



STAFF REPORT ACTION REQUIRED

19 BARBERRY PLACE Sign Variance Request

Date:	May 23, 2007
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 24 - Willowdale
Reference Number:	File No. 2007 NY 025 Folder No: 07-205812

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-law.

The purpose of this report is to review and make recommendations on a request by Robert Manning of Sign Advice, on behalf of Daniels Corporation for approval of a variance from the former City of North York Sign By-law No. 30788, as amended, to permit the existing identification sign to remain.

The sign identifies “The Chelsea” condominium with letters installed on a decorative feature wall which is considered a ground sign for the purpose of this variance request.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. The request for variance be approved.

Financial Impact

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

COMMENTS

The property is zoned RM6 (112), multiple family dwellings zone, and is located in the area east of Bayview Avenue and south of Sheppard Avenue East, along the west side of Barberry Place. The property is developed with an 8 storey condominium building constructed in 2003.

Abutting uses are as follows:

North : Houses just south of Sheppard Avenue East

South : Condominium highrises and townhouses on the opposite side of Kenaston Gdns.

West : Houses facing Kenaston Gdns.

East : Condominium highrises and townhouses on the opposite side of Barberry Place

The signage consists of black vinyl letters attached to a feature wall at the northeast corner of the property. The area of the wall is approximately 7.8 square metres, while the text identifying “The Chelsea” has an area of 0.63 square metres. The sign will require a variance from the former City of North York Sign By-law No. 30788, as amended as follows:

Sign By-law Section & Requirements	Applicant’s Proposal	Required Variance
Section 5.1.8 One identification and vacancy information ground sign not exceeding 2.4 square metres.	One identification ground sign on a feature wall having an area of approximately 7.8 square metres.	To permit an identification ground sign having a total area of 7.8 square metres. It should be noted that the actual text has an area of 0.63 square metres only.

The sign has been in place since August 2006 and appears to have little or no impact on the neighbourhood in the immediate vicinity, as Toronto Building did not receive any complaint from neighbours. This sign also serves appropriately the requirement for building identification for tenants, visitors as well as emergency services.

The applicant submitted a letter in support of his request in which he advises that the sign is composed of individual non-illuminated letters identifying “The Chelsea” condominium on an existing feature wall which is part of the landscape design and is architecturally compatible with the building. The feature wall, which is part of the landscaping, is a convenient place for the condominium name. The applicant states that the approval to keep the name on the wall will alleviate the need to erect a separate free standing ground sign to identify the building.

If North York community council approves the application for the sign variance, the applicant shall be advised of the requirement to obtain the necessary sign permits from the Chief Building Official.

CONTACT

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SIGNATURE

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

ATTACHMENTS

Attachment 1: Zoning Map
Attachment 2: Site Plan
Attachment 3: Sign Plan Detail
Attachment 4: Sign Elevation
Attachment 5: Sign Picture
Attachment 6: Letter from the applicant