



**STAFF REPORT  
ACTION REQUIRED**

**Sign Variance – 406 Oakwood Ave**

<b>Date:</b>	March 25, 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>Ward:</b>	Ward 15 – Eglinton - Lawrence
<b>Reference Number:</b>	2009NY007 08 200611 ZSV 00 ZR

**SUMMARY**

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

This report reviews and makes recommendations on a request by Lorne Persiko on behalf of Toronto Parking Authority for approval of variances from By-law No. 1-83 and By-law 3369-79, of the former Municipality of York to replace, for third party advertising purposes, an existing four-sided illuminated pedestal sign located at the northwest corner of the property with a newly designed two-sided illuminated ground sign at 406 Oakwood Avenue.

Staff recommends approval of the application. The variance is minor and within the general intent and purpose of the Municipal Code.

**RECOMMENDATIONS**

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**The Toronto Building Division recommends that:**

1. North York Community Council approve the request for variances to replace, for third party advertising purposes, an existing four-sided illuminated pedestal sign located at the southwest corner of the property with a newly designed two-sided illuminated ground sign at 406 Oakwood Avenue.

2. North York Community Council direct the City Clerk's Office to advise the applicant, upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

### **Financial Impact**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

The city owned property is located north of St Clair Ave. West, on the west side of Oakwood Avenue in a “R2” zone. The Toronto Parking Authority is operating a “Green P” public Parking lot on this property. An existing four-sided illuminated pedestal sign, for third party advertising purposes, is located on the northwest corner of the property. The design of the existing sign is dated and bulky. As a part of their citywide drive to upgrade and beautify the parking lots, the Toronto Parking Authority intends to replace the existing pedestal signs throughout the City with newly designed two-sided illuminated ground signs and have worked very closely with planning and building staff in developing new landscape plans and plans to replace the existing signs on most of the city owned parking lots in the city. The Toronto Parking Authority’s intention is to update the overall aesthetics of the parking lots, replace the existing signs by reducing the overall square footage of the advertising space and make landscape improvements to the parking lots. With this application, the applicant is seeking permission to replace, an existing four-side illuminated pedestal sign located at the northwest corner of the property with a newly designed two-sided illuminated ground sign for third party advertising purposes at 406 Oakwood Avenue.

The sign does not comply with By-law #3369-79 of the former Municipality of York in the following way:

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
By-law 3369-79. Section 17, Residential Districts. Off premise signs are not permitted in any residential zone.	To replace a third party ground sign in a “R2” zone.	A third party ground sign located in a “R2” zone.

### **COMMENTS**

The variance is required because the proposed two sided illuminated ground sign, for third party advertising purposes, does not meet the sign by-law requirements for signs erected in residential zones. In this case, the proposal is to replace an existing third party sign with newly designed two-sided illuminated third party ground sign along Oakwood Avenue. This proposal is a replacement of the existing sign and no additional signage is proposed at this location. In fact the overall advertising area on the sign would be reduced.

In light of this being a replacement sign and not an additional sign, the maximum cap of 177 third party advertising sign locations is not being affected.

Staff recommends approval of the application. The variance is minor and within the general intent and purpose of the Municipal Code.

## **CONTACT**

Galina Veltman, Manager Plan Review Tel. No. 416-395-7018; Fax No416-395-7589  
E-mail: veltman@toronto.ca

