



STAFF REPORT ACTION REQUIRED

Sign Variance 89 Finch Avenue West

Date:	June 1, 2009
To:	Chairman and Members, North York Community Council
From:	Director and Deputy Chief Building Official, Toronto Building, North York District
Wards:	Ward 23 - Willowdale
Reference Number:	File No.: 2009NY016 Folder No.: 09 124425 ZSV 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 Wagdi Tadros of Pyramids Engineering Inc. for approval of a variance from the former North York Sign By-law 307898, as amended to permit the erection of a business identification illuminated ground sign on public property at 89 Finch Avenue West.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. North York Community Council refuse the request for sign variance at 89 Finch Avenue West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The subject property is located in a Commercial - C1 (118) zone. The property is occupied by a three storey commercial/office/residential building for which a permit was issued in 2005.

The surrounding lands are zoned as follows:

North – R4 with a Place of Worship located on the property,
South – R4 lands with existing single family dwellings on each lot,
East - R4 lands presently being considered for rezoning; and
West - RM1 (73) with multiple attached dwellings.

As part of the re-development of the subject lands in 2005, an application for re-zoning was approved in September 2004 which provided for conveyance to the City of Toronto a 2.76 meter strip of land immediately adjacent Finch Avenue West in support of the City's official plan which requires a 36 meter right of way on Finch Avenue West at this location. The zoning by-law amendment made provision for the conveyance by allowing the parcel to be treated as one notwithstanding any severance or division of the lands.

As a result of the land conveyance however, the building is situated on the Finch Avenue property line, in compliance with the front yard setback provisions of the zoning by-law. The proposed signage however, will be located on the 2.76 meter strip immediately adjacent to the building which is now owned by the City of Toronto.

A copy of this report was forwarded to Toronto Transportation Services, Traffic, Planning & Right of Way, North York District for their comments. Preliminary comments from Transportation Services would indicate that should the North York Community Council approve the location, installation of the sign will be subject to the owner entering into a major encroachment Agreement with the City of Toronto.

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

Sign By-law Section Requirements	Applicant's Proposal	Required Variance
<p>S. 3.7 Signs on or over public property.</p> <p>3.7.1. Except for signs permitted by Sections 2.8.2. (official signs), 2.8.3. (public safety signs), 4.1. (directional signs) 4.2. (real estate signs), 4.3. (Community association /centre signs), 4.4.2. (election signs); and 4.5. (signs for charitable organizations) of this by-law, no signs shall be erected, displayed, placed or permitted to stand on or overhang public property.</p>	<p>To erect a first party ground sign measuring 1.83 meters by 2.74 meters, with a sign face area of 4.6 square meters, for the purpose of first party advertising, on lands owned by the City of Toronto.</p> <p>(This sign would comply with area and height requirements if on private property)</p>	<p>To allow a first party ground sign, measuring 1.83 meters by 2.74 meters with an area of 4.6 square meters, to be erected on public property, where business identification signs are not permitted on public property.</p>

If the North York Community Council approves this variance request, the applicant should be advised to obtain approvals from Toronto Transportation Services.

CONTACT

Diane Damiano, Manager, Plan Review.
Tel. (416) 395-7561, Fax. (416)395-7589, e-mail damiano@toronto.ca

SIGNATURE

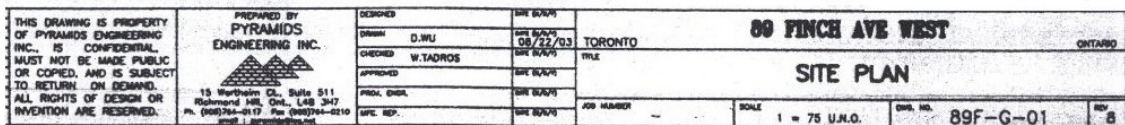
Edward Tipping, Deputy Chief Building Official and Director, Toronto Building,
North York District

