



**STAFF REPORT
ACTION REQUIRED**

**1394 Wilson Avenue
Sign Variance Request for a Ground Identification Sign**

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|--------------------------|---|
| Date: | March 10, 2009 |
| To: | Chairman and Members, North York Community Council |
| From: | Director and Deputy Chief Building Official, Toronto Building, North York District |
| Wards: | Ward 9 – York Centre |
| Reference Number: | 2009NY005 09-106190 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 Danny Triodi of Toronto Smile Centre tenants at this property, for an approval of variances from the former City of North York Sign By-law No. 30788, as amended, to permit installation of one non illuminated, four- sided, first party ground identification sign on the north side of Wilson Avenue.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. North York Community Council refuse the request to permit one four- sided ground sign located along Wilson Avenue for the reasons outlined in this report.

Financial Impact

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

COMMENTS

The subject property is an existing one storey single family dwelling located on east-north corner of Wilson Avenue and William Cragg Drive. The property is zoned as an multiple family dwelling zone, RM2 (6). The site specific by-law permits the use of the building for a doctor's office. The "Toronto Smile Centre", is a Dental Hygiene Professional office with two dentists and is occupying the building at 1394 Wilson Ave.

An application for a sign permit was made to the city to allow the erection of a identification ground sign in August of 2008, the review of the proposed sign identified that the proposed sign is larger in the total sign area permitted by the sign by-law. The applicant and the owner were advised that they may wish to apply for a sign variance to seek an approval from the North York Community Council. An application for a sign variance was submitted to Toronto Building on January 9, 2009.

There is an existing ground sign with 4 sign faces, located on the site. The applicant had advised city staff that the existing identification sign was replaced with the new ground sign so as to allow for better identification of the property. The existing sign was too small and was not visible due to the adjacent landscaping.

During a recent site visit, staff verified that the erected ground sign is a four- sided ground sign erected on the front yard. The ground sign has the following sign areas: east and west faces each are 1.49m high by 1.82m wide plus a 0.4m half circle giving a total area for each face of the sign 2.94 m.sq. (4.91 ft. X 6.0 ft + 16" half circle = 31.64 sq. ft.), south face area is 1.11 m. sq. (12 sq. ft.) and the north face area is approximately 2.9 m. sq. (31.25 sq. ft.).

The sign area of a sign is the largest area visible from any direction and in case where there is more than one section or module, all areas visible from any direction are totalled. The total aggregate sign area for this sign is 7.0 m. sq. (75.34 sq. ft.) The overall height of the ground sign is 2.66 m high (8.75 ft) with the lower edge of the sign face being 1.0 m (3.4 ft) above the ground.

Drawings submitted by applicant for review by Toronto Building staff do not correspond with the actual size of the erected sign.

The applicants' proposal is to allow to maintain the four sided non-illuminated ground sign that will identify the address and the name of the business. The sign is erected on the front yard of the property on Wilson Avenue and is visible to traffic travelling along Wilson Avenue as well as vehicular traffic making right or left turns from William Cragg Drive.

The properties surrounding the site are low rise residential buildings and do not block the sign in any way. The proposed sign to big and should not be allowed. The applicant may wish to revise their proposal for a smaller sign and to remove the sign that is now erected.

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. 5.1.1 One identification sign not exceeding 0.4 m. sq. in sign area in residential zone indicating the name of the lawful business or profession located therein. | To erect a ground sign with a total aggregate sign area 7.5 m. sq. | To allow the installation of a ground sign with a sign area that is almost 20 times larger than the permitted sign area. |

