



**STAFF REPORT  
ACTION REQUIRED**

**1300 Wilson Ave.  
Sign Variance Request for a Ground Identification Sign**

<b>Date:</b>	December 10, 2007
<b>To:</b>	Chairman and Members, North York Community Council
<b>From:</b>	Director of Building and Deputy Chief Building Official
<b>Wards:</b>	Ward 09, York Centre
<b>Reference Number:</b>	File No: 2008NY003 Folder No. 07 – 283867 ZSV 00 ZR

**SUMMARY**

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This staff report is about a matter that the community council has delegated authority to make a final decision provided 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 Amelin Jacques, on behalf of the property owners Conseil Scolaire De District Catholique Centre- Sud, for an approval of variances from former City of North York Sign By-law No. 30788, as amended, to permit installation of one illuminated, double faced ground sign on the south side of the property.

**RECOMMENDATIONS**

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**Toronto Building North York Division recommends that:**

1. North York Community Council approve the request to permit one ground sign located at the south lot line along Wilson Avenue, and
2. The applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit from the Chief Building Official.

## Financial Impact

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

## COMMENTS

The subject property is the Saint Noel- Cabanel Catholic school building located in a Residential (R5) zone.

The proposed double face illuminated ground sign will be erected on the south side of the property. The sign face is 1.83m.high by 2.44 m. wide giving a total area 4.46m. sq. (6.0 ft. X 8.0 ft.= 48 sq. ft.). The overall height of the sign is 3.35m high (11.0 ft) with the lower edge of the sign face being 1.5m (5.0 ft) above the ground. Refer to attachment 5.

The Sign By-law 30788 allows ground signs in residential zones that are erected for the purpose of identifying schools provided they do not exceed 2.4 sq. m. (25.8 sq. ft.) in sign area. The proposed sign exceeds the maximum permitted sign area by 86%.

Abutting uses are as follows::

West- Hydro transformer building;

East – Apartment building

South – Apartment buildings and small commercial.

North- Low rise housing

The proposed sign will be visible to the traffic traveling east and westbound on Wilson Ave. and to the tenants of the apartment building at 1288 Wilson Avenue located on the east side of this building. The sign will be erected entirely on private property and will not obstruct any traffic lights or driveways.

The applicant in his letter, dated December 3, 2007 (Attachment 1) states that the in order to appropriately advertise school events and to display its own identification, the school board needs a 4.46 sq. m. ground sign.

Proposed signage does not comply with the City of North York Sign By-law 30788 as amended, in the following ways:

<b>Sign By-law Section Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Section 5.1.4 One identification ground sign, not exceeding 2.4 sq. m. (25.8 sq. ft.) in sign area on a school site in a residential zone is permitted.	To erect a ground sign that is 4.46 sq. m. (48.0 sq. ft.) in sign area.	To allow the school to have a ground sign that is 2.06 sq. m. (22.17 sq. ft.) larger than allowed in a residential zone.

## **CONTACT**

Galina Veltman P. Eng., Manager Plan Review Tel: 416-395-7018; Fax: 416-395-7589;  
E-mail: veltman@toronto.ca

## **SIGNATURE**

A handwritten signature in black ink, appearing to read "S. Franklin", is written over a horizontal line.

Steve Franklin P. Eng  
Director of Building and  
Deputy Chief Building Official  
North District

## **ATTACHMENTS**

- Attachment 1 Letter from Applicant
- Attachment 2 Zoning Map
- Attachment 3 Site Plan
- Attachment 4 Photo of the site with proposed sign
- Attachment 5 Proposed ground sign details



Bureau des affaires

**CONSEIL SCOLAIRE  
DE DISTRICT CATHOLIQUE  
CENTRE-SUD**

110, avenue Drewry  
Toronto ON M2M 1C8  
Téléphone: 416-397-6564, poste 3800  
Sans frais: 1-800-274-3764  
Télécopieur: 416-397-6650

Attachment 1

Toronto, December 3, 2007

**Subject: Sign Variance Application École élémentaire catholique Saint-  
Noël-Chabanel, 1300 Wilson Avenue – Toronto, ON M3M 1H5**

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To Whom It May Concern,

This letter is to confirm that the Conseil scolaire de district catholique Centre-Sud located at 110 Drewry Avenue in Toronto, ON M2M 1C8 wants to proceed with a Sign Variance Application regarding the herein premise.

The Sign By-Law allows us 2.4 square metres for a ground sign. In order to appropriately advertise school events and to display its own identification, the school Board needs a 4.46 square metres ground sign.

