



STAFF REPORT ACTION REQUIRED

3854 BATHURST STREET Sign Variance Request

Date:	November 10, 2007
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 10, York Centre
Reference Number:	File No. 2007NY039 Folder No: 07-250845 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 from City policy or by-law.

The purpose of this report is to review and make recommendations on a request by Roy Dzeko of CBS Outdoor Company, on behalf of the owner of the building, for approval of a variance from the former City of North York Sign By-law No. 30788, as amended, to install a 10 ft. x 20 ft. single face panel off premise roof sign.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. The request for variance be refused for the reasons outlined in this report.

Financial Impact

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

COMMENTS

The property located on the west side of Bathurst Street, north of Highway 401 and south of Sheppard Avenue W. is zoned C1, Commercial zone. There is an existing two storey plaza

containing three individual owners on this property. The subject land at 3854 Bathurst Street contains a two storey building with a grocery retail store on the ground floor and residential uses on the second floor.

Abutting uses are as follows:

- North : Retail stores with residential uses above.
- South : High Rise apartment buildings.
- West : Dwelling units.
- East : Commercial Buildings.

An existing off premise roof sign has been in place since a permit was issued on May 15, 2001 for a double face (back to back) third party roof sign, permit number 01-122628 SGN 00 SP. The existing sign is 3.04 m x 6.09 m (10 ft. x 20 ft.) in size, with a sign area of 18.5 square meters, and is in compliance with the distance separation of 153.0 meters (500 ft) from any other roof sign on the same side of the street.

When calculating the area of a roof sign in a Commercial Zone, where two signs are erected back to back on a single supporting structure, they are deemed to be one sign in accordance with Section 5.2 of the North York Sign By-law, and the sign area is calculated on the largest face only.

The owner proposes to erect an additional single sided 3.04 m x 6.09 m (10 ft. x 20 ft.) roof sign with an area of 18.5 square meters on the building for third party advertising. This sign will be within inches of the existing off premise roof sign already on the property.

The proposed 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
<p>S 5.2 Commercial Zones 5.2.1.1 A roof sign, including an off premise sign, not exceeding 32.5 square meters in sign area may be erected on the roof of a commercial building provided that no such roof sign shall be less than 153.0 m from another roof sign on the same side of the street.</p>	<p>The applicant is proposing a second off premise roof sign, with a sign area of 18.5 square meters, within inches of the existing roof sign on the building, where the by-law requires a roof sign to be a minimum of 153.0 m (500 ft.) from another roof sign on the same side of the street.</p>	<p>To permit a second off premise roof sign (single face) to be located within inches of the existing roof sign on the same side of the street.</p>

The applicant, on behalf of the property owner, has indicated in his letter “Attachment 4” that the increased revenue from the additional sign will help offset the increases in property taxes.

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: Survey
Attachment 3: Sign Details & Elevation
Attachment 4: Letter from the applicant