CONTACT

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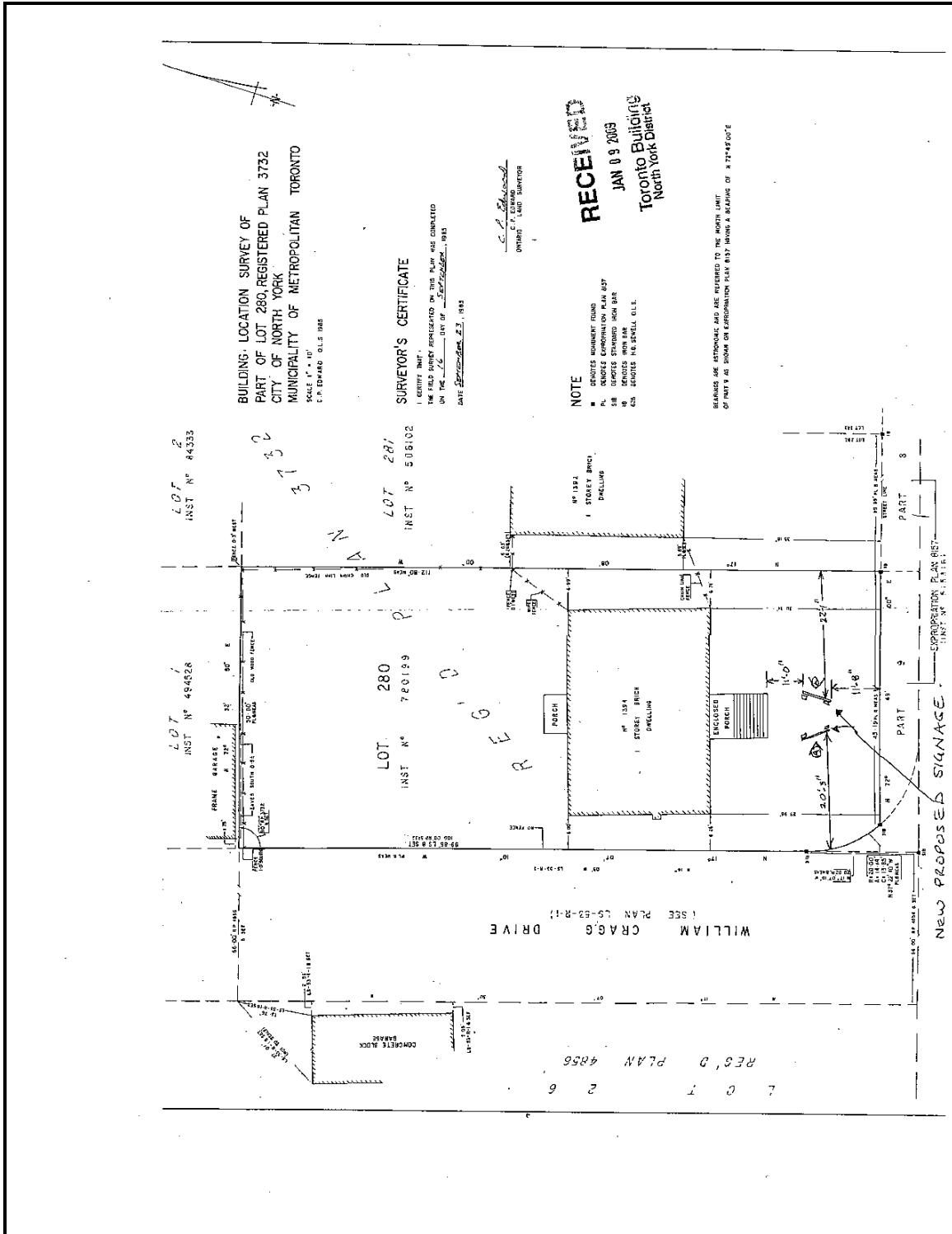
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Ted Tipping P. Eng
Director of Toronto Building and
Deputy Chief Building Official
North York District

