



STAFF REPORT ACTION REQUIRED

3334 Yonge Street. Sign Variance Request

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| Date: | April 17, 2007 |
| To: | Chairman and Members, North York Community Council |
| From: | Director of Building and Deputy Chief Building Official |
| Wards: | Ward 16, Eglinton - Lawrence |
| Reference Number: | File No: 2007NY013 Folder No. 06 – 111741 ZSV 00 ZR |

SUMMARY

This staff report is about a matter that the community council has delegated authority to make a final decision provided that it is not amended so that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Sid Catalano of Pattison Outdoor, on behalf of Wendelyn Financial Services, for an approval of a variance from former City of Toronto Sign By-law No. 297, as amended to permit erection of one illuminated double-faced off premise roof sign at 3334 Yonge Street.

The former City of Toronto Sign By-law No. 297, as amended, does not allow any roof signs in the MCR zone where this property is located. There are existing roof signs within the close proximity that obtained council approvals prior to the erection of these signs.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. Request for variance be refused.

Financial Impact

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

COMMENTS

The subject property is a two storey commercial building, located on the west side of Yonge Street between Fairlawn Avenue and St. Germain Avenue. The building is located within the “Yonge-Eglinton Commercial area” and is zoned MCR (Main Street Commercial Residential) Mixed-Use District.

There are two existing billboard roof signs in close proximity to the proposed new roof sign, one at 3306 Yonge street approximately 75m(246 feet) south and another at 3362 Yonge Street approximately 75 m (246 feet) north from the proposed. An existing billboard roof sign on the west side of Yonge Street is also erected on the roof of 3377 Yonge Street approximately 100 m (328 feet) north of the proposed sign.

The neighbouring properties along Yonge Street are zoned MCR. The properties behind the subject property are zoned residential.

Abutting uses are as follows:

North – Main Street Commercial, Residential (MCR);

South - Main Street Commercial, Residential (MCR);

East - Main Street Commercial, Residential (MCR);

West - Residential (R2)

The proposed double faced off premise roof sign with an area of 18.58 sq. m (200 sq. ft.), 3 m x 6 m (10’ x 20’) will be visible to traffic travelling north and south along Yonge Street, and from the properties surrounding the proposed sign.

Proposed signage does not comply with the City of Toronto Sign By-law 297 as amended, in the following ways:

| Sign By-law Section Requirements | Applicant’s Proposal | Required Variance |
|--|--|---|
| Sec. 297 -10 (c)(16) (amended 1996-12-09 by By-law No. 1997-0014) A roof sign is not permitted in a CR, MCR or RA District | To erect a 200 sq.ft illuminated double faced off premise roof sign. | To allow an off premise roof sign in a MRC Zone |

CONTACT

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SIGNATURE

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

ATTACHMENTS

- Attachment 1 Zoning Map
- Attachment 2 Site Plan
- Attachment 3 Photo of the proposed sign location
- Attachment 4 Proposed roof sign details