The sign surface area unfortunately cannot be smaller than what we are proposing today. In most of our schools, we are installing 5.95 square metres ground signs that include an area for the daycare as well. That space for the daycare has been deliberately removed from that ground sign in order to comply as much as possible with the Sign By-Law.

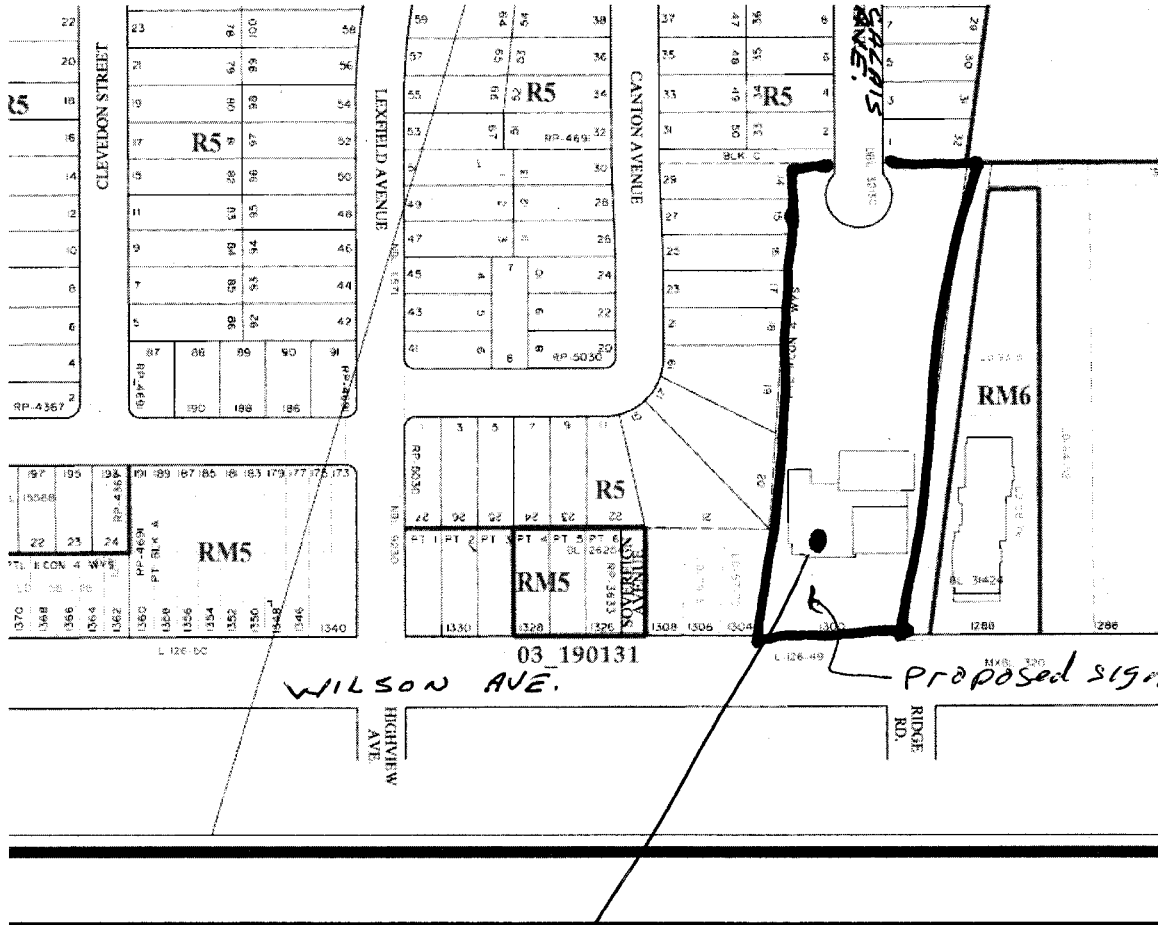
We are hoping that this additional explanation will be providing you with all the required information you need to make a decision in favour of our proposed ground sign size.

All the other By-Laws requirements have been met.

You will find attached the 2 requested copies for the Sign Variance Application.

