



**STAFF REPORT
ACTION REQUIRED**

**1838 Avenue Rd.
Identification Sign Variance Request.**

Date:	May 20, 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: 2008NY011 Folder No. 08-147598 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 Donovan Goss of Roberts Awnings & Signs on behalf of Starbank Developments 1838 Corp. and the L.C.B.O., for an approval of a variance from former City of North York Sign By-law No. 30788, as amended and Metropolitan Toronto By-law No 118 to permit the erection of one illuminated channel letter “LCBO” sign over a canopy and seven illuminated awing (projecting) signs, located on the ground floor of a two storey building at 1838- 1844 Avenue Road.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. Request for variances be refused.

Financial Impact

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

COMMENTS

Staff report for action on Sign Variance – 1838 Avenue Road.

The property is located at the north-west corner of Avenue Road and Deloraine Road, in a Commercial zone (C1). The site is a new two storey building that will be occupied by LCBO's flagship "Vintages" store. The applicant advises that relief from the by-law requirements is needed in order to depict their corporate image.

Surrounding uses are as follows:

North – Retail Stores;

South – Retail Stores;

East - Retail Stores, east side of Avenue Road:

West - Dwelling Units, house build form.

The applicant is proposing to erect one illuminated channel letter sign over the entrance canopy and seven (7) internally illuminated vinyl canvas awing identification signs - 2 along Deloraine Road (south side elevation), and five along Avenue Road (east side elevation), all within the first floor level.

Metropolitan Toronto By-law # 118.

The proposed sign over the canopy and five awing signs along Avenue Road will be encroaching into the road allowance approximately 0.76 m. (2.5 ft.). Signs on Avenue Road are required to comply with the Metropolitan Toronto By-law # 118 which does not allow any signs to extend more than eighteen (18) inches over a street line.

North York Sign By-law # 30788.

The proposed sign over the canopy, 5 (five) awing signs along Avenue Road and 2 (two) awing signs along Deloraine Road will be projecting approximately 0.76 m. (2.5 ft.) from the wall face. North York Sign By-law #30788 does not allow any signs to overhang public property and where a wall of a building is located within 0.6 m (2'-0") from the street line the wall signs can not project more than 0.6 m (2'-0") from the face of the wall.

Transportation Services Division has expressed concerns with the proposed canopy and awing signs since they'll be encroaching into road allowance and posing public safety issues during the winter.

Since the property was developed with zero setbacks, the proposed signs will be encroaching into public property and in addition to the relief from the sign by-law requirements, the applicants is required to enter into an encroachment agreement with the City. A separate report to this Community Council will be submitted by the District Manager, Municipal Licensing and Standards, North York District for consideration.

City of North York Sign By-law No. 30788 allows the sign area of wall signs to be no more than 20% of first floor wall area. Each of the proposed five awing signs along

Avenue Road will be 4.12m wide by 2.95 m high for a total area of 60.91 m. sq. (13.66 ft. X 9.68 ft. = 655.66 sq. ft) in signage area. The area of the channel letters sign “LCBO” over the canopy is an additional 1.09 m.sq. for a total of 62.0 m. sq of all sign areas. The maximum permitted sign area for the east elevation is 51.6 m. sq. The proposed signage area exceeds the maximum sign area permitted by the by-law by 20%. The total sign area of the proposed signs along Deloraine Road is in compliance with the by-law requirements.

Proposed signage does not comply with the Metropolitan Toronto Sign By-law #118, as amended, and North York Sign By-law # 30788 as amended in the following ways:

Sign By-law Section Requirements	Applicant’s Proposal	Required Variance
<p>By-law # 118 2A(1) No signs extending more than eighteen (18) inches over the street line of any road are permitted.</p>	<p>To erect one sign over the entrance canopy and five (5) awing signs along Avenue Road that encroach 0.76 m (30in.) over the road allowance.</p>	<p>To permit erection of awing signs that encroach into road allowance, 0.3m (12 in.) more than the by-law allows.</p>
<p>By-law #30788 3.7.1. No signs are permitted to overhang public property.</p>	<p>To erect three (2) awing signs along Deloraine Road, one sign over the entrance canopy and five (5) awing signs along Avenue Road that overhang the public property.</p>	<p>To permit erection of awing signs that overhang into public property.</p>
<p>3.7.2. Wall signs may be erected, provided that no part of such sign projects more than 0.6 m (2’-0”) from the face of the wall upon which it is erected.</p>	<p>To erect three (2) awing signs along Deloraine Road, one sign over the entrance canopy and five (5) awing signs along Avenue Road that extend 0.76 m (30in) into public property</p>	<p>To permit erection of awing signs that extend into public property, 0.15m. (6 in.) more than the by-law allows.</p>
<p>5.2.3.1 The sign area of wall signs, per storey of a building, shall be limited to 20% of the wall area visible from any direction for the first storey.</p>	<p>To erect signs along Avenue Road with a total sign area of 62.0 sq. m. whereas a maximum of 51.6 sq. m. is permitted.</p>	<p>To permit erection of wall signs that exceed the maximum permitted sign area by 20%.</p>

If North York Community Council approves the application for the sign variances, the following conditions should be attached:

- a. prior to the issuance of the sign permit the owners will be required to enter into an encroachment agreement with the City to allow the proposed signs to be erected over the road allowance; and
- b. the applicant 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 of Toronto Building and
Deputy Chief Building Official
North York District

ATTACHMENTS

Attachment 1 – Site Plan
Attachment 2 – Zoning Map
Attachment 3 – Elevations
Attachment 4 – Details of the proposed Sign
Attachment 5 – Details of the proposed Sign