## **SIGNATURE**

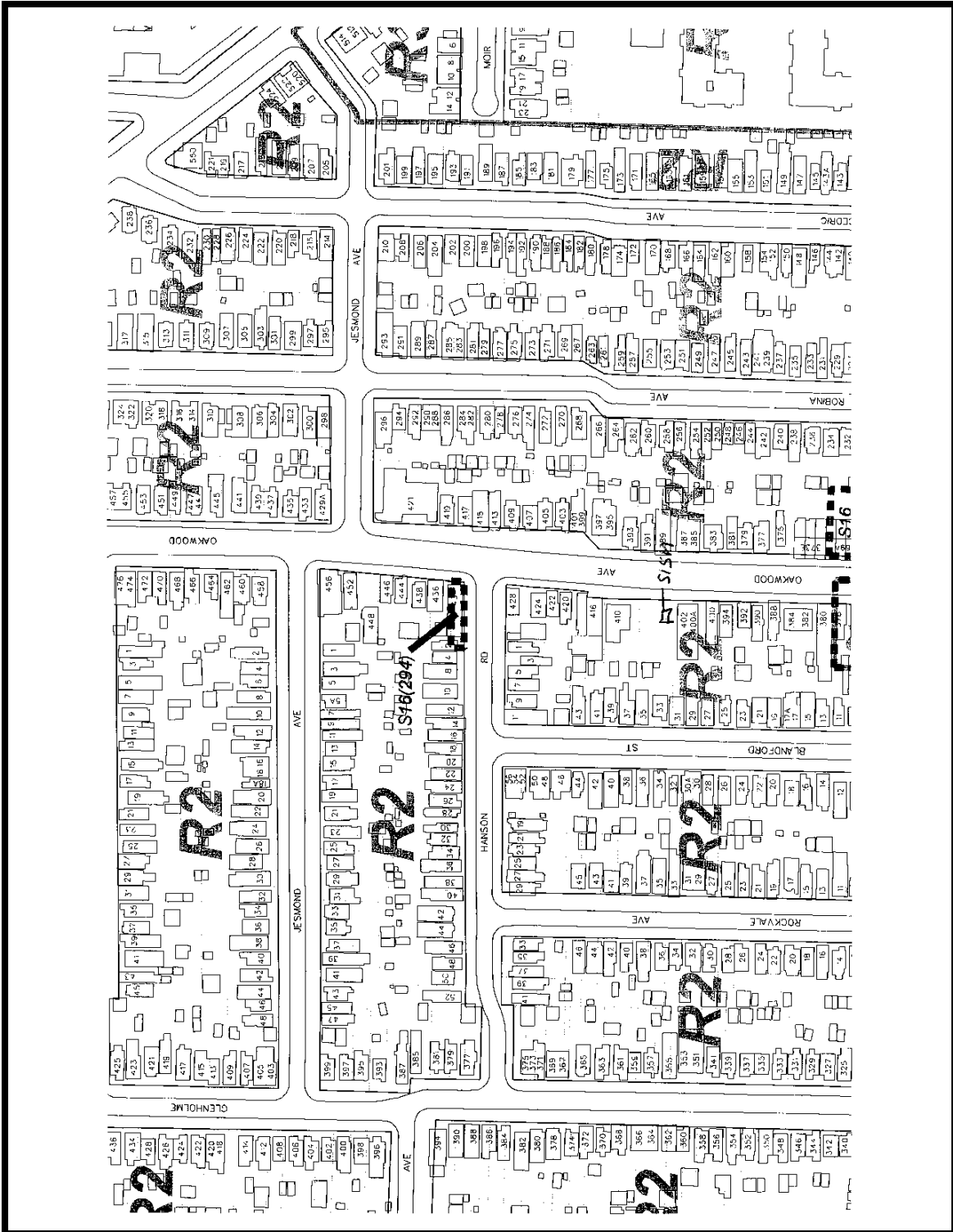
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Edward Tipping, Deputy Chief Building Official and Director, Toronto Building  
North York District

