



**STAFF REPORT
ACTION REQUIRED**

**9 McKee Avenue
Sign Variance Request**

Date:	December 28, 2007
To:	Chairman and Members, North York Community Council
From:	Steve Franklin, Director of Building and Deputy Chief Building Official
Wards:	Willowdale – Ward 23
Reference Number:	2007NY003

SUMMARY

To review and make recommendations on a request by Brian Fettes on behalf of Baywood Homes for variances from the former City of North York Sign By-law No. 30788, as amended, to permit three non illuminated Land Development ground signs at the above location. The subject site is located east of Yonge Street and is bounded by McKee Avenue on the north side, Doris Avenue on the east and Norton Avenue on the south side.

RECOMMENDATIONS

The Toronto Building North York Division recommends that:

- (1) the request for variances for three Land Development ground signs be denied for the reasons outlined in this report.

FINANCIAL IMPACT

There are no financial implications resulting from this report.

ISSUE BACKGROUND

The applicant proposes to construct three Land Development ground signs at McKee Avenue. Two of the proposed signs will face McKee Avenue and the third is adjacent to Norton Avenue. One of the two signs facing McKee Avenue is single sided and the second is double sided. The third sign adjacent to Norton Avenue is double sided. Each sign face has a sign face area of 35.7 m² for an aggregated sign area of 178.5 m².

The subject site is located east of Yonge Street and is bounded by McKee Avenue on the north side, Doris Avenue to the east and Norton Avenue on the south side.

The abutting lands are designated in the North York zoning by-law 7625, as amended, as follows:

North: RM6(95) zone occupied by a 16 storey apartment building

South: C1(75) zone occupied by commercial uses and RM6(79) occupied by a high rise residential building

East: R4 residential uses

West: C1 zone with commercial properties

COMMENTS

The former City of North York Sign By-Law No. 30788, permits one Land Development sign with a maximum sign area of 1.86 m² on a lot in an R4 zone.

The proposed Land Development ground signs do not comply with the requirements of the former City of North York Sign By-law No. 30788, as amended. The following table describes these requirements in greater detail.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variances
<p>(1) 4.6.2 In zones R-R, RA, R1, R2, R3, R4, R5, R6 and R7, one ground sign not exceeding 1.86m² in sign area related to a Land Development shall be permitted for each lot, provided the sign is removed immediately after the earlier of the following dates:</p> <p>(i) the date thirty days after the substantial completion of the Land Development ; and</p> <p>(ii) the date six months after the issuance of the sign permit.</p>	<p>To erect three non illuminated Land Development ground signs, one of the signs is single sided and two of the signs are double sided each side has a sign area of 35.7m².</p>	<p>To permit three Land Development ground signs whereas only one Land Development sign is permitted on a lot</p> <p>To permit each sign face to have a sign area of 35.7 m² for a total aggregated sign area of 178.5 m² whereas the maximum sign area is 1.86m².</p>

The requested variances significantly exceed what is permitted by the Sign By-law, are not minor in nature, and are not in compliance with the purpose and intent of the Sign By-law which regulates the area and number of signs. Staff recommends refusal of the requested variances.

CONTACT

Diane Damiano
Manager, Plan Review
Tel: (416) 395-7561
Fax: (416) 395-7589
E-mail: damiano@toronto.ca

SIGNATURE

Steve Franklin, P.Eng.
Director of Building and
Deputy Chief Building Official
North York District
Applicant's Information:

Brian Fettes
Baywood Homes
1140 Sheppard Avenue West
Toronto, ON M3K 2A2

bfettes@baywoodhomes.com

ATTACHMENTS

Attachment 1 - Site Plan
Attachment 2 - Zoning map
Attachment 3 - Sign Elevations
Attachment 4 - Letter