Best regards,

Bobby Somaroo.  
Chief Business Officer



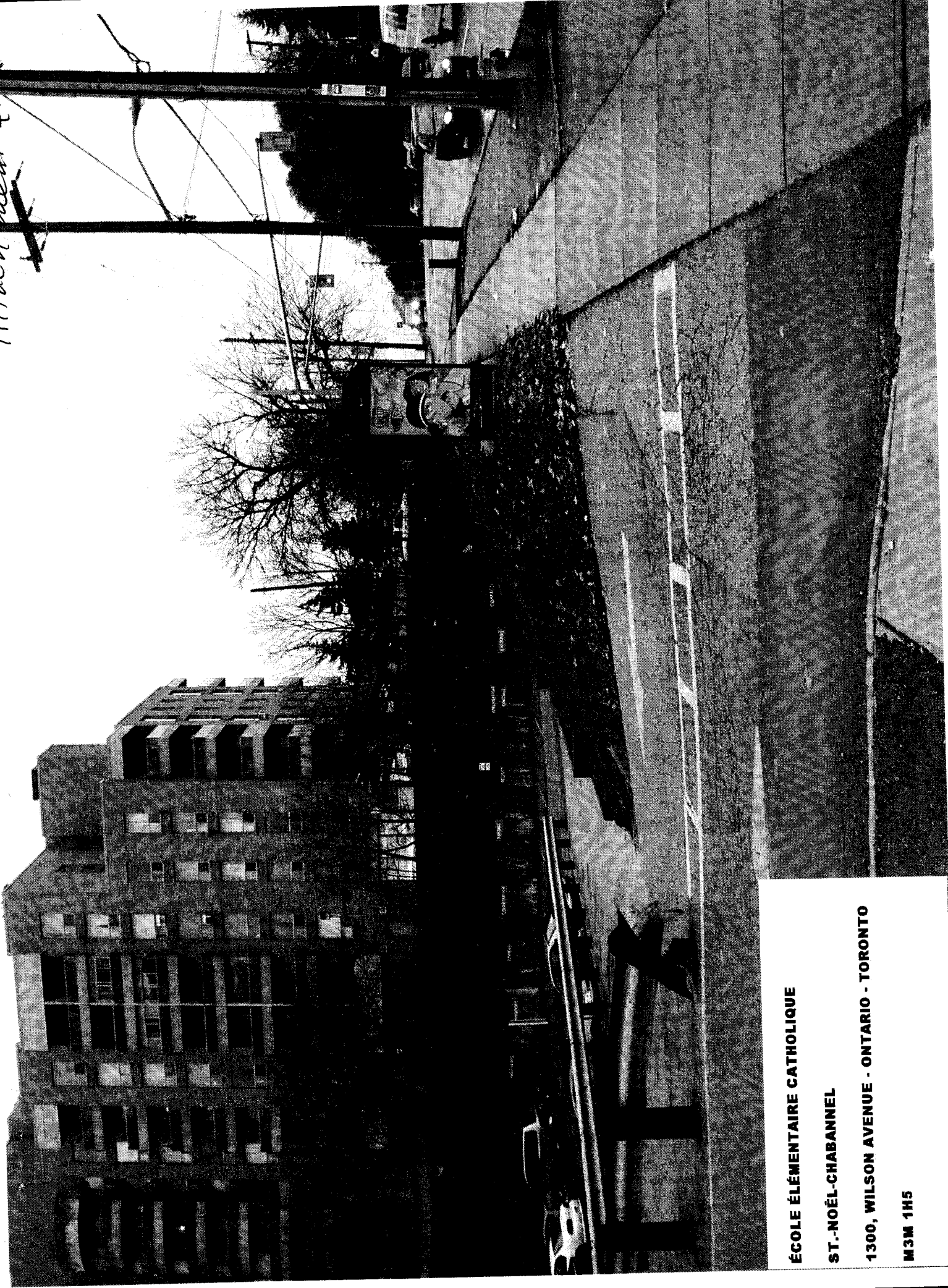
03 190131  
WILSON AVE.

Proposed sign

1300 Wilson ave



Attach ~~meat~~ 4.



