7" for a sign area of 45.53ft ²
South Elevation adjacent to the Subway Entrance Attachment #5	
Sign #12: For future commercial tenant	3.05m x 0.84m for a sign area of 2.56m ² 10'- 0" x 2' - 9" for a sign area of 27.5ft ²
Sign #13: Projecting Sign For future commercial tenant	0.61m x 1.53m for a sign area of .95m ² 2'- 0" x 5'- 0" for a sign area of 10.0ft ²

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.

For sign #12 and sign #13 details refer to Attachment #6 & Attachment #7 respectively.

It has been noted that signs #8 to #11 are currently erected without the benefit of a sign permit.

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

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance(s)
<p>Residential Zones - Section 5.1.1</p> <p>One identification sign not exceeding 0.4m² (4.3ft²) in sign area indicating the name of a lawful business located therein.</p> <p>Section 2.9 - Prohibited Signs:</p> <p>2.9.13 A projecting sign</p>	<p>The applicant proposes to erect 12 identification wall signs with different sign areas.</p> <p>Sign #1: 4.25m² Sign #2: 4.25m² Sign #3: 4.25m² Sign #4: 4.23m² Sign #5: 4.23m² Sign #6: 1.26m² Sign #7: 3.56m² Sign #8: 4.23m² Sign #9: 2.49m² Sign #10: 4.27m² Sign #11: 4.23m² Sign #12: 2.56m²</p> <p>Sign #13 - a projecting sign.</p>	<p>To permit 12 identification wall signs where only one identification sign is permitted.</p> <p>To permit the 12 identification signs to have an area exceeding 0.4m² (4.3ft²) in sign area, as listed in column 2 of this table.</p> <p>To permit a prohibited projecting sign.</p>

If this property was located in a commercial zone, under Section 5.2.3.1 of the former City of North York, Sign By-law No. 30788 as amended, the 12 wall signs would be permitted; and this is the reason for my recommendation to approve these 12 wall signs. However, the projecting sign is prohibited in that same sign by-law 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 #9.

§ 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, Robert Manning of Sign Advice, submitted a letter on behalf of the owner in justification of the request for these sign variances. He also stated that all signs will be internally lit and will not contain flashing or moving parts. The TD Bank branch and the vacant spaces signs' illumination 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. Refer to Attachment #8.

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

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance(s)
<p>§ 694-21. District specific first party sign regulations.</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. A RA-Residential Apartment sign district may contain the following: (1) Any sign permitted in an R-Residential sign district; (4) A wall sign identifying an apartment building.</p>	<p>The applicant proposes to erect 12 identification wall signs with different sign areas and one projecting sign advertising the tenant "TD Bank".</p>	<p>To erect 12 identification wall signs with different sign areas and one projecting sign advertising the tenant "TD Bank" where only a sign identifying a home occupation or a sign identifying an apartment building are permitted.</p>

Approval of this application for the sign variances request would result in North York Community Council permitting 13 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

