

Request for Exemption to the Sign By-law - Variance for Ground Sign - 600 Finch Avenue West - North York Spadina

(City Council on June 7, 8 and 9, 2000, adopted this Clause, without amendment.)

The North York Community Council recommends the adoption of the following report (May 4, 2000) from the Director and Deputy Chief Building Official, Urban Development Services:

Purpose:

Evaluate and make recommendations regarding a request for a variance from the sign by-law by Mr. Sid Catalano, to permit the erection of an illuminated third party 10 foot by 20 foot V-shaped ground sign.

Financial Implications and Impact Statement:

There are no financial implications associated with this report.

It is recommended that:

- (1) The request for a minor variance from the sign by-law be approved.

Background and Comments:

The applicant proposes to install a V-shaped ground sign with a sign area of 10 feet by 20 feet. The proposed sign will have a height of 25 feet above the adjacent grade in compliance with the sign by-law requirements. The sign will front onto Finch Ave. and will face east and west on the north side of the street.

The site on which the sign is proposed is zoned C1 (85), and has an approximate lot area of 39,500 square feet. Section 5.2.2.8 of the sign by-law permits third party ground signs in commercial zones provided the lot on which the sign is proposed has a minimum lot area of 4,046 square meters (43,560 sq. ft.). The subject lot does not meet the requirement in Section 5.2.2.8 of the by-law, by approximately 4000 square feet or 9.1 percent.

There are no existing ground signs on the same side of the street in this vicinity. An existing residential multi-storey building is located to 300 feet to the west of the proposed sign. The proposed sign should have little impact on the existing residential building.

Conclusions:

It is my opinion that:

- the proposed sign would not have a negative impact on the surrounding area;
- the proposed signage for the site is in keeping the intent of the sign by-law;
- the proposed variance is minor in nature and should be granted.

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(Attachments, referred to in the foregoing report, were forwarded to all Members of the North York Community Council with the agenda for its meeting on May 23, 2000, and copies thereof are on file in the office of the City Clerk, North York Civic Centre).