

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

Date:	May 7, 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:	File No. 2009NY013 09-101456 ZSV 00 ZR

SUMMARY

The North York Community Council at its meeting on March 26, 2009, deferred consideration of the report from the Director and Deputy Chief Building Official, Toronto Building, North York District dated March 10/09, Item NY 24.11, to its meeting of May 14, 2009, to allow City Staff to meet with the applicant to determine if a compromise position can be agreed to by all parties.

The purpose of this report is to review and make recommendations on a revised request, as a result of discussions with the applicant Danny Triodi, of Toronto Smile Centre, for approval of a variance from the former City of North York Sign By-law No. 30788, as amended, to permit the installation of one single sided non-illuminated, business identification ground sign on the north side of Wilson Avenue.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. The report (March 10, 2009) from the Director of Building and Deputy Chief Building Officials, be received,
2. North York Community Council approve the request to permit a single sided business identification ground sign for the reasons outlined in this report; and

3. The applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permits 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 one storey single family dwelling located at the northeast corner of Wilson Avenue and William Cragg Drive. The property is zoned Multiple Family Dwelling, RM2 (6), and a doctor's office is a permitted use.

In August 2008, a Sign Permit application was submitted for the erection of a business identification ground sign at 1394 Wilson Avenue. A review of the proposal identified an existing sign with four sign faces and a cumulative area of 7.5 m², where the North York Sign By-law 30788, as amended, permits in a residential zone, one business identification sign indicating the name of the lawful business or profession therein and not exceeding 0.4 square meters in sign area.

Subsequently, on January 9, 2009 an application for Sign Variance was submitted to allow a business identification ground sign with an area of 7.5 m². An inspection revealed the sign at 1394 Wilson Avenue had been erected.

A Sign Variance Report dated March 10, 2009, from the Director and Deputy Chief Building Official, Toronto Building, North York District, which recommended refusal of the sign variance for the four sided sign, was before the North York Community Council at its meeting on March 26, 2009. Consideration of that report was deferred to the May 14, 2009 meeting of the North York Community Council to allow city staff to work out a compromise position with the client.

The applicant has worked with staff over the past month and as a result of those discussions now proposes to erect one single sided ground sign with dimensions of 1.49m high by 1.82m wide plus a 0.4m half circle. The resulting proposed sign face area is now 2.94 m², where in the earlier proposal the proposed sign face area was 7.5 m².

The height of the ground sign is 2.66 meters with the lower edge of the sign face being 1.0 meters above the ground and is in compliance with the requirements of the North York Sign By-law 30788, as amended.

The proposed sign does not comply with the City of North York Sign By-law 30788, as amended, in the following way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
<p>Sec. 5.1.1</p> <p>One business identification sign not exceeding 0.4 m² in sign area in residential zone indicating the name of the lawful business or profession located therein.</p>	<p>To erect one single sided ground sign for business identification with a total sign area 2.94 m² where the by-law allows one business identification sign not exceeding 0.4 m².</p>	<p>To allow one single sided ground sign identification with a sign area of 2.94 m² for business.</p>

CONTACT

Diane Damiano, Manager, Plan Review Tel: 416-395-7561; Fax: 416-395-7589;
E-mail: damiano@toronto.ca

SIGNATURE

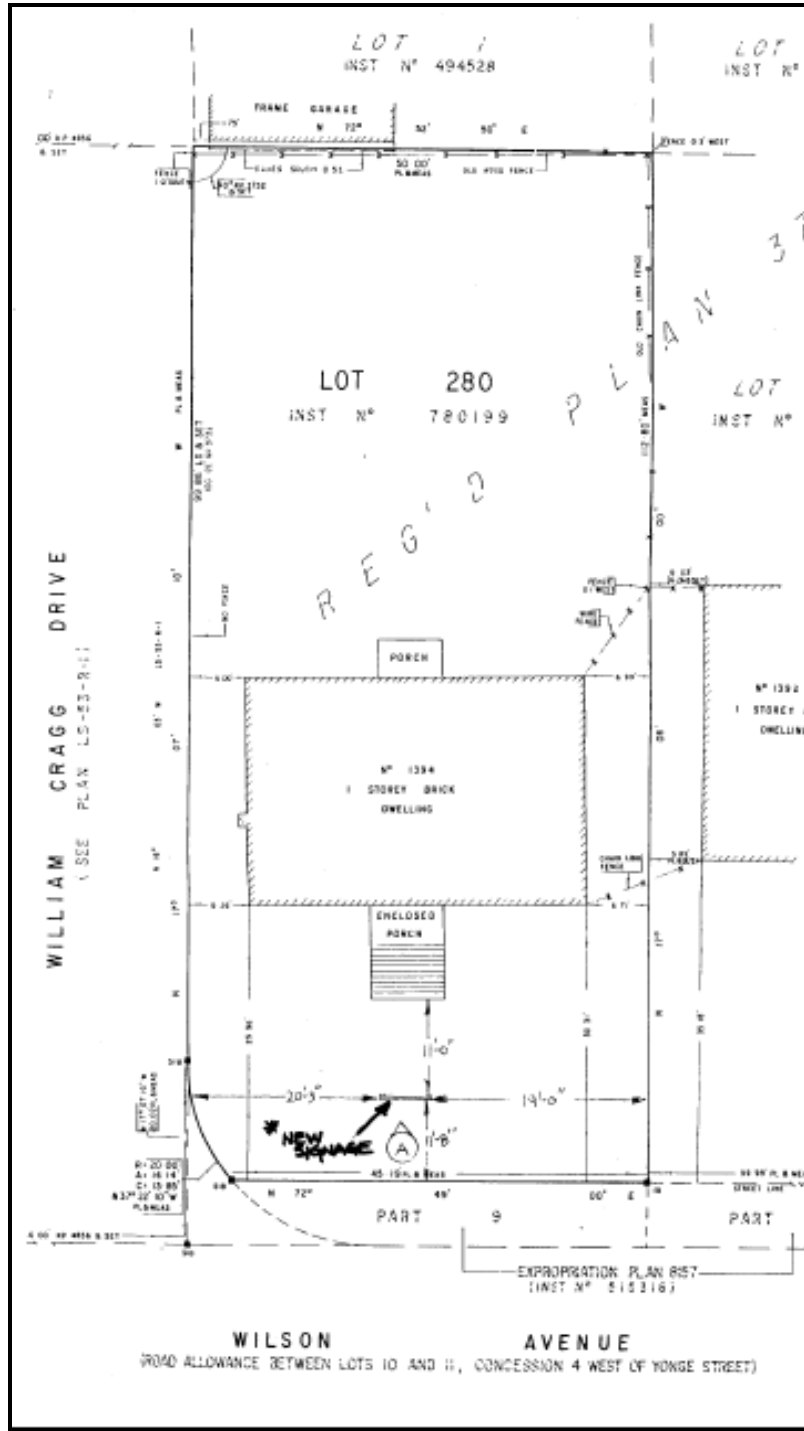
Edward Tipping
Director of Toronto Building and
Deputy Chief Building Official, North York District

