

Sign By-law Variance Request - 3080 Dufferin Street - North York Spadina

(City Council on December 14, 15 and 16, 1999, adopted this Clause, without amendment.)

The North York Community Council recommends:

- (1) that the report (November 5, 1999) from the Director and Chief Building Official, North District, not be adopted; and**
- (2) that one ground sign be permitted having 165 square feet in area, whereas the By-law permits a maximum sign area of 104 square feet.**

The North York Community Council submits the following report (November 5, 1999) from the Director and Chief Building Official, North District:

Purpose:

Evaluate and make recommendations concerning a request by Mr. Dominic Rotundo for a variance from the Sign By-law to permit the erection of three ground signs at 3080 Dufferin Street.

Recommendation:

It is recommended that:

1. The request for a variance be refused.

Comments:

The site, on which the signs are proposed, 3080 Dufferin Street, is being redeveloped for a new car dealership. The property is zoned industrial MC(H) (see attached site plan). The applicant wishes to install three ground signs. The proposed signs would front onto Dufferin Street and would be visible from the north and south along Dufferin Street. The lot on which the signs are proposed has approximately 209 feet of frontage onto Dufferin Street.

The applicant proposes to install three ground signs; the largest having a sign face of 10 feet by 16.5-feet for an area of 165 square feet and with a height of 34 feet above finished adjacent grade. The other two proposed ground signs are smaller with an advertising area of approximately 25 square feet, 5 feet by 5 feet, and with a height of 17 feet above adjacent finished grade.

Section 5.3.2.3 of the North-York Sign By-law allows only one ground with a maximum sign area of 104 square feet for this property and Section 7.2.2 limits the height of ground signs to 25 feet above finished adjacent grade.

The variances required to permit the signs proposed by the applicant are as follows:

1. The erection of three ground signs where the Sign By-law permits one.
2. A total sign area of 215 square feet for the three proposed signs where the By-law would permit only 104 square feet of sign area.
3. That one ground sign be permitted to be 165 square feet in area, where the By-law permits a maximum sign area of 104 square feet.
4. That one ground sign be permitted to be 34 feet in height where the By-law permits 25 feet.

The existing area along Dufferin Street has a significant amount of signage. Permitting these variances could lead to additional requests for an intensification of the existing signage in the area, of particular concern is allowing more than one ground sign for a property and permitting signs to exceed the 25-foot height restriction in the By-law.

The sign By-law clearly restricts the number of signs permitted to one and the height of the proposed signs to 25 feet. The site and the building will be afforded the opportunity to have a significant amount of signage within the parameters of the Sign By-law. The signage permitted by the By-law includes one ground sign, two ground entrance signs (one for each driveway) as well as wall signs having an area of 20 percent of the building face.

Conclusion:

It is my opinion that the variances requested are not minor in nature and are not in keeping with the intent of the Sign By-law and the variances requested should be refused.

Contact:

Mario Angelucci
Manager Plan Review (North District)
(416) 395-7535

(A copy of a map and charts referred to the foregoing report is on file in the office of the City Clerk, North York Civic Centre)

The North York Community Council also reports having had before it a memorandum (December 1, 1999) from Councillor M. Feldman, Ward Councillor, requesting that only one ground sign be permitted rather than the three being requested by the applicant.

Mr. D. Jackson appeared before the North York Community Council, in connection with the foregoing matter, on behalf of the applicant.

