



**STAFF REPORT
ACTION REQUIRED**

**1041 Avenue Road
Sign Variance Request**

Date:	May 11, 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: 2007NY023 Folder No. 07 – 161545 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 David Mackie of Titan Worldwide, on behalf of the property owners Stancorp properties, for an approval of a variance from former City of Toronto Sign By-law No. 297, as amended, to permit the installation of one third-party advertising fascia sign at 1041 Avenue Road.

The City of Toronto Sign By-law No 297 as amended, does not permit a fascia sign used for the purposes of third-party advertising to be located on a wall facing a street. The proposed fascia sign will be located on a west wall of the building facing Avenue Road.

RECOMMENDATIONS

Toronto Building, North York District recommends that:

1. Request for variance be refused.

Financial Impact

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

DECISION HISTORY

The sign was erected without the benefit of a sign permit, however the actual date of the erection of this sign could not be determined. The records indicate that this sign was the subject of a Notices of Violation issued in March of 2006 and February of 2007. The Notices relate to the erection of the sign without a sign permit. Prosecution for the violation was initiated in February of 2007 and is proceeding through the courts. Subsequent to the Notice of Violation issued in 2006, Titan Worldwide applied to the Building Division for a preliminary project review in March of 2006. The review identified that the sign is prohibited by the City of Toronto Sign By-law No. 297. Titan Worldwide was advised of the non compliance with the by-law and took no further action.

COMMENTS

The subject property is a two storey commercial building, located on the north – east corner of Avenue Road and Eglinton Ave. West. The property is zoned MCR (Main Street Commercial Residential). The first storey of the building is a retail store.

The proposed third-party advertising fascia sign with an area of 20 sq. m (215 sq. ft.), 4 m x 5 m (13’ x 16.4’) will be erected on the west wall elevation and will be facing Avenue Road. Fascia signs that are used for purposes of third-party advertising are not permitted on a wall facing a street. The sign is constructed of a vinyl material mounted on a frame projecting approximately 4” from the wall.

Abutting uses are as follows:

- North – Residential – R2;
- South - Com./Res. - MCR;
- East - Com./Res. - MCR;
- West - Com./Res. - MCR.

Proposed signage does not comply with the City of Toronto Sign By-law No. 297 as amended, in the following ways:

Sign By-law Section Requirements	Applicant’s Proposal	Required Variance
Section 297.10.C – Q5 (f) Fascia signs used for the purposes of third-party advertising located on a wall not facing a street are permitted	To erect a third-party advertising fascia sign on a wall facing Avenue Road.	To allow a third-party advertising fascia sign to be located on a wall facing a street.

CONTACT

Galina Veltman P. Eng., Manager Plan Review Tel: 416-395-7018; Fax: 416-395-7589;
E-mail: veltman@toronto.ca

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 existing sign
Attachment 4 Letter from Applicant
Attachment 5 Proposed sign details