ATTACHMENTS

Attachment 1: Site Plan
Attachment 2: Zoning Map
Attachment 3: Sign Detail - South face

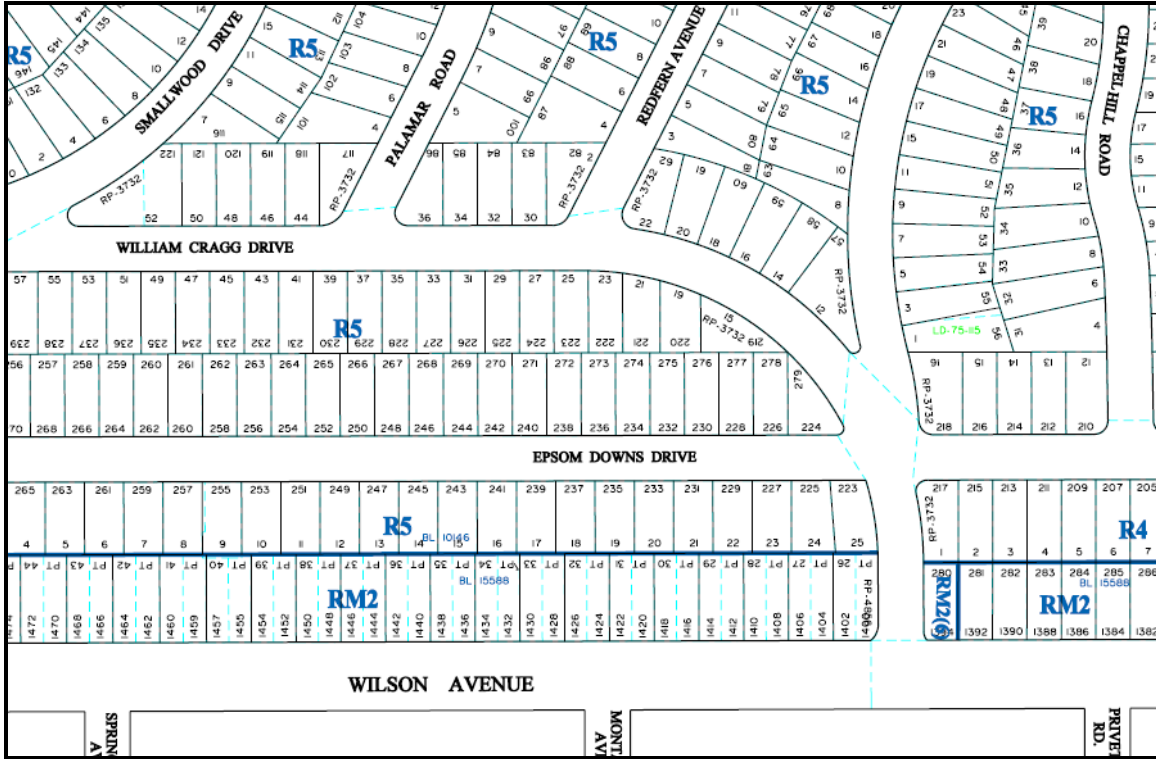
Attachment #1

Site Plan - 1394 Wilson Avenue



Attachment #2

Zoning Map



1394 Wilson Ave.

Attachment #3

Sign Detail – South facing

