



STAFF REPORT ACTION REQUIRED

Sign Variance 2409 Dufferin Street

Date:	May 27, 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. 2009NY015 Folder No. 09-131574 ZPR 00 ZR

SUMMARY

This staff report is about a matter that the Community Council has delegated authority to make a final decision provided that it is not amended to that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Dan Bovair of Jones Neon Displays Limited, on behalf of Duffmits Holdings Inc., to permit two additional illuminated wall signs on the west wall of the building, and to permit the signs to extend beyond the roof of the one storey building, for the purpose of business identification at 2409 Dufferin Street.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. North York Community Council approve the request for sign variance at 2409 Dufferin Street.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The subject property is located in a Main Street Commercial/Residential Zone (MCR).

Surrounding properties are zoned as follows:

South - MCR zone (Main Street Commercial/Residential zone)

North - LCR (Local Commercial/Residential zone)

East - R2 (Residential zone).

In 2008, the site was developed with a one storey building containing only one occupant, which is a Rexall Drug Store. There are no other uses on the site. The building is located on a parcel of land with three street frontages

The proposed sign will not comply with the City of York Sign By-law No. 3369-79, as amended, in the following ways:

Sign By-law Section Requirements	Applicant's Proposal	Required Variance
Section 15.2.1(a) (ii) <u>WALL SIGNS – First Storey</u> (ii) Any occupant or corner business space in the first storey of a building situate on a corner lot, may erect one wall sign for each street frontage onto which the said business space faces.	To install two identification wall signs on the west wall of the building, each with an area of 5.3 square meters, in addition to the three existing permitted wall identification signs.	To install two identification wall signs, each with an area of 5.3 square meters, on the west wall of the building, for a total of five wall identification signs, where the Sign By-law permits three wall signs in total for each street frontage onto which the said business space faces.
Section 14.4 No sign or sign structure attached to the wall of a building shall extend beyond the roof or parapet of the building...	To install two identification wall signs facing north and south, located on the west wall of the building to extend beyond the roof or parapet of the first floor of the building.	To install two identification wall signs facing north and south, located on the west wall of the building to extend beyond the roof or parapet of the building where the by-law states that no sign or sign structure attached to the wall of a building shall extend beyond the roof or parapet of the building to which it is attached.

COMMENTS

The Rexall Drug Store is a freestanding store which was built to their corporate specifications and which includes the feature wall above the first storey, close to the store entrance, to accommodate the Rexall logo signs. There will be signs installed on the centre of each of the three building faces, for which permits have already been issued in compliance with the provisions of the sign bylaw. The two additional signs will be higher in elevation to afford more visibility.

Section 15.2.7 of the sign by-law requires that a commercial development built and designed as one development, having one building shall have uniformity in size, design and type of wall signs.

If the North York Community Council approves this variance request, the applicant should be advised to comply with Section 15.2.7 of the sign by-law.

CONTACT

Diane Damiano, Manager, Plan Review.

