



STAFF REPORT ACTION REQUIRED

3284 Yonge Street. Sign Variance Request.

Date:	April 12, 2008
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: 2008NY009 Folder No. 08-143848 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 Claire Hodge of Goway Travel Ltd., for an approval of a variance from former City of Toronto Sign By-law No. 297, as amended, to permit the erection of one illuminated sign, located on the ground floor of a five storey building at 3284 Yonge street.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. North York Community Council approve the request to permit, for identification purposes, one facia sign with 50% of the sign area having an electronic message display copy, and
2. 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, south of Fairlawn Avenue, in a MCR- Mixed Commercial Residential zone. The property is a five storey office building. Living Lighting and Goway Travel are occupying the first floor of the building. The four upper floors are used by Goway Travel.

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 sign will be comprised of 50% of illuminated acrylic face and 50% of an electronic message display copy. The by-law does not permit electronic message display copy in the MCR zone. The sign face is 1.2 m high by 3.66 m long giving a total area 4.46 sq. m. (4'-0" x 12'-0" = 48 sq. ft.). The proposed sign will replace an existing facia sign of same size. In zones where the by-law does permit electronic message display copy to be installed, it requires that no more than 50% of the total area of the sign be used as such.

There is an existing facia sign erected on the south elevation of the building for which a sign permit was issued in July 2003. In 2004 City council approved a variance for Goway Travel to permit the erection of an identification sign at the fourth floor level of the same building.

The applicant in her letter, dated April 3, 2008 (Attachment 5) states that the proposed sign will attract new business to their office and will be a visual improvement from the current facia sign.

Proposed signage does not comply with the Metropolitan Toronto Sign By-law #297, as amended.

Sign By-law Section Requirements	Applicant's Proposal	Required Variance
10 B (2) Electronic message display copy signs are not permitted in MCR zone.	To erect a facia sign that contains an electronic display copy.	To permit erection of a facia sign with 50% of the sign area being an electronic message display copy.

CONTACT

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SIGNATURE

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North York District

ATTACHMENTS

Attachment 1 – Site Plan
Attachment 2 – Survey of the Property
Attachment 3 – Photo of existing & proposed signs
Attachment 4 – Details of the proposed Sign
Attachment 5 – Applicants Letter