



**STAFF REPORT
ACTION REQUIRED**

**70 Parkwoods Village Drive
Sign Variance Request**

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|--------------------------|---|
| Date: | January 25, 2007 |
| To: | Chairman and Members, North York Community Council |
| From: | Director of Building and Deputy Chief Building Official |
| Wards: | Don Valley East – Ward 34 |
| Reference Number: | File No. 2007NY007 Folder No. 06-197470 |

SUMMARY

To review and make recommendations on a request by Dominic Rotundo of the Pattison Sign Group, on behalf of the property owner Morgis Properties Ltd., for approval of a variance from the former City of North York by-law No. 30788, as amended, to permit the erection of an illuminated ground sign at the above noted location.

The proposed ground sign will measure 3.05m high X 2.86m wide (10'-0" by 9'- 4 5/8") and will extend 3.05m (10 feet) above ground level. The proposed sign will display the name of the property owner and will include an electronic message display to advertise the apartment vacancies for rental. The intensity of illumination will be maintained at a constant level.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. the request for variance be refused.

Financial Impact

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

COMMENTS

The property is zoned RM6. There is a six storey high apartment building containing 78 units on the site.

Abutting uses are as follows:

North: apartments

South: apartments

West: parkland

East: Parkwoods Village Drive and apartments

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 |
|--|--|---|
| Section 5.1.8 : One identification and vacancy information ground sign not exceeding 2.4 square metres in sign area. | The proposed identification and vacancy information ground sign is 8.7 square metres in sign area. | To allow a ground sign 5.3 square metres larger than permitted. |

The applicant has informed the City that the purpose of the sign is to improve the image and to give greater exposure to the property which should increase the ability of the property owner to rent available units in the current soft Toronto rental market.

The applicant advises that the proposed sign installation project will include a comprehensive landscaping plan which will positively impact the property and set a new standard of excellence in this area.

The proposed sign is approximately four times the maximum sign area allowed in the bylaw and will be much larger than existing signage in the neighbourhood. There are many apartment buildings in the neighbourhood and if this variance is approved it may set an undesirable precedent which could result in the potential proliferation of similar large signs requested by rental property owners seeking variances.

If North York community Council approves the request for the sign variance, the following conditions should be attached:

1. the sign illumination be on a timer to automatically shut off at 11 pm daily; and
2. the applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

CONTACT

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SIGNATURE

Steve Franklin, P.Eng.
Director and Deputy Chief Building Official
North York District

ATTACHMENTS

Attachment 1: Zoning Map
Attachment 2: Site Plan
Attachment 3: Sign Details
Attachment 4: Letter from the owner