



335 Bayfield Street Sign By-law Exemption

Applicant: Pattison Outdoor

Staff Report LCS011-19

May 27, 2019

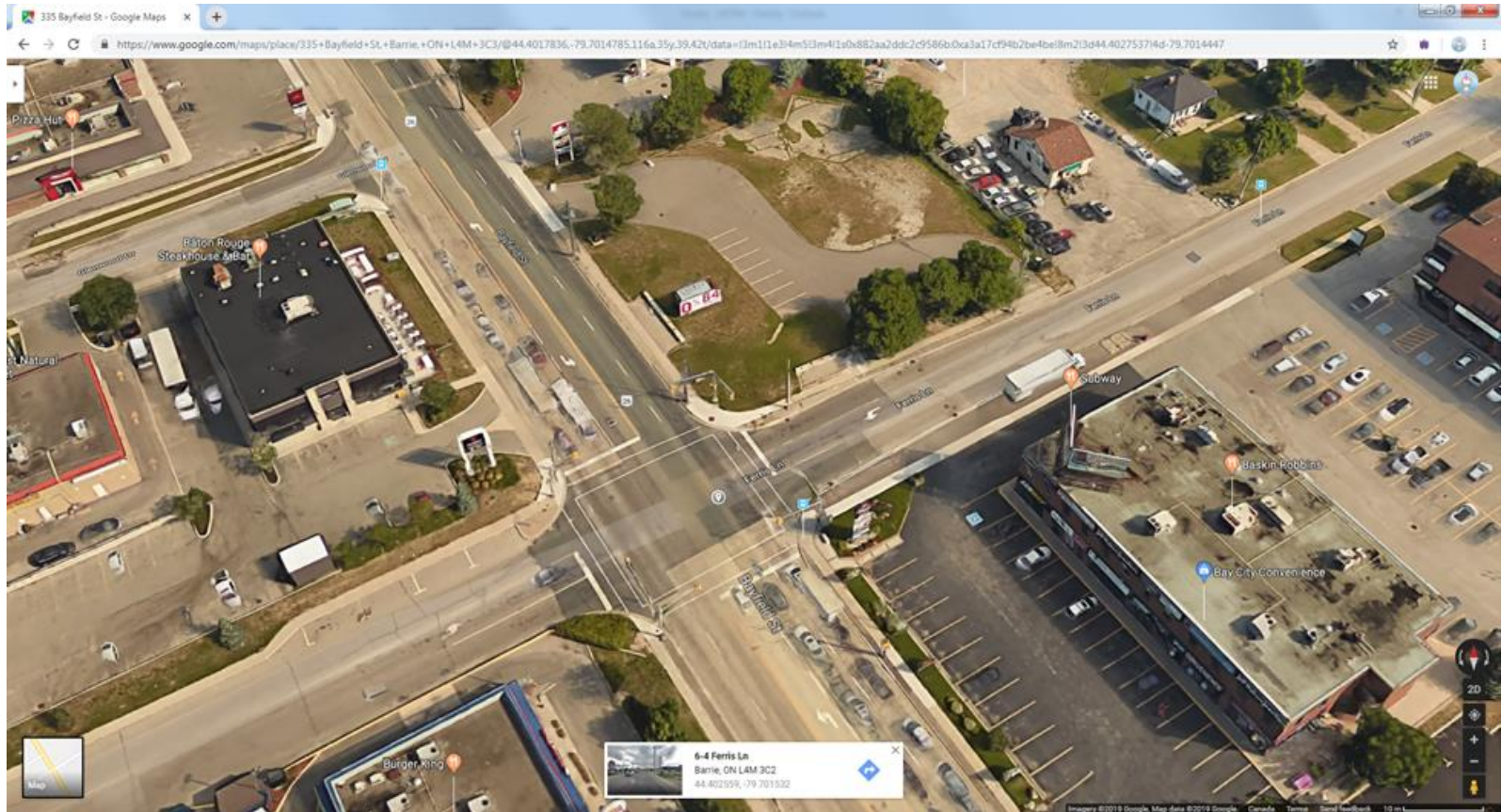


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Background

- Application is for a *ground sign / poster panel sign*.
- Application was originally filed by Pattison in 2015.
- Proposed site (335 Bayfield Street) is currently vacant.
- Proposed sign will comply with all current sign by-law requirements for height and size.
- Requesting exemption from requirement that sign be more than 100m from residentially-zoned lands.
 - Residential lots are east along Ferris Lane.

335 Bayfield Street



Poster Panel Signs

- Required Setbacks:
 - ✓ 15m from all City property lines.
 - ✓ 15m from any private property line.
 - ✓ 3m from any driveway.
 - ? 500m from any other poster panel sign located on the same side of the street.
 - ? 100m from any land zoned residential.

Poster Panel Signs

Poster Panel Sign: means a permanent sign that advertises goods, products, services or facilities that are not available at the location where the sign is situated or that directs persons to a location different from that where the sign is located, and shall include **free standing structures** and **signs attached in any manner to the wall of a building or structure** and includes a standardized sign structure erected and maintained by a business engaged in the sale or rental of space upon which advertising copy is displayed advertising goods or services that are not necessarily conducted within or upon the lot upon which the sign is located.

- 500m from any other *poster panel sign* on same side of street.
 - Means from any other “freestanding” sign or “wall” sign.
 - Does not include “roof” sign.
 - Roof signs are not attached to “walls”.

Staff Position: Roof Signs are Poster Panels



By-law Knows the Difference Between Roof and Wall

11.0.0.0.0 Prohibited Signs

11.1.9.0.0 signs erected in part or entirely above the surface of the roof of a building or structure with the exception of a wall sign attached to a parapet wall or cupola that may extend above the roof line provided that such sign does not extend above the limits of the parapet wall or cupola;

- Sign By-law describes roof signs – in fact, they are generally prohibited.
- **Definition of *poster panel sign* describes wall signs – does not describe roof signs**

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 - ? 100m from any land zoned residential.

“Minor Variance”

26.0.0.0.0 Minor Variance

26.1.0.0.0 The Clerk of the Corporation may grant variances to this by-law from time to time as is deemed necessary providing that the variance is minor in nature and such variance does not erode or interfere with the integrity of this by-law;

- One “variance” needed - Setback to residential lots on Ferris Lane
 - Required: 100m; Proposed: approx. 80m
- **12.1.1.0.0:** Poster panel signs are permitted in all vacant undeveloped lots zoned Commercial or Industrial.
 - 335 Bayfield is a vacant commercially-zoned lot.

Summary & Request

- Staff are incorrectly reading the Sign By-law.
- 500m setback is from other *poster panel signs*
 - Includes freestanding & wall signs.
 - Does not include roof signs.
- Pattison proposal complies with all requirements of Sign By-law except one:
 - Setback to residential: Required – 100m; Requested – 80m
- Vacant commercial lots are precisely where *poster panel* signs are to be directed.
- Request: Council direct Clerk to grant variance.
 - Minor in nature.
 - Does not “erode or interfere with integrity of by-law”.

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Patrick Harrington

Partner

Email: pharrington@airdberlis.com

Direct Line: 416.865.3424