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

e-mail: mishak@toronto.ca

SIGNATURE

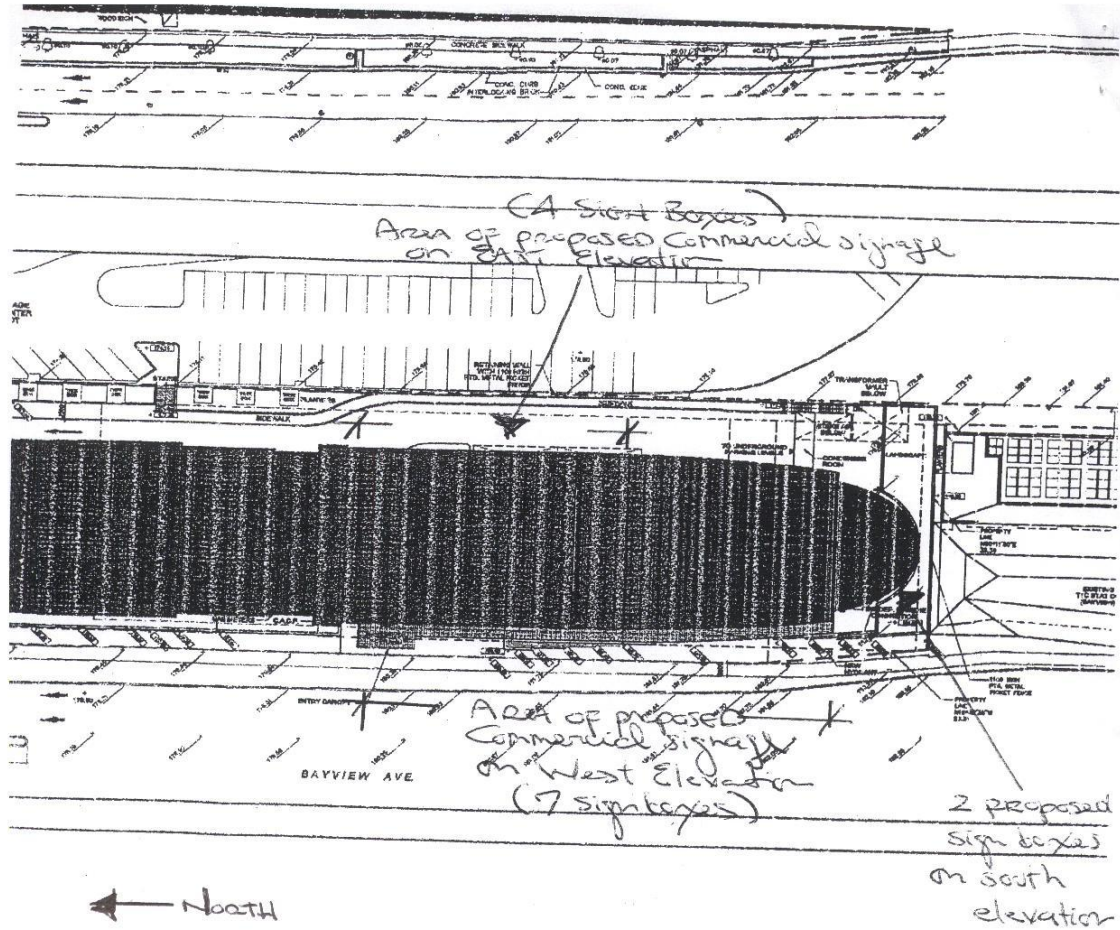
Edward Tipping, P. Eng.
Director and Deputy Chief Building Official
North York District

ATTACHMENTS

Attachment #1:	Zoning Map
Attachment #2:	Site Plan
Attachments #3A & #3B:	West Elevation showing wall signs #1 to #7
Attachment #4A & #4B:	East Elevation showing wall signs #8 to #11
Attachment #5:	South Elevation with wall sign #12 and projecting sign #13
Attachment #6:	Details of sign #12
Attachment #7:	Details of the projecting sign #13
Attachment #8:	Applicant's Justification Letter
Attachment #9:	Sign Districts in the City of Toronto new Sign By-law



Attachment #1




2885 Bayview Ave.
 Site plan

Attachment #2



West Elevation





Burlington Signs


 NATIONAL

1229 Advance Rd. Unit 1&2, Burlington ON, L7M 1G7
 Telephone: 905-335-6515 Toll Free: 1-888-455-2222 Fax: 905-335-1277
 www.burlingtonsigns.com

Name: Nipam Shah / Daniels Corp. Sales: Fred
 Phone: 905-502-5300 Designer: Matt Auclair
 Fax: 905-501-8130 Date: June 15, 2008
 E-Mail: nshah@danielscorp.com Quote: 09 0615

