

**3200 - 3222 Dufferin Street
Sign Variance Request for a Ground Identification Sign**

Date:	January 21, 2009
To:	Chairman and Members, North York Community Council
From:	Director and Deputy Chief Building Official, Toronto Building, North York District
Wards:	Ward 15 – Eglinton - Lawrence
Reference Number:	File No 2009NY003 08 205931 ZSV 00 ZR

SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

The purpose of this report is to review and make recommendations on a request by Robert Manning of Gregory Signs Ltd., on behalf of the property owners, Rhyl Realty Inc., for an approval of variances from the former City of North York Sign By-law No. 30788, as amended, to permit the installation of two illuminated, double faced first party ground signs on the west side of Dufferin Street on the property of a commercial plaza located between Orfus Road and Samor Road.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. North York Community Council approve the request to permit two ground signs located along Dufferin Street, conditional on the removal of all other signs presently erected illegally on the property, 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 an existing multi-tenant commercial plaza located in a Industrial Commercial Zone, MC (37).

Abutting uses are as follows:

West - Commercial/ Industrial use;

East – Commercial use;

South – Commercial/ Industrial use;

North- Commercial/ Industrial use.

The property consists of three large buildings with multiple tenants in each of these buildings. The entire complex faces three streets: Dufferin St on the east, Orfus Road on the north and Samor Road on the south, with entrances from each street. There are four existing ground signs located on the site. One ground sign with a total area of 18.58 m. sq. (200 sq. ft.) is located at the south entrance to the plaza along Samor Road, another ground sign 18.58 m. sq. (200 sq. ft.) in size is located at the north entrance along Orfus Road and two ground signs are located at the entrance to the plaza along Dufferin Street. The applicant is proposing to remove the two existing ground signs along the Dufferin Street entrance and replace them with the two new proposed signs.

The proposed two double face illuminated ground signs will incorporate electronic message displays.

One ground sign identified as sign “A” on Attachment 3 will have an overall height 9.14 m with a sign face of 7.05 m. high by 3.07 m. wide giving a total sign area of 21.65 m. sq. (23.12 ft. X 10.07 ft. = 233.4 sq. ft.) A portion of the overall sign area – 3.56 sq. m. (38.41 sq. ft) will be allocated for the LED electronic message centre. The lower edge of the sign face is 1.28 m (4’ -21/2”) above the ground.

The second ground sign identified as sign “B” on Attachment 4 will have an overall height 7.92 m with a sign face of 6.36 m. high by 1.9 m. wide giving a total sign area of 12.09 m. sq. (20.86 ft. X 6.25 ft. = 130.23 sq. ft.) A portion of the overall sign area – 1.76 m. sq. (18.95 sq. ft) will be allocated for the LED electronic message centre. The lower edge of the sign face is 0.95 m (3’ -13/4”) above the ground.

The Sign By-law No. 30788, as amended, allows ground signs in industrial zones that are erected for identification purposes, provided they do not exceed 7.7 m in height. Two ground signs are permitted on each street frontage of a corner or through lot that has a street frontage greater than of 91.5 m (300.2 ft.). The maximum signage area is based on the actual frontage of the lot with a maximum size for any one sign not to exceed

18.6 sq. m (200.2 sq. ft). The actual frontage of the property along Dufferin Street is 226.28 m (742.4 ft) therefore allowing an aggregate sign area of not more than 34.48 m. sq. (371.2 sq. ft.)

The applicant is proposing to install two ground signs with an aggregate sign area of 28.42 m. sq. (305.91sq. ft).

Section 4.9.4 of the former City of North York sign by-law, as amended, allows maximum sign areas of ground signs to be increased by up to 25% by adding electronic message display centres. The total area proposed for the electronic message display centre is 5.32 m. sq. (57.27 sq. ft.) which is 15.4% of the total permitted aggregate area for the ground signs along Dufferin Street.

The proposed sign “A” exceeds the maximum permitted height by 1.5 m (5 ft.). The proposed sign “B” also exceeds the maximum permitted height by 0.3 m (1 ft.).

The proposed signs will replace two existing signs at this site and will be visible to the traffic traveling along Dufferin Street. The signs will be erected entirely on private property and will not obstruct any traffic lights or driveways. Transportation Services, Right-of Way Management has no objections to the installation of these signs.

The applicant in his letter, dated December 20, 2009 (Attachment 5) states that the larger signs will allow additional tenants to be displayed on the signage.

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

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
Sec. 7.2.2 No ground sign shall exceed 7.7 m (25.0 ft.) in height	To erect two ground signs: one- 9.2 m (30.0 ft) & second 8.0 m (26.0 ft) high.	To allow the installation of two ground signs that are 1.50 m. (5 ft.) and 0.3 m (1ft.) higher than permitted.

There is a number (4 at last visit) of illegal A-frame signs along Orfus Road placed by the tenants of this property.

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 - Detail of Sign "A"
Attachment 4- Detail of Sign "B"
Attachment 5- Applicants Letter