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SIGNATURE

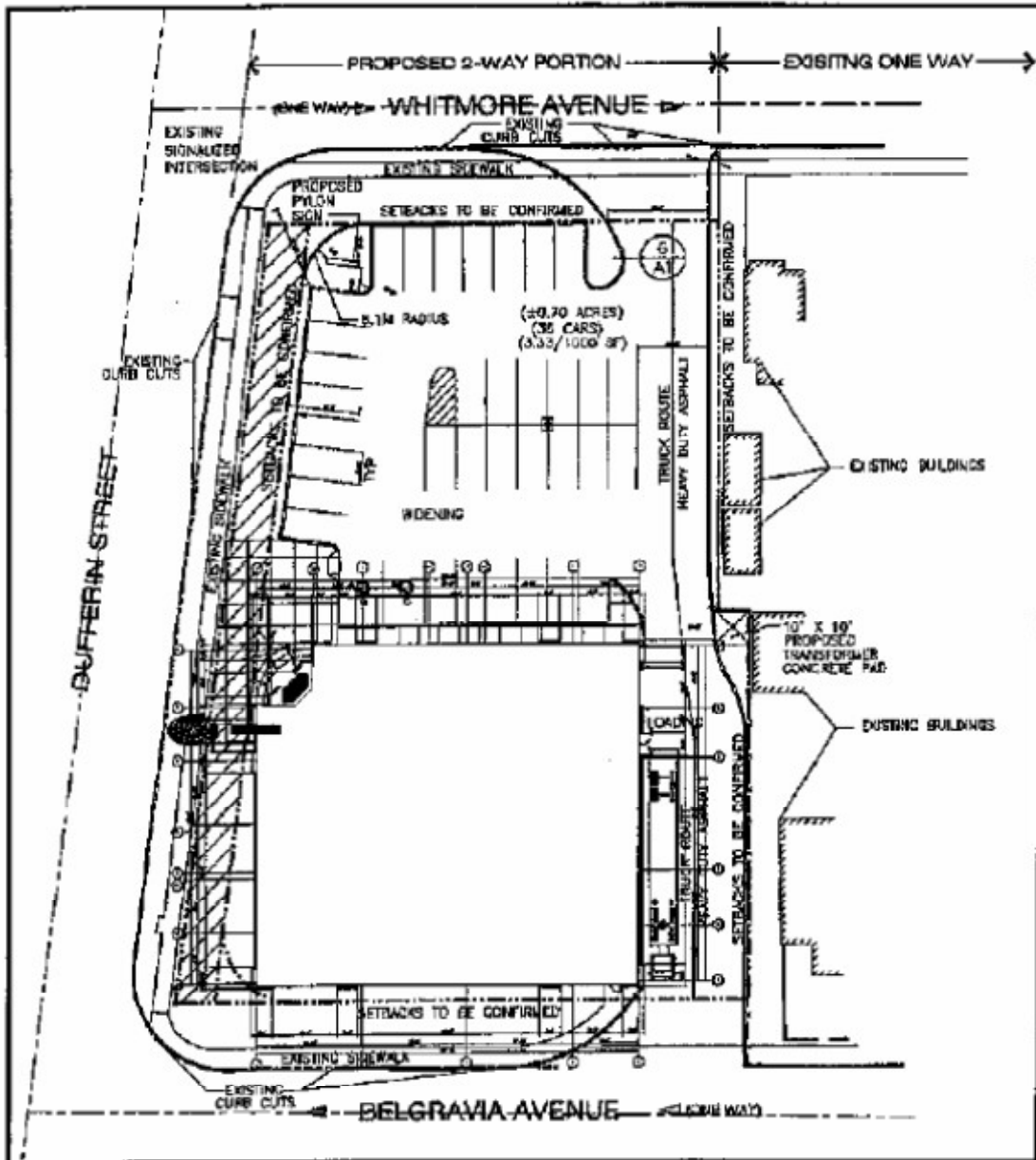
Edward Tipping, Deputy Chief Building Official and Director, Toronto Building,
North York District

