



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Request
111 Finch Avenue West**

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|--------------------------|---|
| Date: | August 18, 2008 |
| To: | North York Community Council |
| From: | Director of Building and Deputy Chief Building Official |
| Wards: | Ward 23 - Willowdale |
| Reference Number: | File No. 2008NY016 08 181659 ZSV 00 ZR |

SUMMARY

This 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 Jo Jin Suk, owner of Jin Acupuncture at 111 Finch Avenue West, for a variance from the Former City of North York Sign By-law 30788, as amended to permit one non-illuminated double sided ground sign.

RECOMMENDATIONS

The Toronto Building North York Division recommends that:

1. North York Community Council approve the request to permit one existing ground sign with an area of 2.29 square meters to remain as installed.
2. The applicant be advised 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.

BACKGROUND

This property, where the operator carries on an acupuncture clinic is located on the south side of Finch Avenue West, west of Yonge Street east of Senlac Road. The lands are zoned R4(68) One-Family Detached Fourth Density Zone, and a personal service shop is a permitted use in the North York Zoning By-law No.7625.

The building is used for commercial purposes; however the building form is that of a single family dwelling unit. The owners of the property did install two ground signs on private property at this location without sign permits, to advertise their business operation. One of the signs was located at the east end of the property and the other at the west end of the property. Recently, the easterly ground sign was removed from the property and the owner has since advised that they only wish to have one ground sign remain at this location. The remaining existing ground sign, which has been installed on the westerly portion of the land, is the subject of this request for a sign variance.

Municipal Licensing and Standards have investigated the site to deal with the issue of the illegal signage.

The properties surrounding the site are:

North: Townhouses

South: Edithvale Park

East: Single family dwelling at 109 Lorraine Avenue

West: Single family dwelling at 113 Finch Avenue West

COMMENT

The bottom level of the existing ground sign is located 0.38 meters from adjacent grade and a sign height of 2.2 meters which complies with the height requirement of the Sign By-law. The sign area is 2.29 square meters which does not comply with the Sign By-law which permits a sign area of 0.4 square meters for a ground sign in a residential zone.

The purpose of the existing ground sign is to serve as first party advertising for the existing use, Jin Acupuncture. There is lettering in English, Korean and Chinese on the sign face, along with the name and telephone number of the business. The applicant requires a larger sign face area so that the sign is legible.

An application for a sign permit (08-157437 SGN) was submitted on May 12, 2008 for the existing ground sign; a permit has not been issued.

The sign will not comply with the provisions of the of Former City of North York Sign By-law 30788, as amended, in the following way:

| Sign By-Law Section & Requirements | Applicant's Proposal | Required Variance |
|---|--|---|
| <p>Section 5.1 Residential Zones One ground sign located in the front yard having a sign face area not exceeding 0.4 sq. m.</p> | <p>To maintain one accessory, non-illuminated ground sign with a sign area of 2.29 square meters</p> | <p>One non-illuminated double sided ground sign with a sign face area of 2.29 square meters where the by-law permits an identification sign with a sign face area of 0.4 square meters.</p> |

CONTACT

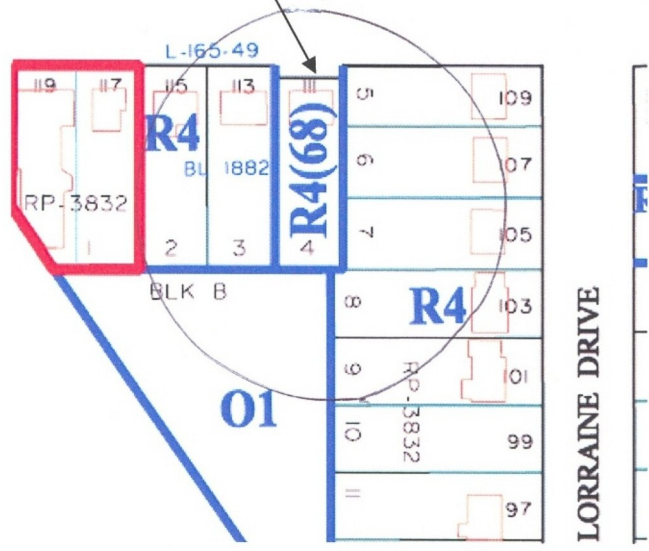
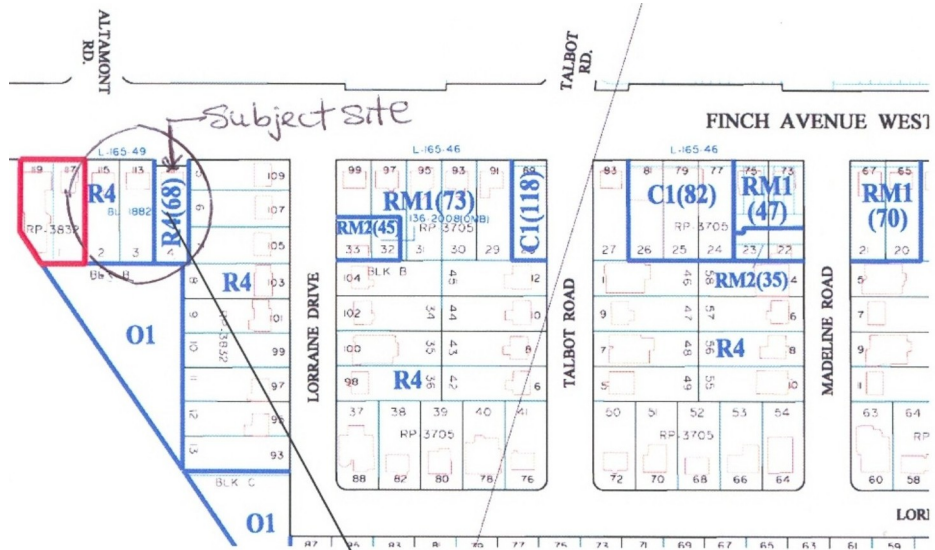
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SIGNATURE