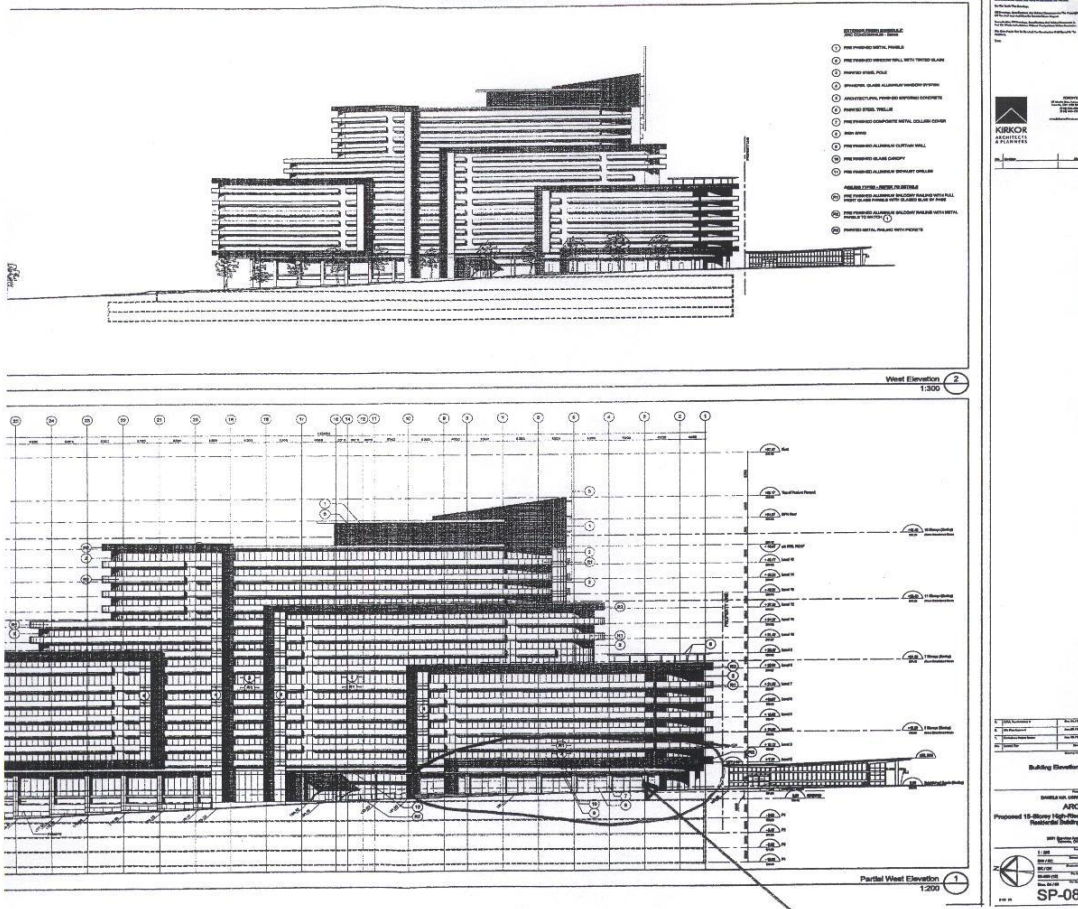






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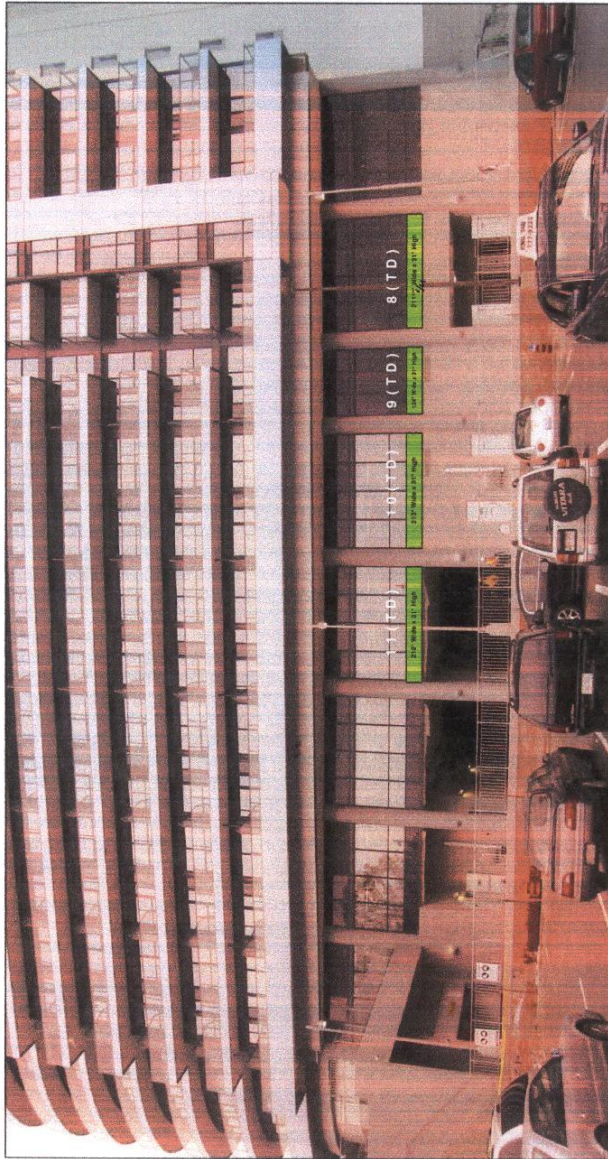
Attachment #3A



West Elevation Facing Bayview Ave.

SIGNS LOCATED AT 1ST STY. LEVEL

Attachment #3B
 2885 Bayview Ave



East Elevation

Name: Nipam Shah / Daniels Corp.
 Phone: 905-502-5300
 Fax: 905-501-8130
 E-Mail: nshah@danielscorp.com