ATTACHMENTS

1. Site Plan
2. Zoning Map
3. Building Elevations
4. Applicant's letter

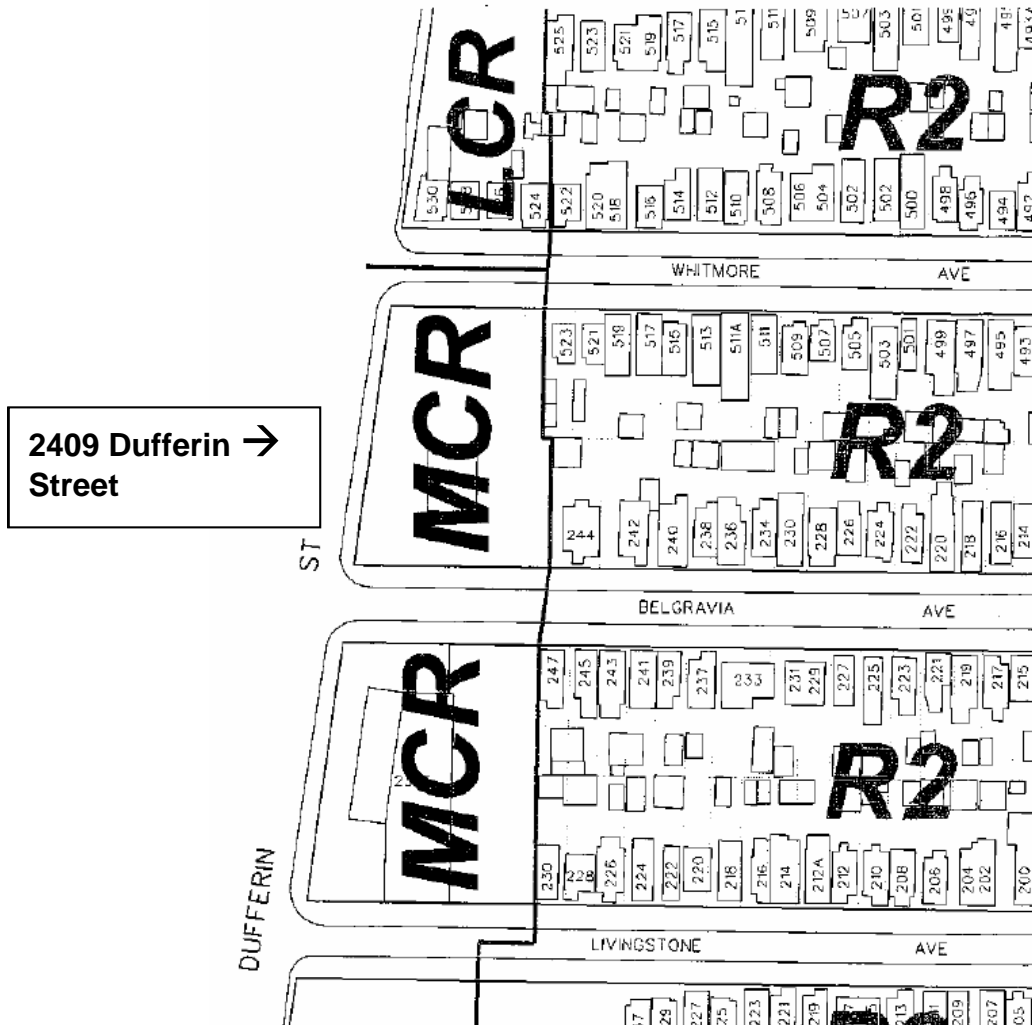
Attachment #1

Site Plan 2409 Dufferin Street



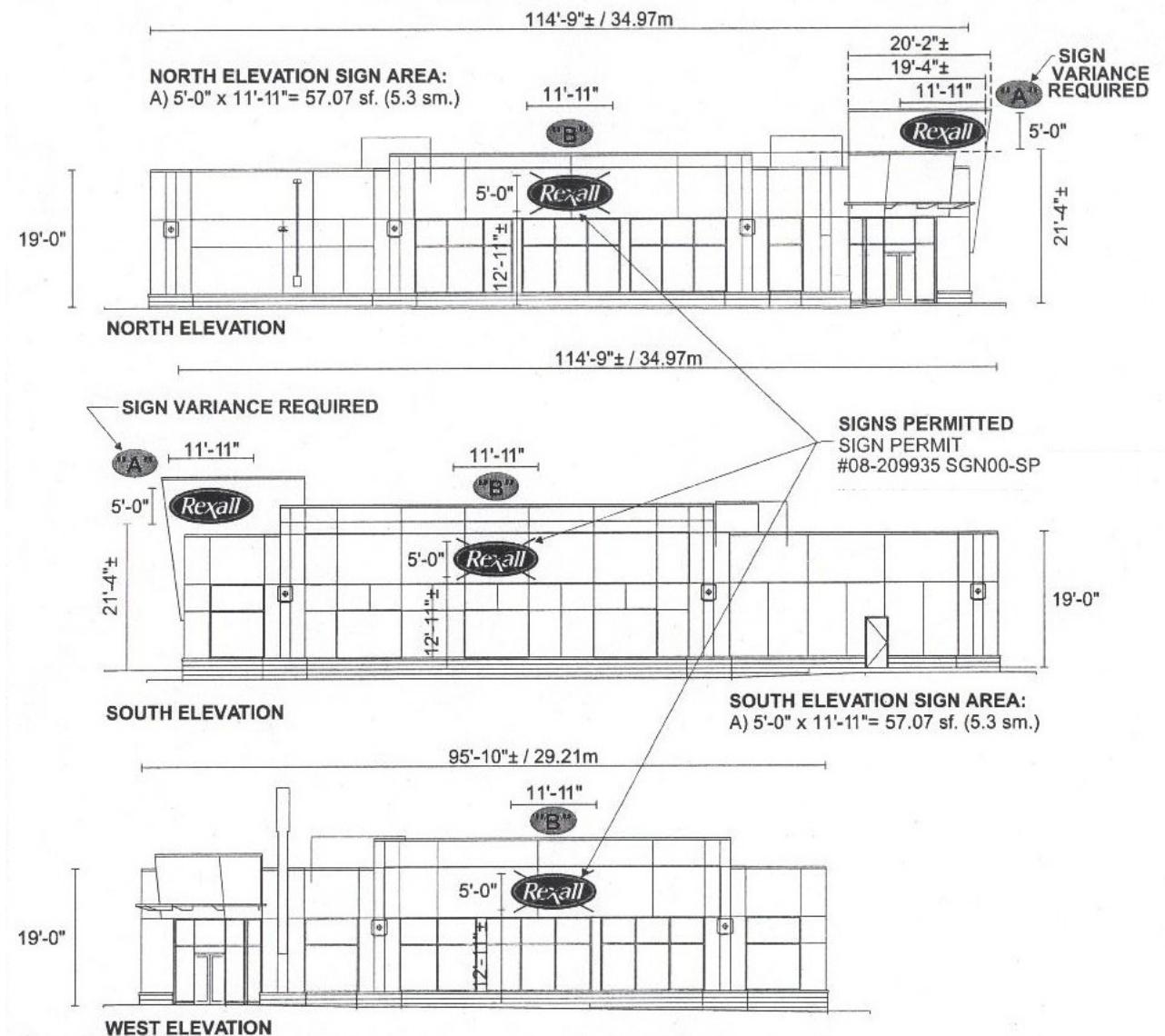
Attachment #2

Zoning Map 2409 Dufferin Street



Attachment #3

Elevations 2409 Dufferin Street



Attachment #4

Applicant's letter



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BURLINGTON ONTARIO, L7M 1K9
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e-mail: info@jonesneonsigns.com
web site: www.jonesneonsigns.com

Established 1941

April 22, 2009

The City of Toronto – North York District
North York Civic Centre
5100 Yonge Street
Toronto, ON

Attention: Building Division

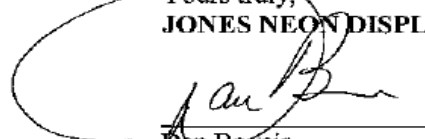
Re: 2409 Dufferin Street – Rexall signs

Please consider the attached sign variance application for approval to allow a second sign on the north and south elevations (feature signs). Sign Regulations allow only one sign per elevation.

This is a freestanding store which has been built to Rexall's standard corporate specifications, and includes a specially built feature wall close to the store entrance for the Rexall logo signs so that they are clearly visible from both directions of traffic along the main street frontage. The fascia signs which have sign permits, are being installed at the centre of each elevation, and are not close to the store entrance and do not afford the same visibility.

This exterior store signage package is being used by Rexall across Canada for all new stores, and we hope you will make a favorable decision for this location.

Please do not hesitate to contact me should you have any questions.

Yours truly,
JONES NEON DISPLAYS LIMITED

Dan Bovair