



STAFF REPORT ACTION REQUIRED

2658 Yonge Street. Sign Variance Request for a Projecting Sign.

Date:	October 15, 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: 2007 NY035 Folder No. 07 251932 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 Sonja Yeomans of Argoes Signs, on behalf of Nike Canada, for an approval of a variance from former Metropolitan Toronto Sign By-law No. 118, as amended, to permit the erection of one (1) projecting illuminated sign, located on the ground floor of the two storey building on the east elevation at 2658 Yonge street.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. North York Community Council approve the request to permit, for identification purposes, one (1) projecting sign on the east elevation of the building at 2658 Yonge Street: and
2. the applicant enter into an encroachment agreement with the City of Toronto to permit the erection of the sign which projects over the public road allowance;
3. the applicant be advised, upon approval of variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

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

COMMENTS

The property is located on the west side of Yonge Street in a “MCR” zone. The property is a two storey mixed use building with the top storey being retail use. Nike is occupying the first floor of the building.

Abutting uses are as follows:

North – Main Street Commercial, Residential (MCR);

South - Main Street Commercial, Residential (MCR);

East - Main Street Commercial, Residential (MCR) (east side of Yonge St);

West - Residential (R1)

The proposed projecting illuminated sign will be a graphic logo of the Nike ‘Shoosh’ on both sides of the sign. The sign will be attached to the east elevation of the building on the first storey approximately 3.35 m (11 ft) above the level of the sidewalk. The proposed area of the sign is 0.43 sq. m (4.66 sq. ft), 0.6 m x 0.71m (2.0’ x 2’-4”0), whereas the by-law permits a maximum area of 1.32 sq .m. (14.2 sq. ft.) for a projecting sign for this property.

The proposed sign is subject to the requirements of the former Toronto Sign By-law # 297, as amended, and the former Metropolitan Toronto Sign By-law #118, as amended. The proposal is in compliance with the requirements of former Toronto By-law # 297, as amended, but requires an approval of a variance from By-law #118.

There is an existing wall sign erected on the east wall of the building with a sign area of 1.98 sq. m. (21.33 sq. ft.) whereas the maximum sign area permitted is 18.81 sq. m. (202 sq. ft). This sign was erected under a permit issued in July 2007.

Proposed signage does not comply with the Metropolitan Toronto Sign By-law #118, as amended.

Sign By-law Section Requirements	Applicant’s Proposal	Required Variance
Metro Toronto By-law #118 Paragraph 2A.(1) A. (1) No person shall erect any sign having an extension of more than 0.46 metre (18 in.) over the street line of any road (Metro Road).	The projection of this sign will be 0.56 metre (22 in.) over the sidewalk.	To allow a projecting sign to project 0.56 metre (22 in.) over the sidewalk.

CONTACT

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SIGNATURE

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Director of Toronto Building and
Deputy Chief Building Official
North York District

ATTACHMENTS

Attachment 1 – Site Plan
Attachment 2 – Survey of the Property
Attachment 3 – Photo of the Building
Attachment 4 – Details of the proposed Sign