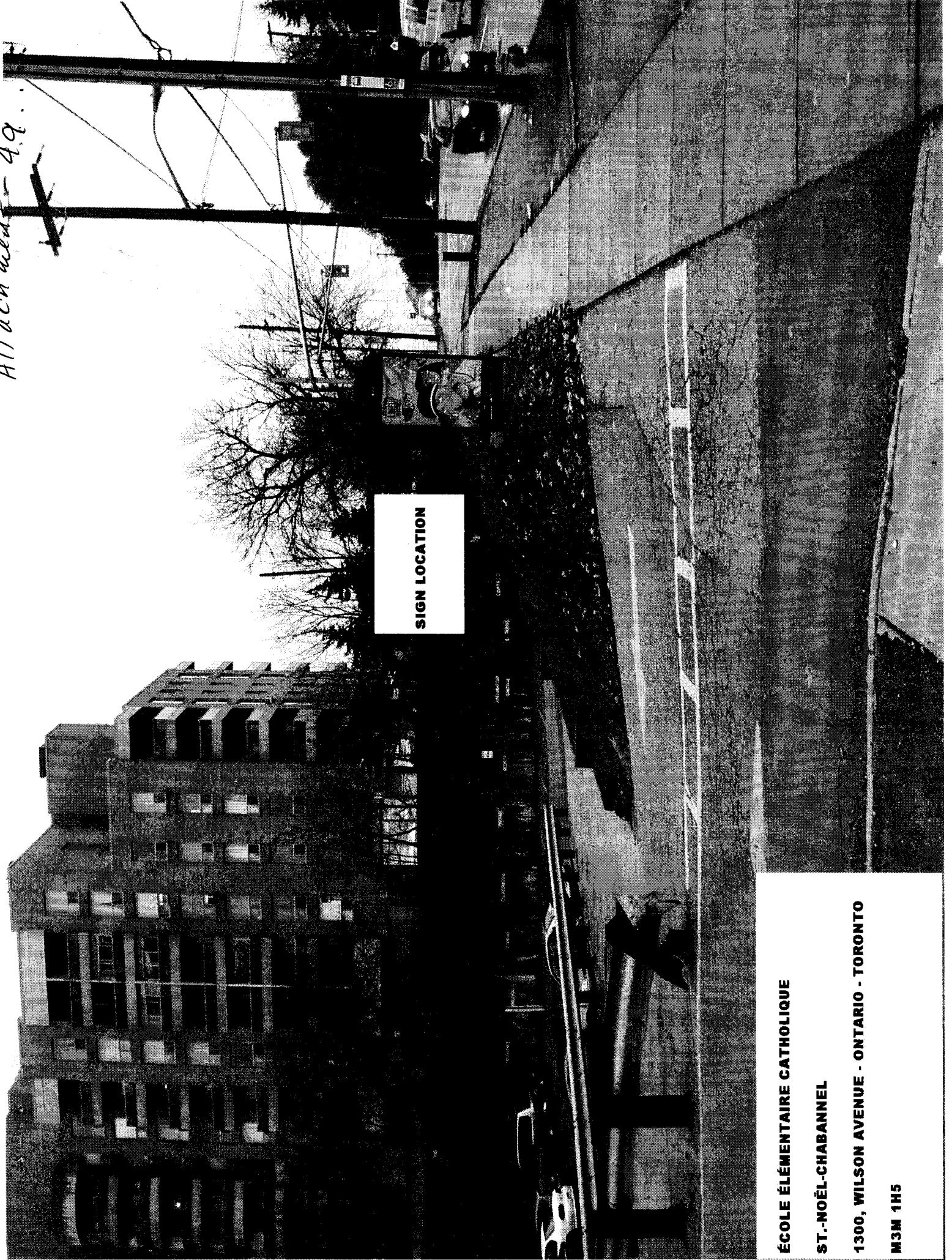
**ÉCOLE ÉLÉMENTAIRE CATHOLIQUE**

**ST.-NOÉL-CHABANNEL**

**1300, WILSON AVENUE - ONTARIO - TORONTO**

**M3M 1H5**

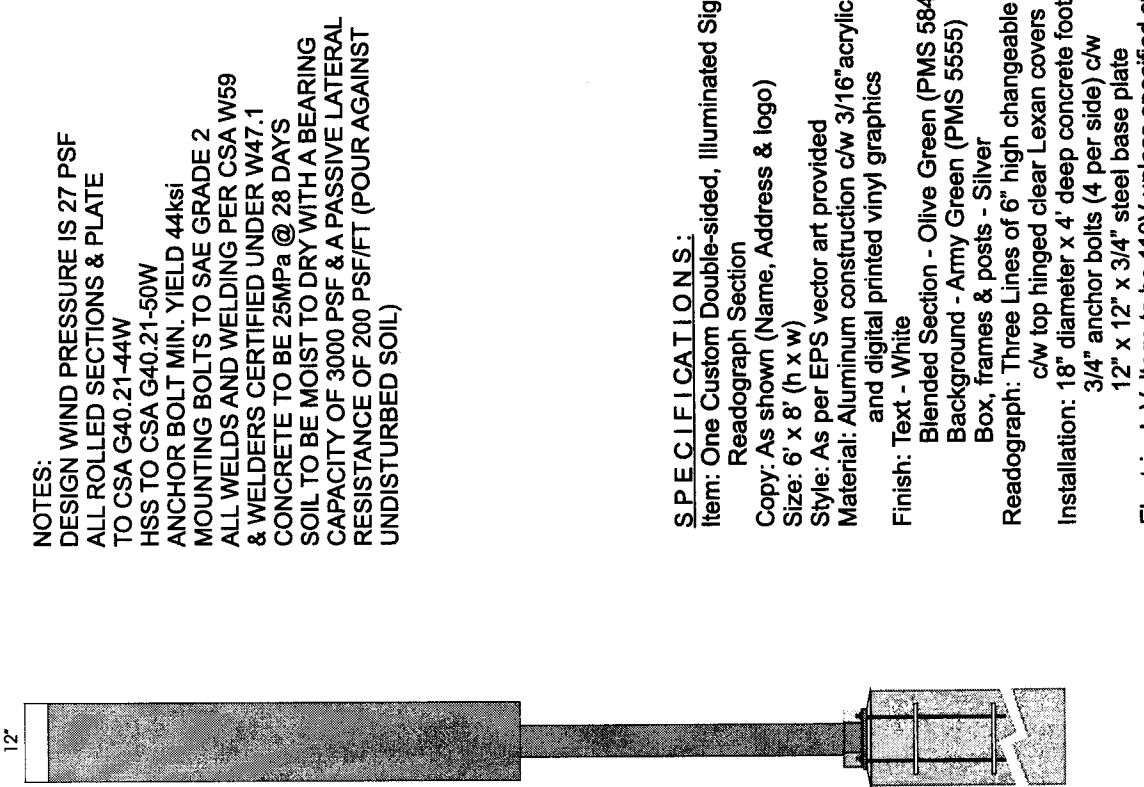
Attachement - 4.9.



**SIGN LOCATION**

**ÉCOLE ÉLÉMENTAIRE CATHOLIQUE  
ST.-NOËL-CHABANEL  
1300, WILSON AVENUE - ONTARIO - TORONTO  
M3M 1H5**

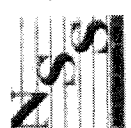




**NOTES:**  
 DESIGN WIND PRESSURE IS 27 PSF  
 ALL ROLLED SECTIONS & PLATE  
 TO CSA G40.21-44W  
 HSS TO CSA G40.21-50W  
 ANCHOR BOLT MIN. YIELD 44ksi  
 MOUNTING BOLTS TO SAE GRADE 2  
 ALL WELDS AND WELDING PER CSA W59  
 & WELDERS CERTIFIED UNDER W47.1  
 CONCRETE TO BE 25MPa @ 28 DAYS  
 SOIL TO BE MOIST TO DRY WITH A BEARING  
 CAPACITY OF 3000 PSF & A PASSIVE LATERAL  
 RESISTANCE OF 200 PSF/FT (POUR AGAINST  
 UNDISTURBED SOIL)

**SPECIFICATIONS:**

Item: One Custom Double-sided, Illuminated Sign c/w  
 Readograph Section  
 Copy: As shown (Name, Address & logo)  
 Size: 6' x 8' (h x w)  