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

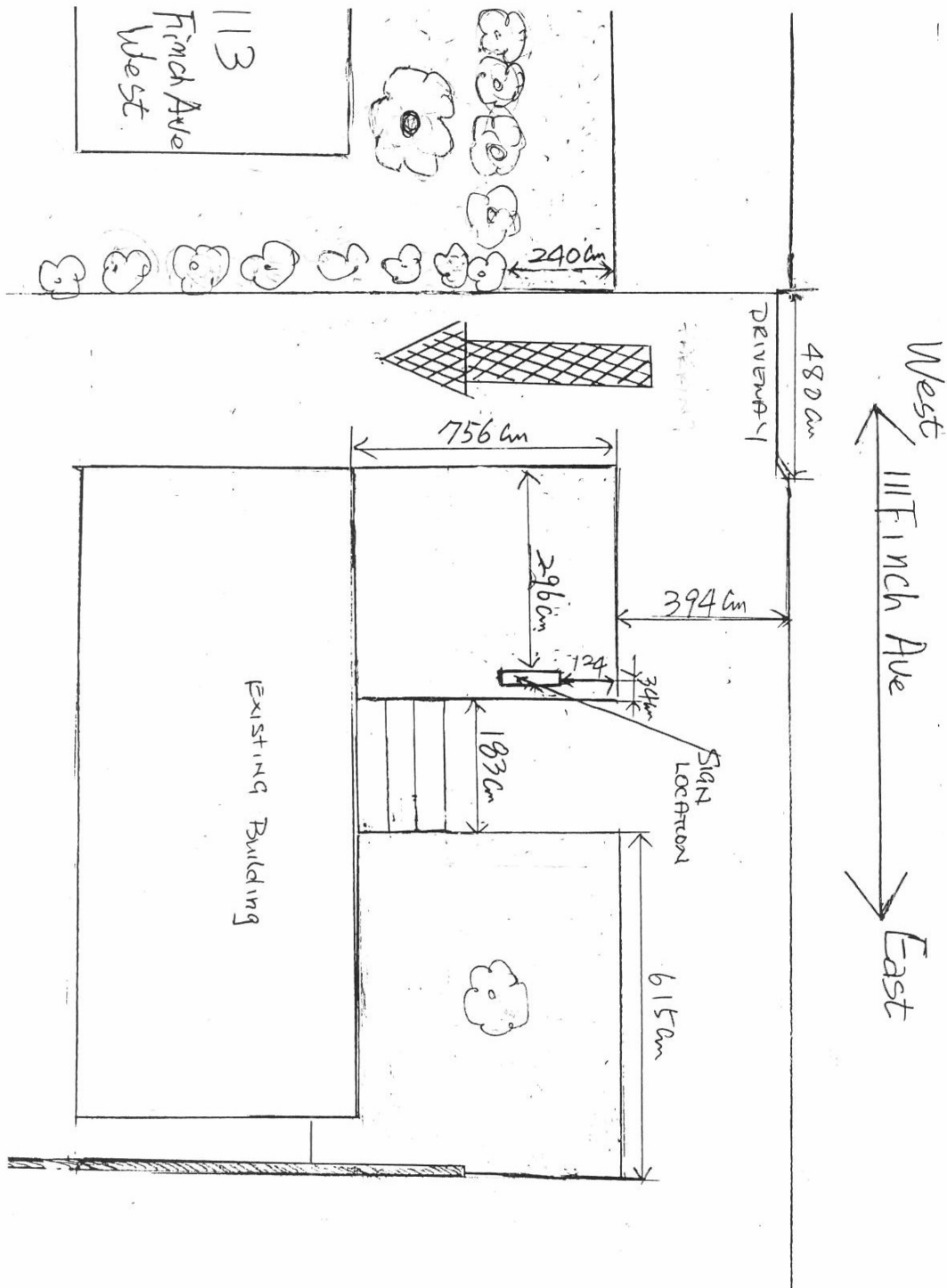
ATTACHMENTS

- 1 – Zoning Map
- 2 – Location of Sign
- 3- Sign Details
- 4- Sign Location looking east on Finch Avenue

