

**Consolidated Clause in Etobicoke York Community Council Report 8, which was considered by City Council on October 26, 27 and 28, 2004.**

**24**

**Request for Approval of Variance from the Former  
City of North York, Sign By-law No. 30788 - 1881 Wilson Avenue  
(Ward 7 - York West)**

*City Council on October 26, 27 and 28, 2004, adopted this Clause without amendment.*

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**The Etobicoke York Community Council recommends that City Council adopt the staff recommendations in the Recommendations Section of the report (October 5, 2004) from the Acting Director of Building, subject to amending the report to state that each face of the sign will have an area of 350 square feet:**

Purpose:

To review and make recommendations on a request by Sid Catalano, with Pattison Outdoor for Towncentre Investments Ltd. for approval of variance from City of North York Sign By-law No 30788, to permit a third party illuminated double faced roof sign at the above noted location. Refer to attachments for details.

Financial Implications and Impact Statement:

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

Recommendations:

It is recommended that:

- (1) the request for variance be approved for the reasons outlined in this report;
- (2) the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permit and
- (3) the applicant obtain approval from the Ministry of Transportation since the proposed sign is within 400m of a highway right-of-way.

Background:

The sign will be located on a one storey used car dealership that is in an Industrial-Commercial zone (MC(H)). There is another roof sign that is located approximately 400 feet to the east of

the proposed sign at 1875 Wilson Avenue. To the north there is an industrial-commercial area to the south there is Highway 401 and just to the west on the north side there is the beginning of a residential area.

Comments:

The proposed illuminated third party roof sign is to be constructed on top of an existing one storey commercial building. The sign is going to be double sided and each face will have an area of 200 sf. The top of the sign will be approximately 38 feet above the ground.

The sign does 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   |
|--|--|---|
| By-law 30788 Section 5.3.1.1<br>No roof sign located within an industrial zone shall be located within 229m (750 ft.) of another roof sign on the same side of the street, | Proposed third party illuminated double sided roof sign would be located within 122m (400 ft.) of another sign third party roof sign on the same side of the street. | To permit a third party illuminated roof sign within 229m (750 ft.) of another roof sign. |

The area is a commercial industrial area with Highway 401 to the south of the property.

Conclusions:

It is recommended that the request for the variance be approved.

Contact:

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(Attachments 1 and 2, referred to in this report, were forwarded to all Members of the Etobicoke York Community Council with the agenda for its meeting on October 12, 2004, and copies are on file in the City Clerk's Office, Etobicoke Civic Centre.)