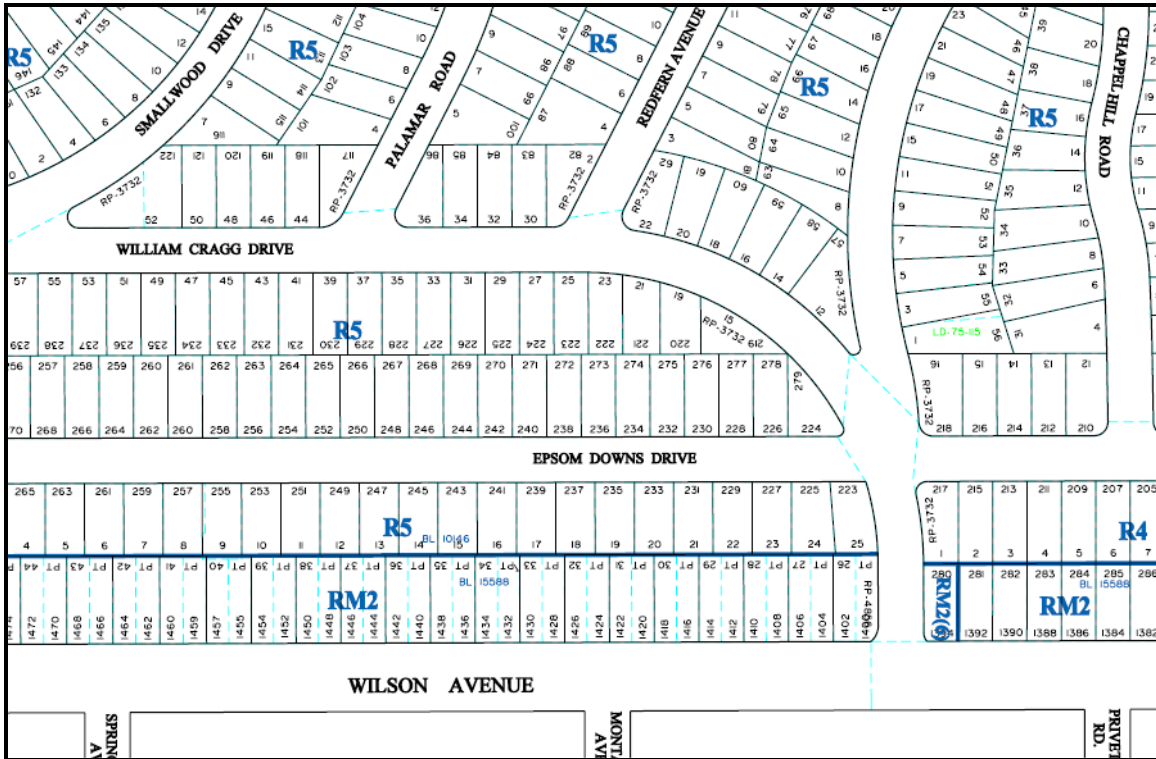
ATTACHMENTS

Attachment 1: - Site Plan
Attachment 2: - Zoning Map
Attachment 3: - Existing Sign- South
Attachment 4: - Existing Sign - East
Attachment 5: - Existing Sign - West
Attachment 6: - Existing Sign - North
Attachment 7 – Detail of Sign
Attachment 8 – Applicants Letter

Attachment 1 – Site Plan



Attachment 2- Zoning Map



1394 Wilson Ave.

Attachment 3 – Existing Sign, South Direction



Attachment 4 – Existing sign, East Direction



Attachment 5 – Existing Sign, West Direction



Attachment 6 – Existing Sign, North Direction



Attachment 7 – Detail of Sign



Attachment 8 – Applicants Letter

March 6, 2008

To: The City of Toronto and City Council Committee

My name is Danny Tripodi, Registered Dental Hygienist, and on June 24, 2008, I took possession of 1394 Wilson Ave. The property had been used as a dental office by Dr. Stanley Ross I believe since 1980. Dr. Ross has retired and I have assumed the responsibility of establishing a Dental Office in the same location.

I am currently a resident in the area and have also worked in the area since 1993 in the dental profession. When I took possession of the property my first project and most important was to have a larger sign created to replace the small existing sign that Dr. Ross had. This sign will help identify the office which had not been achieved with the previous sign that Dr. Ross had. Many people who work and live in the area were unaware that Dr. Ross' dental office existed had I not mentioned it to them. Having a sign would also prevent renting a mobile sign which continually requires obtaining a permit.

The Toronto Smile Centre currently has two dentists, Dr. Gurjeet Rai and Dr. Jessica Minardi, two dental receptionists, a dental assistant and myself, an independent Dental Hygienist. Our goal is to provide excellent dental care to the community. The Toronto Smile Centre has also provided and will continue to provide affordable dental care.

I would much appreciate the approval of the sign to establish and identify the Toronto Smile Centre.

Sincerely,

Danny Tripodi, Registered Dental Hygienist
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Toronto, ON M3M 1H8
416-636-6730