

**100 York Gate Boulevard  
Sign Variance Request for a Ground Identification Sign**

<b>Date:</b>	January 20, 2009
<b>To:</b>	Chairman and Members, North York Community Council
<b>From:</b>	Director and Deputy Chief Building Official, Toronto Building, North York District
<b>Wards:</b>	Ward 8 – York West
<b>Reference Number:</b>	File No. 2009NY002 08 224985 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 Dominic Rotundo of Pattison Sign Group, on behalf of the property owners McArthur Capital Inc., for an approval of variances from the former City of North York Sign By-law No. 30788, as amended, to permit installation of one illuminated, double faced first party ground sign on the west side of Jane Street north of York Gate Boulevard.

**RECOMMENDATIONS**

---

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

1. North York Community Council approve the request to permit one ground sign located along Jane Street, 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 high-rise apartment building located in an RM6 zone with a nursery school on the premises.

Abutting uses are as follows:

West – Low rise residential;

East – High rise apartments;

South – High rise apartments;

North – Low rise residential.

There are three existing ground signs located on the site. One ground sign is located at the entrance to the building along York Gate Boulevard and two along Jane Street. The applicant is proposing to remove all three existing ground signs and replace them with one new identification ground sign along Jane Street.

The proposed double face illuminated ground sign will identify the address and the name of the building as well as provide vacancy information and advertise the nursery school on the site. The sign will be erected on the east side of this property along Jane Street. The ground sign will have a sign face of 2.51m high by 1.9m wide giving a total area of the sign 4.78 m. sq. (8.25 ft. X 6.25 ft. = 51.56 sq. ft.) The overall height of the ground sign is 3.12 m high (10.25 ft) with the lower edge of the sign face being 0.6 m (2 ft) above the ground. Refer to Attachment 4.

The Sign By-law 30788 allows ground signs in residential zones that are erected for identification purposes, provided they do not exceed 2.4 m. sq. in area.

The proposed sign exceeds the permitted sign area by 100%.

The sign will be erected entirely on private property and will not obstruct any traffic lights or driveways and will be visible to the traffic traveling along Jane Street.. The proposed sign will be erected entirely on private property, Transportation Services, Right-of Way Management has no objections to the installation of this sign.

The applicant in his letter, dated December 29, 2008, states that the larger sign is required so the owners can advertise the fact that there is a nursery on the premises to new tenants. (Attachment 3)

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
<p>Sec. 5.1.8</p> <p>One identification ground sign not exceeding 2.4 m. sq. in sign area.</p>	<p>To erect a ground sign with a sign area 4.78 m. sq.</p>	<p>To allow the installation of a ground sign that is twice the permitted sign area.</p>

## CONTACT

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

## 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: - Applicants Letter  
Attachment 4 – Detail of Sign  
Attachment 5- Photos of Existing Signs

