



**STAFF REPORT  
ACTION REQUIRED**

**3705 Bathurst Street.  
Sign Variance Request**

<b>Date:</b>	April 17, 2007
<b>To:</b>	Chairman and Members, North York Community Council
<b>From:</b>	Director of Building and Deputy Chief Building Official
<b>Wards:</b>	Ward 16, Eglinton - Lawrence
<b>Reference Number:</b>	File No: 2007NY016 Folder No. 07 – 115802 ZSV 00 ZR

**SUMMARY**

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This staff report is about a matter that the community council has delegated authority to make a final decision provided 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 Svetlana Levant of Permit World, on behalf of the property owners Terrace Gardens Retirement Residence, for an approval of a variance from former City of North York Sign By-law No. 30788, as amended to permit installation of one identification double faced ground sign on the south side of the property.

**RECOMMENDATIONS**

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**Toronto Building North York Division recommends that:**

1. North York Community Council approve the request to permit one identification ground sign located at the south side of the property with an area of 3.4 square meters at 3705 Bathurst Street: and
2. The applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit from the Chief Building Official.

**Financial Impact**

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

## COMMENTS

The subject property is a five storey residential building located in an RM zone. The building is operated by the Terrace Gardens Retirement Residence.

The neighbouring properties along Bathurst Street are zoned Commercial, C-1. The north end of the subject property is facing Highway 401.

Abutting uses are as follows:

North – Highway 401;

South – Commercial -C1;

East - Residential & Commercial-RM5, RM6 & C1;

West - Residential -R4 .

The proposed identification ground sign is located within 400 meters of the Ministry of Transportation (MTO) property limits .The applicant has obtained an exemption from the Ministry of Transportation and will not be required to have MTO's approvals for the proposed sign.

The applicant will be required to obtain an approval from the Transportation Services.

The proposed 2.83 m (9'-4" ft) high, double faced, illuminated ground sign with a total of 3.4m/2 (36.6 sq. ft) in sign area will be visible to the northbound traffic along Bathurst Street.

The owners in their letter dated April 11, 2007, (Attachment 2) state that the larger sign would allow for better visibility of the message, particularly to seniors who will be the prime readers of the sign and that the overall size of the outdoor sign is integral to the retirement residence continuing to increase its awareness to seniors in the local community.

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

<b>Sign By-law Section Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Section 5.1.4 One identification ground sign, not exceeding 2.4m/2 (25.8 ft/2), in sign area on the property of a retirement home.	To erect a ground sign in front of a retirement home building with 3.4 m/2 (36.6ft/2)of sign area.	To allow a ground sign that is 42% (11.8 ft/2) larger that permitted by the by-law.

**CONTACT**

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**SIGNATURE**

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

**ATTACHMENTS**

Attachment 1 Zoning Map  
Attachment 2 Letter from the owner  
Attachment 3 Proposed ground sign details