



STAFF REPORT ACTION REQUIRED

Sign Variance Report 1111 Arrow Rd

Date:	June 8, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	York West, Ward 7
Reference Number:	2009EY027

SUMMARY

This staff report is about a matter for which the Community Council has been delegated authority from City Council to make final decision.

Request for approval of variances from the former City of North York Sign By-law No 30788 to install a third party illuminated double face ground sign to be located at the south - east corner of Finch Ave W and Arrow Rd. "Emery Village" at 1111 Arrow Rd.

The request comes from Craig Jasper with Allvision Canada for Deluca Homes Inc., attn Frank Deluca, President for approval of the variances from the former City of North York Sign By-law No 30788.

RECOMMENDATIONS

It is recommended that the request for variances not be approved for the reasons outlined in this report.

Financial Impact

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

ISSUE BACKGROUND

The property is located in the former municipality of North York and is subject to Zoning By-law No. 7625, as amended. Based on Zoning By-law No. 7625, the property is zoned MC(H)- Industrial commercial. This property is surrounded by both industrial and industrial commercially zoned lands. On the same corner as the proposed sign and approximately 130 m to the south there is a place of worship, "The Prayer Palace". On the south west corner there is a commercial complex that houses offices for the Ontario Court of Justice, legal offices and restaurants. On the north side of Finch Ave W and fronting Finch Ave W there is industrial land with no buildings near by other than hydro installations and some third party ground signs,

COMMENTS

The proposed ground sign will consist of two sign faces in a "V" configuration. Each sign face will have an area of 82.42 sm. The sign face that will face the westbound traffic will have a LED screen and the sign face that will face the eastbound traffic will have a tri-vision screen.

The Transportation Division was consulted over the video screen applications going to EYCC on June 9, 2009. The use of the LED screen displays was not supported for the reason that current sign technologies may allow for variations in content and contrast that will increasingly distract drivers operating vehicles. In addition drivers on Finch Ave W going in the westbound lane will need to break for red signal lights at the intersection of Arrow Rd and Finch Ave W. Any distractions could end up in a driver breaking late which may lead to the driver getting involved in a traffic collision with a stopped vehicle..

The Transportation Division cited "The Human Factors" study conducted in 2004 for Transportation Services that showed that drivers will take their eyes off the roadway to look at these types of signs for a greater length of time. Based on the findings of that report it was found that most traffic collisions in the city are attributed to driver error, suggesting that permitting additional distractions will decrease the safety performance on the roadway.

The sign does not comply with the former City of North York Sign By-law No 30788 in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Sec. 7.2.2 No ground sign shall exceed 7.7 m in height.	Proposed third party illuminated ground sign will have a height of 12.92 m.	Permit the third party illuminated ground sign to have a height of 12.92 m in lieu of 7.7 m
Sec. 5.3.2.10 The maximum permitted area of a off premise sign is 25 sm,	The proposed third party illuminated ground sign will have a sign area of 82.42 sm	Permit the third party illuminated ground sign to have a sign area of 82.42 sm in lieu of 25.00 sm

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Sec. 2.9.6 "Animated signs" are prohibited.	The proposed sign face for westbound traffic will have a LED screen that has illumination that varies with each copy both in colour and intensity at periodic intervals, hence it is a "flashing sign", which is a type included in the definition of "animated sign" (Sec 1.1.2).	Permit the third party illuminated ground sign to be animated.

The proposed sign face that will be a LED screen will face west bound traffic. The images are proposed to be static but will be changeable using a "powerpoint" computer program. The ease with which an LED screen can be programmed to show static images is the same ease with which animated programming can be programmed into the LED screen. It is for this reason that staff has reservations about the LED screen. If animated images are used drivers will take their eyes off the roadway to look at these signs for a greater length of time thereby creating an unsafe driving environment.

As Etobicoke York Community Council is aware, a new Sign By-law is currently under development. The team working on the new by-law is in the process of analyzing all types of signs that are using the new LED technology and are considering standards which would regulate attributes of these signs, such as frequency of copy change, illumination levels, setbacks, separating distances and location. Approving the current application prior to adoption of the new Sign By-law, may result in Etobicoke York Community Council permitting a sign which may not be in compliance with the standards eventually approved in the new Sign By-law for signs of this type.

Our recommendation is that the required variances not be approved because the LED screen has the ability to change from static images to animated images creating an unsafe condition for drivers.