Sales: Fred
 Designer: Matt Auclair
 Date: June 15, 2009
 Quote: 09 0615

Telephone: 905-335-6515 Toll Free: 1-888-455-2222 Fax: 905-335-1277

Burlington Signs
 NATIONAL

1229 Advance Rd. Unit 1&2, Burlington ON, L7M 1G7



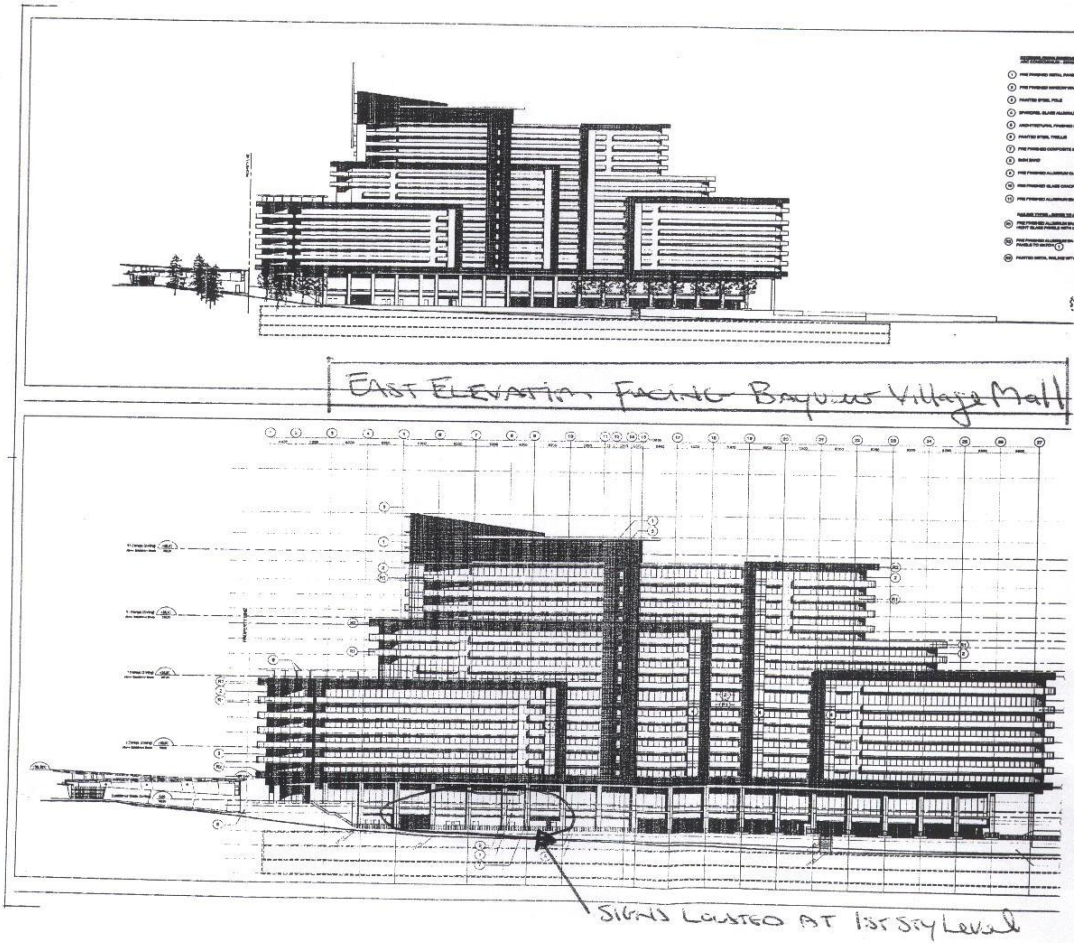
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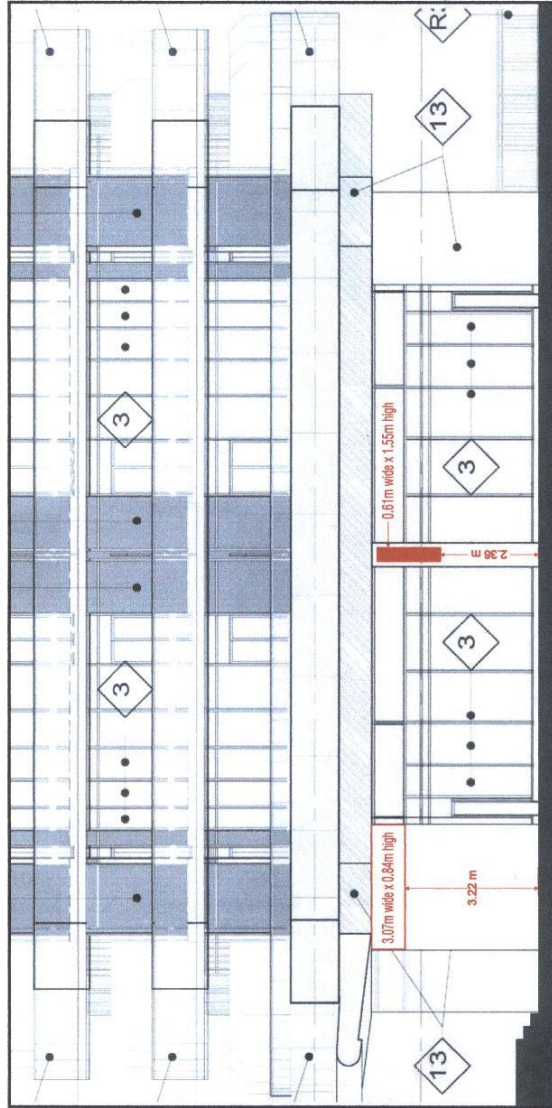
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Attachments #4 A

2885 Bayview Ave.
Attachment #4B



South Elevation



Sign 12 (2.6m²)

