



STAFF REPORT ACTION REQUIRED

5900 Yonge Street Sign Variance Request

Date:	April 11, 2007
To:	Chairman and Members, North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Willowdale – Ward 23
Reference Number:	File No. 2007NY012 Folder No. 06-112963

SUMMARY

This staff report is about a matter that community council has not been delegated authority to make a final decision.

To purpose of this report is to review and make recommendations on a request by Roman Kaske, on behalf of Barent Investments Ltd. for approval of a **variance** from the City of North York By-law No. 30788, as amended, to permit the erection of an animated flashing off premise ground sign located at 5900 Yonge St.

The proposed animated ground sign will display date, time and temperature information along with advertising a variety of third party information. The proposed sign will be connected to a computer server that has the ability to communicate with the display and enable to sign to change as programmed.

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 C1. There is an existing 13 storey residential apartment building located on the site.

Abutting uses are as follows:

North: 3 storey commercial/residential building with commercial on the ground floor

South: 1 storey automotive service station

West: 6 storey apartment building, one-family detached dwellings

East: Yonge Street (mixed commercial development)

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 2.9 Prohibited Signs 2.9.6 An Animated Sign, including a flashing sign, is prohibited; and 2.9.15 an off premise sign, except as specifically.	One flashing off premise ground sign having a sign area of 6.01 square metres.	To permit a flashing off premise ground sign with a sign area of 6.01 square metres.

The applicant has informed the City that the new sign will replace an existing smaller first party ground sign which is currently located on the property. The existing sign is a not an animated sign.

The proposed sign will show third party images which will change at intervals of a minimum of 10 to seconds. The intensity of the illumination may change during transition from one image to the next and will result in the sign having a flashing effect.

The applicant, in his letter of March 1, 2007 stated there will be first party information displayed on the sign by the owner who will advertise related rental information. There is also a store on the premises and other third party products and services will also be advertised on this ground sign. When third party information is displayed on a sign, the sign is considered an off premise sign whether or not first party information is also displayed.

The North York Sign By-law 30788 prohibits Animated Signs which are defined to mean signs with a sign face which moves in whole or in part and includes a flashing or a rotating sign. A Flashing Sign is also defined, and means a sign with illumination that

varies in intensity at periodic intervals. The proposed sign is considered a Flashing Sign and although it incorporates new advanced technology with versatile capabilities, the changes in intensity of the illumination during transition can only be controlled and not eliminated.

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 11:00 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

Diane Damiano; Manager, Plan Review; Tel.: 416-395-7651; Fax: 416-395-7589;
e-mail: damiano@toronto.ca

SIGNATURE

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

Applicant information

Roman Kaski
Building Design Solutions
2465 Cawthra Rd. # 105
Mississauga, On L5A 3P2
Tel: 905 803 0623
Fax : 905 803 0251
e-mail: bds@on.aibn.com

ATTACHMENTS

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