CONTACT

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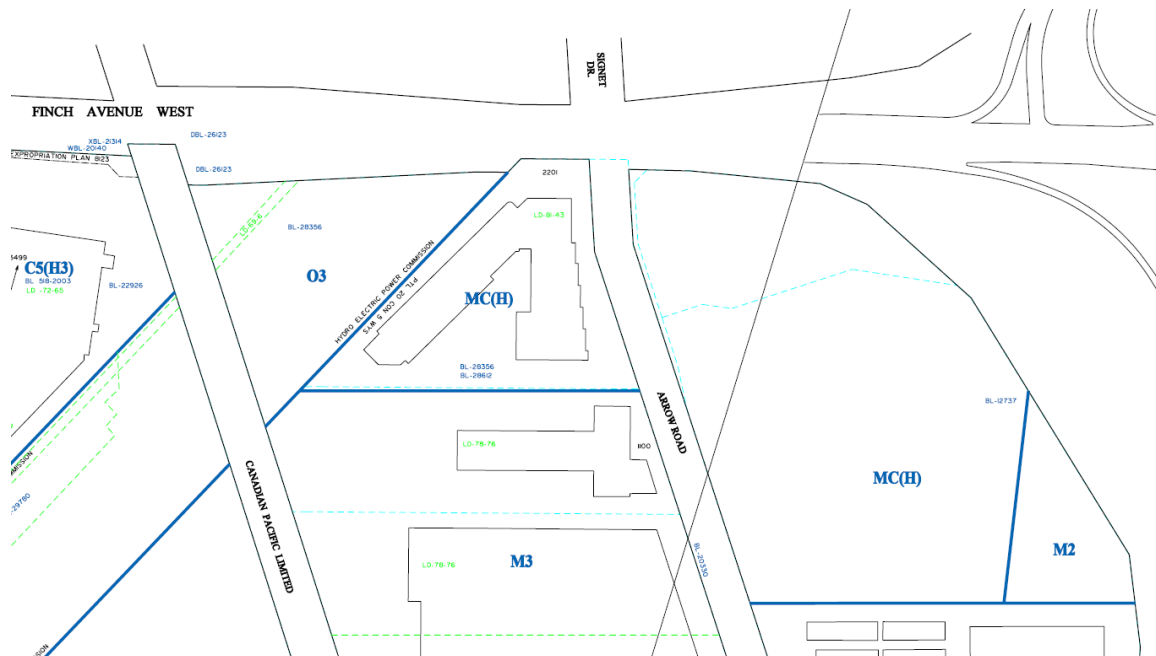
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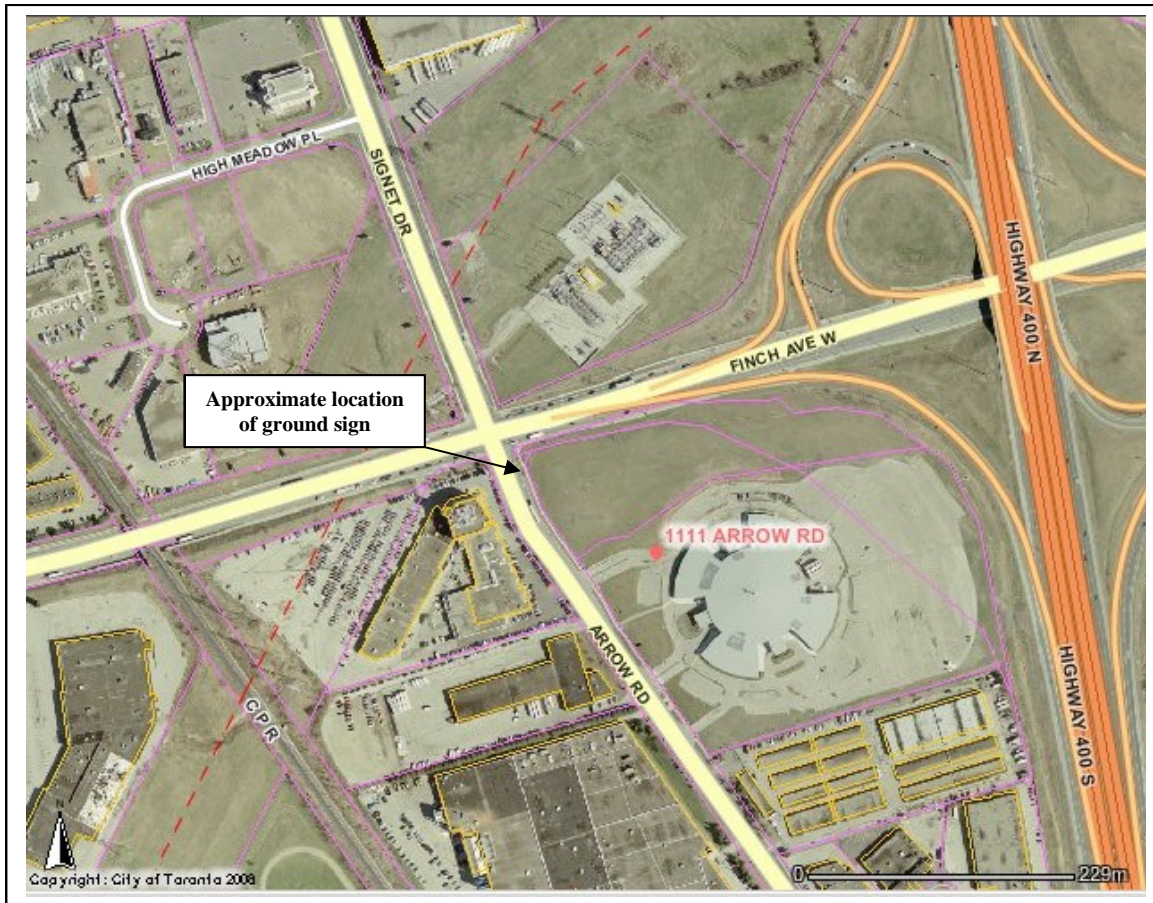
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Mark Sraga
Director of Building and
Deputy Chief Building Official
The Etobicoke York District

ATTACHMENTS

- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan







Looking east from across the road at 1111 Arrow Rd



Looking east south from across the road at 1111 Arrow Rd



Looking north from across the road at 1111 Arrow Rd



Looking at the east side of the commercial property directly across the road from 1111 Arrow Rd

Applicant:

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