Sign 13 (0.95m²)

Total Signage Area: 3.5m²

Attachment # 5

Burlington Signs
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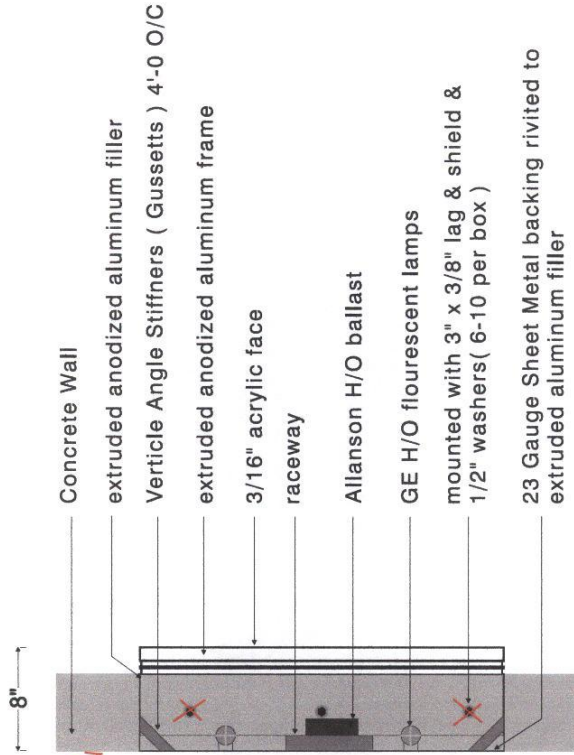
1229 Advance Rd. Unit 1&2, Burlington ON, L7M 1G7
Telephone: 905-335-9515 Toll Free: 1-888-455-2222 Fax: 905-335-1277
www.burlingtonsigns.com

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Proposed: Permit Drawing for 2 Illuminated Sign Cabinets.
For the use of Daniels Corporation, located at 2882 Bayview Avenue, Toronto ON
Date: September 30, 2009
Total Signage Area: 3.5m²

Sign 12
Typical Illuminated SignPro Cabinet (Side Mount)
(2.6m²)

No concrete wall
on the side the
metal clad
concrete wall is at
the back



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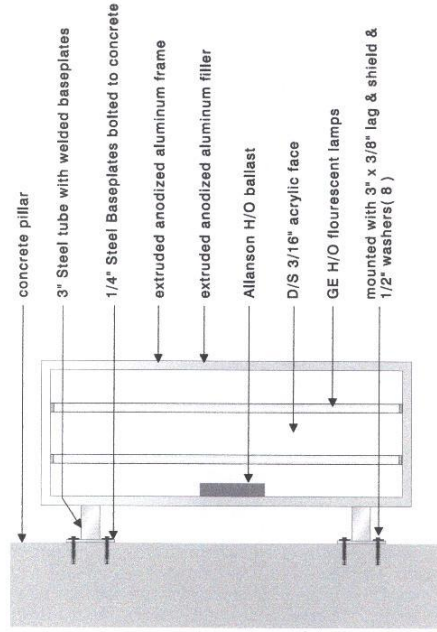
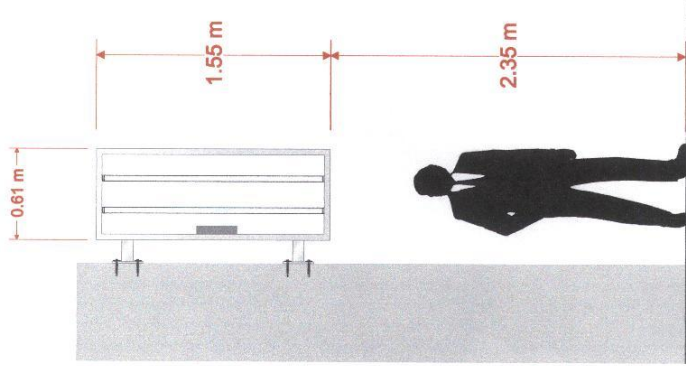
Telephone: 905-335-9515 Toll Free: 1-888-455-2222 Fax: 905-335-1277
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Proposed: Permit Drawing for 2 Illuminated Sign Cabinets.
For the use of Daniels Corporation, located at 2882 Bayview Avenue, Toronto ON
Date: September 30, 2009
Total Signage Area: 2.6m²