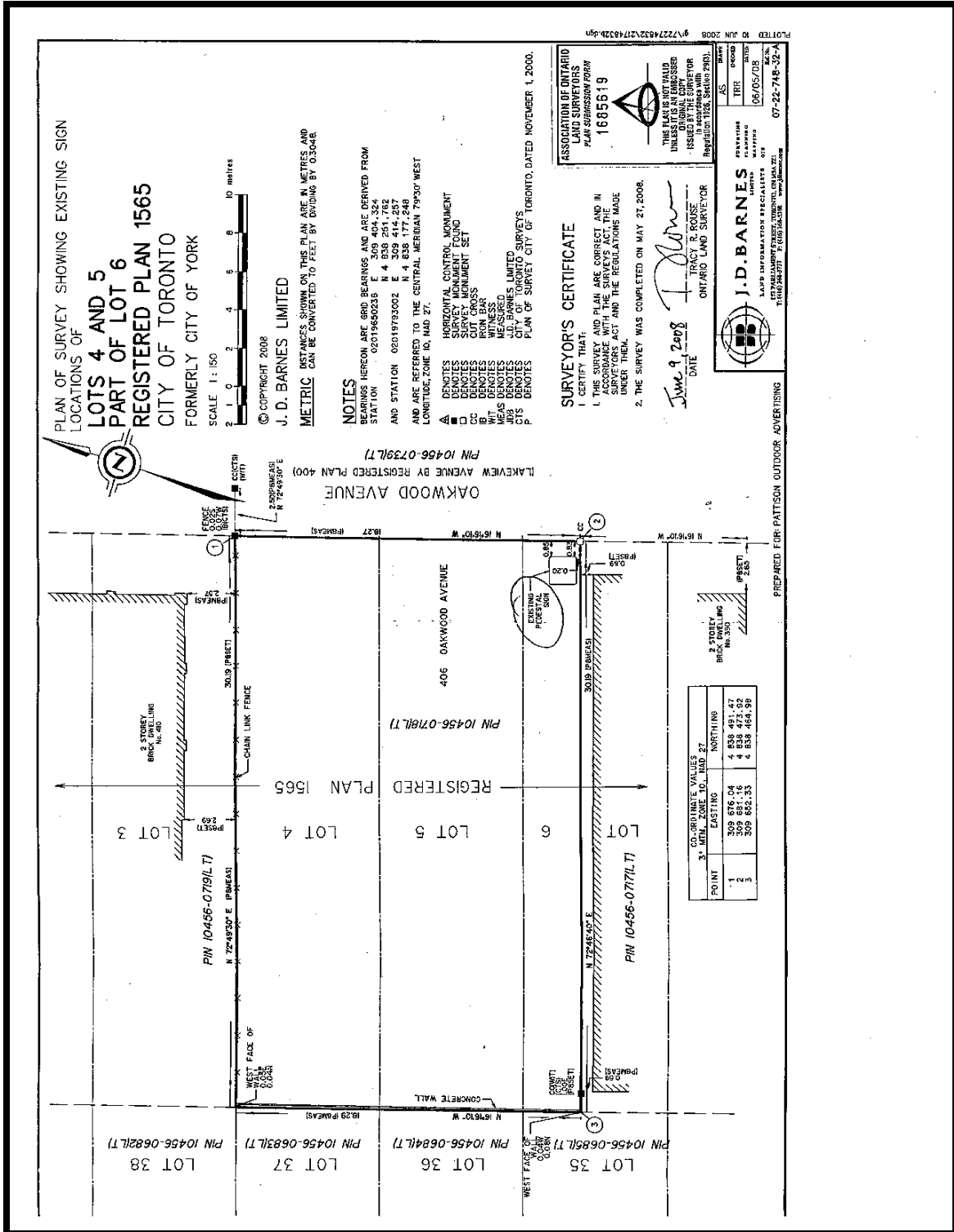
## **ATTACHMENTS**

Attachment 1: Zoning Map  
Attachment 2: Site Plan  
Attachment 3: Elevations and Sign Details  
Attachment 4: Aerial Map

# Attachment 1: Zoning Map



# Attachment 2: Site Plan



# Attachment 3: Elevations and Sign Details

**Job No.**

Version: F  
 Date: 28-Nov-07  
 Order #: 07-1123  
 Order #: 11-11-07  
 Sales: D. L. VAN  
 Designer: A. LOANNOU

Rev. #: \_\_\_\_\_  
 Date: \_\_\_\_\_

Vector Artwork  
 High-Resolution Image Required  
 Final Colors Required

**Conceptual artwork only**

Illumination Requirements  
 LED  
 Other

**Notes:**  
 All drawings must be approved by Customer Approval  
 Date: \_\_\_\_\_

**PATTISON**  
 Pattison Outdoor  
 2285 Wyecott Rd.  
 Chicago, IL 60640  
 U.S.A.

1'-9"

**SIDE 1**

1'-9"

**SIDE 2**

3' x 3' x 1/4" Structure Aluminum SO Support

12'-9"

3'-11 1/4"

8'-0"

1'-9"

1'-9"

Acrylated Face

Retains internally GE Ultra Max White LED Illumination  
 Aluminum Sign Back With Clear 1" Thin Cap  
 Acrylated Face and Vinyl Graphics  
 Retains powder coated silver In a Hammerstone Finish

**Supply & Deliver**

- Twenty Five (25) 0/1" "Porcing Authority Sign" (two S/F back to back - 50 faces total)
- Hammerstone finish
- Retains painted powder coated silver in a hammerstone finish
- Clear 1" firm caps
- Acrylated faces
- Graphics face applied
- 3M Holly Green 3530-75
- 3M Holly Green 3530-136
- GE Ultra Max White LED illumination

**Supply & Deliver**

- Twenty Five (25) 3' x 3' x 1/4" Aluminum SO Supports
- Powder coated silver Hammerstone finish

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**Engineering Drawing**  
 Not To Scale

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# Attachment 4: Aerial Map

