

Consolidated Clause in North York Community Council Report 6, which was considered by City Council on July 25, 26 and 27, 2006.

2

**Request for Approval of a Variance from the former
City of North York Sign By-law No. 30788, as amended,
for the erection of an illuminated ground sign at
50 Hallcrown Place (Ward 33 - Don Valley East)**

City Council on July 25, 26 and 27, 2006, 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 23, 2006) from the Director of Building and Deputy Chief Building Official, North York District:

Purpose:

To review and make recommendations on a request by Haig Agopian, on behalf of the Armenian Youth Centre for a variance from the former City of North York Sign By-law No. 30788, as amended, to permit the erection of an illuminated double faced ground 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 the variance be approved for the reasons outlined in this report;
- (2) the applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit; and
- (3) the applicant be advised of the requirement of obtaining the approval of the Ministry of Transportation, for the erection of the ground sign, prior to the issuance of the permit.

Background:

The subject property at 50 Hallcrown Place and the surrounding lands are located in the Industrial-Office Business Park Zone (MO). The site is located immediately north of Highway 401, east of Victoria Park Avenue and on the south side of a cul-de-sac on Hallcrown Place.

Abutting uses are as follows:

- North: Industrial/office uses
- South: Highway 401
- West: Office uses
- East: Radisson Hotel

The proposed illuminated double face ground sign will be erected in the parking lot, adjacent to the south property limit next to Highway 401. The applicant has advised that the lighting for the proposed sign will be on the same timer for the parking lot lights which go off at 3 am.

Comments:

The proposed signage 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
<p>5.3.2.1 (North York Sign By-law No. 30788) No ground sign is permitted on a lot which has a street frontage of less than 24.4 m (80.0 ft)</p> <p>1.1.56 "Street frontage" means the linear dimension of a lot which abuts or is immediately adjacent to a street.</p> <p>1.1.55 "Street" means a highway which is a means of vehicular access to adjacent lots but does not include a laneway or a right of way.</p>	<p>To erect one 10 ft by 20 ft illuminated ground sign facing the south lot line (Highway 401).</p> <p>The subject property has a street frontage of 10.0 m (33 ft) where it abuts Hallcrown Place.</p>	<p>To allow one 10ftx20ft illuminated ground sign on a lot with a street frontage of less than 24.4m as required in Section 5.3.2.1.</p> <p>This lot has a frontage of 10.0 m</p>

The by-law states that "No ground sign is permitted on a lot which has a street frontage of less than 24.4 m (80.0 ft)". Although the street frontage for this property is only 10.0 m (33. ft), where it abuts the street, it should be noted from the site plan "Attachment No. 2" that the shape of the lot is irregular with a small frontage/entrance leading into a large property, leaving the

community centre with limited or no visibility. It is the irregular shape of the lot which creates the need for a variance for the sign and not the size of the lot.

It is our opinion that the request for variance is minor and had the street frontage for this site been typical for rectangular lots, the applicant could have erected the ground sign without having to recourse to this variance request.

The applicant will require approval from the Ministry of Transportation for this ground sign, prior to the issuance of the permit, as it will abut Highway 401.

The ward councillor has been notified of this request.

Conclusions:

It is recommended that:

- (1) the request for the variance be approved;
- (2) the applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit; and
- (3) the applicant be advised of the requirement of obtaining the approval from The Ministry of Transportation, for the erection of the ground sign prior to the issuance of the permit.

Contact:

Magda Ishak P. Eng., Manager, Plan Review

Tel: 416-395-7555; Fax: 416-395-7589; E-mail: mishak@toronto.ca

List of Attachments:

Attachment 1: Zoning Map

Attachment 2: Site Plan

Attachment 3: Sign Details

Attachment 4: Sample Picture to be displayed on the Proposed Sign

Attachment 5: Applicant's letter

(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 11, 2006; and copies are on file in the City Clerk's Office, North York Civic Centre).