 Style: As per EPS vector art provided  
 Material: Aluminum construction c/w 3/16" acrylic faces  
 and digital printed vinyl graphics  
 Finish: Text - White  
 Blended Section - Olive Green (PMS 5845)  
 Background - Army Green (PMS 5555)  
 Box, frames & posts - Silver  
 Readograph: Three Lines of 6" high changeable letter  
 c/w top hinged clear Lexan covers  
 Installation: 18" diameter x 4' deep concrete footings,  
 3/4" anchor bolts (4 per side) c/w  
 12" x 12" x 3/4" steel base plate  
 Electrical: Voltage to be 110V unless specified otherwise

 <b>NEW STYLE SIGNS LIMITED</b> 141 Bathurst Street, Suite 102 Toronto, Ontario M5V 2R2 Ph: (416) 504-8450 Fx: (416) 504-8451 WWW: <a href="http://newstylesigns.com">newstylesigns.com</a>	CLIENT: <b>Conseil Scolaire D.C.C.</b>	PROJECT: <b>Conseil Scolaire De D.C.C</b>	LOCATION: <b>T.B.A.</b>
	ATTN: Daniel Cayouette Ph: (416)397-6564 Fx:	DESCRIPTION: <b>Pylon Signs</b>	Please sign & return to authorize production X.

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