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Attachment #5

Sign 13
Typical Illuminated SignPro D/S Cabinet
(0.95m²)



- concrete pillar
- 3" Steel tube with welded baseplates
- 1/4" Steel Baseplates bolted to concrete
- extruded anodized aluminum frame
- extruded anodized aluminum filler
- Allanson H/O ballast
- D/S 3/16" acrylic face
- GE H/O fluorescent lamps mounted with 3" x 3/8" lag & shield & 1/2" washers(8)

Attachment #7

Burlington Signs
NATIONAL

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www.burlingtonsigns.com

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Proposed: Permit Drawing for 2 Illuminated Sign Cabinets.
For the use of Daniels Corporation, located at 2882 Bayview Avenue, Toronto ON
Total Signage Area: 0.95m²
Date: September 30, 2009



November 24, 2009

To: City of Toronto – North Community Council
Re: Sign Variance Application for 2885 Bayview Avenue
Submitted on behalf of The Daniels Corporation

We are asking for your consideration in respect to our variance application for the installation of wall-mounted signage for the first storey commercial tenants of the mixed use residential condominium/commercial complex at the above address.

The former City of North York By-law No. 30788- Sec.5.1 only allows one identification sign for a property in a Residential zone. The By-law does not take into account a mixed commercial/residential building and the legally permitted commercial tenants that require signage.

Our proposal is as follows:

The major tenant, the TD Bank, will have 5 sign boxes on the west elevation facing Bayview Avenue, 3 of which will have graphics. Two will be solid green panels. On the east elevation facing Bayview Village Mall, there will be 4 sign boxes, 2 of which will contain graphics, 2 will be solid green panels.

On the west elevation, there will be an additional 2 sign boxes for a future commercial tenant.

On the south elevation, adjacent to the subway entrance, it is proposed that there will be a sign box and a projecting sign, approximately 2'-0" x 5'-0" for another future tenant.

The signs are in accordance with what would be permitted for a Commercially zoned property and have been designed to be low key and complimentary to the aesthetic look of the building. They will not have a negative impact on the streetscape.

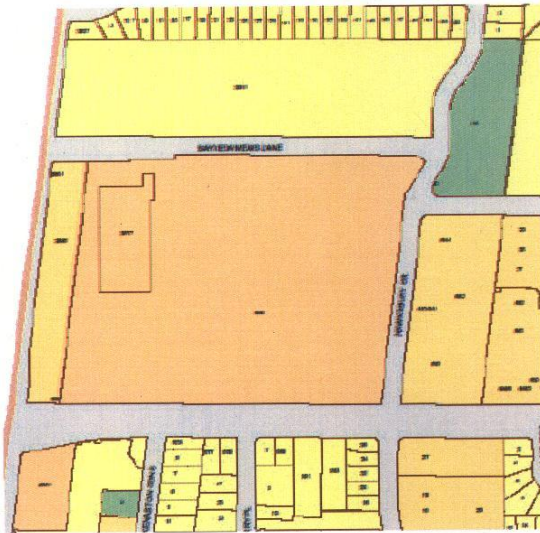
Thank you for your consideration in this matter.

Yours truly,

Robert Manning
Sign Advice

Attachment #8

RR #1, 28 Ball Point Road, Little Britain, Ontario K0M 2C0
Tel: 705-786-0327 Toll-Free: 1-877-794-7684 Fax: 705-786-3112
www.signadvice.com e-mail: info@signadvice.com



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 #9