

Consolidated Clause in North York Community Council Report 6, which was considered by City Council on July 19, 20, 21 and 26, 2005.

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**Request for Approval of Variance from the former
City of North York Sign By-law No. 30788, as amended,
for the erection of a first party ground signs at
120 Norfinch Drive (Ward 8 - York West)**

City Council on July 19, 20, 21 and 26, 2005, adopted this Clause without amendment.

The North York Community Council recommends that City Council adopt the staff recommendations in the Recommendations Section of the following report (June 18, 2005) from the Director of Building and Deputy Chief Building Official, North District:

Purpose:

To review and make recommendations on a request by Arun Mather, on behalf of HCRI Ontario Inc., for a variance from the former City of North York Sign By-law No. 30788, as amended, to permit the erection of a first party 10' x 20' double faced V-shaped, illuminated ground sign at 120 Norfinch Drive.

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 the variance be approved, and
- (2) the applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permits.

Background:

The existing site is zoned M2 (Industrial). The surrounding properties are all industrial use. The property fronts on to Norfinch Drive, and the rear yard is adjacent to Highway 400. The former City of North York Sign By-law 30788 regulates the size and number of ground signs on a property based on the zoning of the property and the length of the street frontage.

This property has a street frontage of 216.18-ft (65.89 m) and is permitted under the by-law to have one ground sign with a maximum sign area of 108.09 sq. ft (10m²).

There are two existing ground signs on the Norfinch frontage with an approximate total sign area of 160 sq. ft (14.8m²).

Comments:

The proposed sign is a double faced, V-shaped illuminated ground sign extending 24'-7" above ground, will be erected in the rear yard and will only be visible to traffic on Highway 400. The applicant has received a permit from the Ministry of Transportation to erect this sign.

The proposed sign creates a non-conformance 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
5.3.2.3. One ground sign on an inside lot which has a street frontage of more than 45.8 m (150.3 ft) and up to 91.5 m (300.2 ft) provided that such ground sign shall have a maximum sign area no greater than 0.092 m ² (1.0 sq. ft) for every 0.061 m (2 ft) of frontage.	To erect an additional double faced V-shaped, illuminated first party ground sign in addition to two existing ground signs with an aggregate area of 33.44m ² (360 sq. ft).	To allow 3 ground signs with a total sign area of 33.44 m ² (360 sq. ft). An increase of 23.4 m ² (252 sq. ft) in sign area (334%).

Conclusions:

It is recommended that:

- (1) the request for the variance be approved, and
- (2) the applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permits.

Contact:

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List of Attachments:

Attachment 1: Zoning Maps

Attachment 2: Site Plan showing the location of the proposed sign

Attachment 3: Illustration of the proposed sign

(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 July 5, 2005; and copies are on file in the City Clerk's Office, North York Civic Centre).