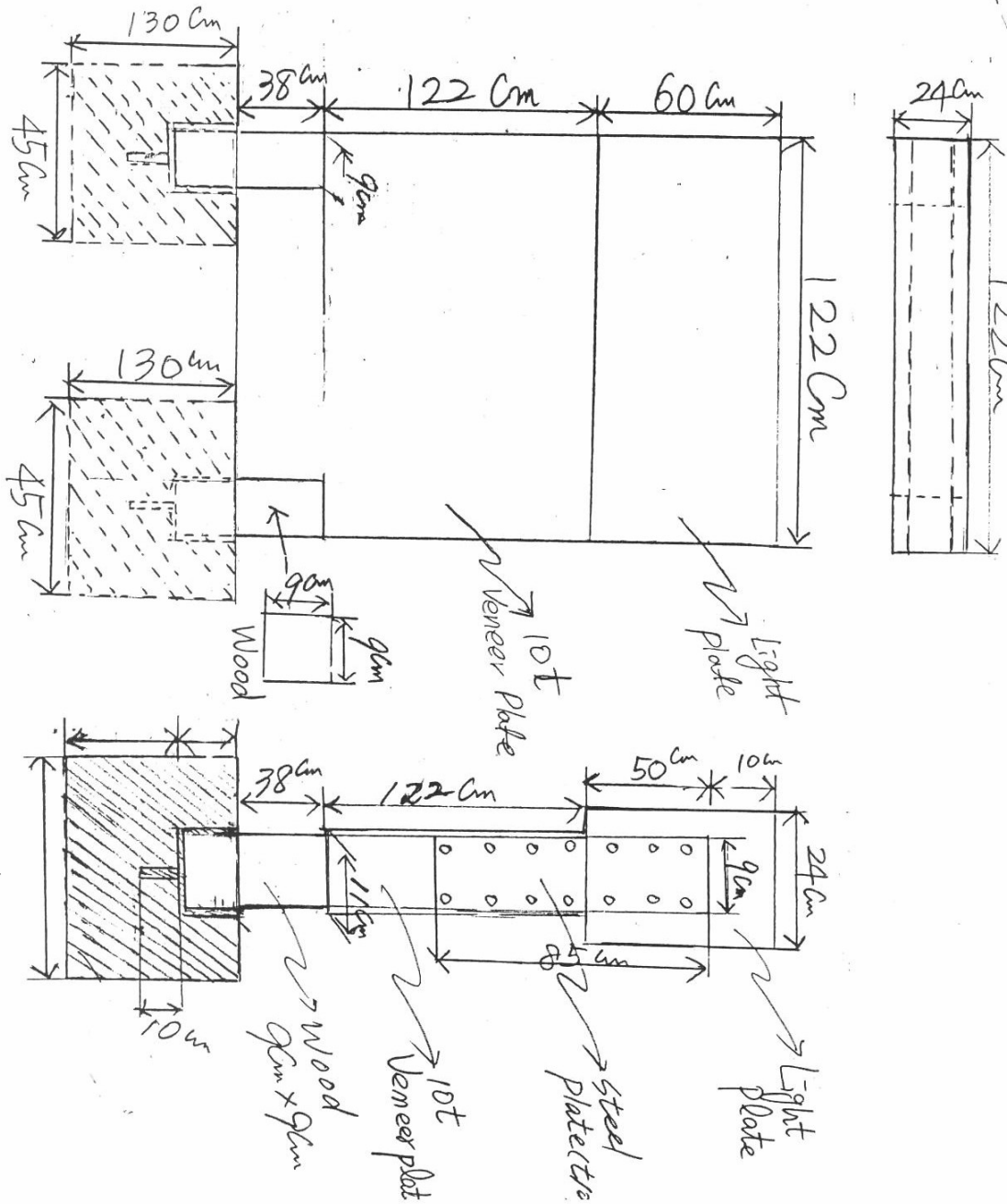


111 FINCH AVENUE WEST

**ATTACHMENT 1
ZONING MAP**



ATTACHMENT 2
Location of sign



ATTACHMENT 3
Sign Details



ATTACHMENT 4
Sign Location looking east on Finch Avenue