



**STAFF REPORT
ACTION REQUIRED**

**2076 Avenue Road.
Sign Variance Request**

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: 2007NY014 Folder No. 07 – 115802 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 Steve Wolowich of CBS Outdoor, on behalf of the property owner Freddy James, for an approval of a variance from former City of North York Sign By-law No. 30788, as amended to permit installation of one illuminated single sided off premise roof sign at 2076 Avenue Road.

The City of North York Sign By-law 30788 as amended, does not permit a roof sign to be located within 150 m of another roof sign on the same side of the street. The proposed off premise roof sign will 107.33 m (360 ft) closer to this proposed sign than permitted by the by-law.

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 Avenue Road between Dunblaine Avenue and Joicey Blvd. The property is zoned C1 (Commercial). The building is used as a retail store on the first floor and residential on the second storey.

There is an existing billboard roof sign in close proximity to the proposed new roof sign, at 2046 Avenue Road approximately 43m (140 feet) south of the subject property.

Abutting uses are as follows:

North – Residential - R7;

South - Commercial - C1;

East - Commercial - C1;

West - Residential – R7.

The proposed single face, illuminated 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 northbound along Avenue Road. The proposed sign will face south and will not be visible from the residences north of the subject property, however the back of the sign will be visible to these properties.

Proposed signage does not comply with the City of North York Sign By-law 30788 as amended, in the following ways:

Sign By-law Section Requirements	Applicant's Proposal	Required Variance
<p>Section 5.2.1.1 A roof sign, including an off premise roof sign, not exceeding 32.5 sq.m. (349.8 sq. ft) in sign area may be erected on the roof of a commercial building provided that no such roof sign shall be less than 153m (500ft) from another roof sign on the same side of the street.</p>	<p>To erect an off premise roof sign that is 42.67 m (140ft) apart from another roof sign.</p>	<p>To allow an off premise roof sign that is 107.33 m (360 ft) closer than permitted by the by-law.</p>

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 Letter from Applicant
- Attachment 4 Proposed roof sign details