ATTACHMENTS

1. SITE PLAN
2. ZONING MAP
3. ELEVATION
4. APPLICANT'S LETTER

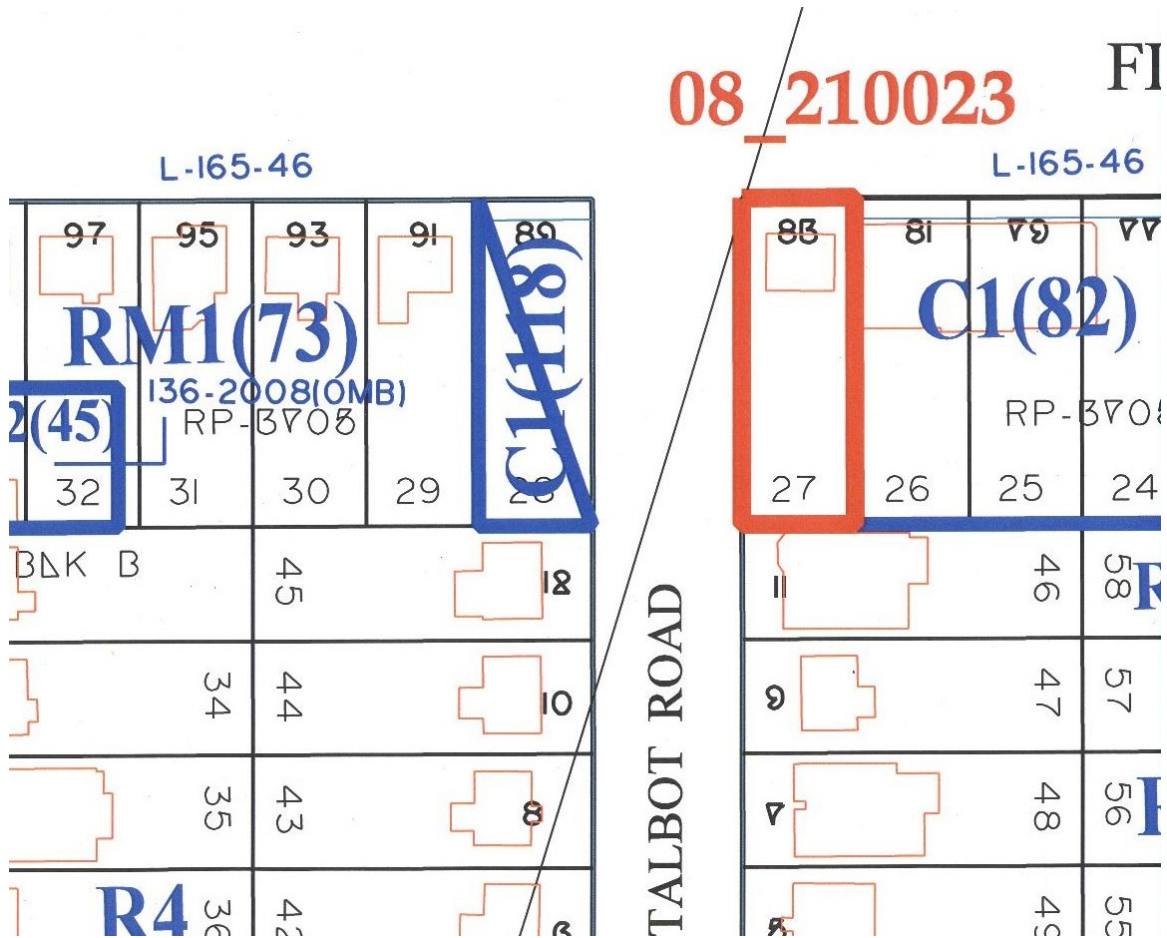
Site Plan

89 Finch Avenue West



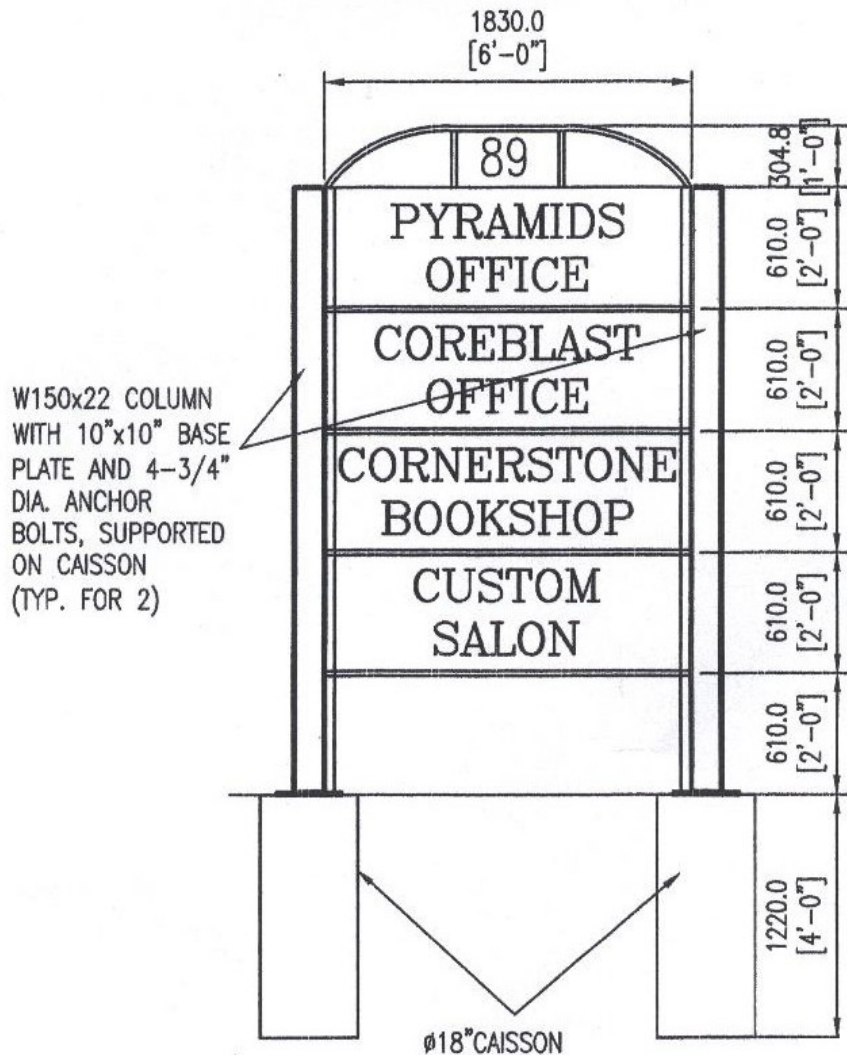
Attachment #2

Zoning Map
89 Finch Avenue West



Attachment #3

Elevation
89 Finch Avenue West



PILON SIGN
SCALE 1 : 40

89 FINCH AVE WEST

Attachment #4

Applicant's Letter
89 Finch Avenue West

Pyramids Engineering Inc.

Consulting Engineers • Project Management • Fire Prevention
15 Wertheim Court, Suite 511, Richmond Hill, Ontario, Canada L4B 3H7
Ph. (905)764-0117 - Fax. (905)764-0210
Email : pyramids@ica.net • Website : www.pyramidsengineering.com

May 22, 2009

City Of Toronto, Building
5100 Yonge St.
Toronto, ON, M2N 5V7
Attention: Ms. Dian Damiano

Re: Ground sign for 89 Finch Ave W.

Dear Dian

This is to explain to you the reasons we have to locate the ground sign where shown on the application:

1. We have conveyed to the City of Toronto 2.76 m, from our property, along Finch Ave, at the time of rezoning of the property.
2. The building now is on the property line along Finch Ave.
3. The only location for the ground sign is in the area of the 2.76m mentioned in item 1.

The sign is vital to improve the business in the building and especially during this present economic recession.

Yours very truly

Wagdi Tadros, P. Eng.