



## STAFF REPORT ACTION REQUIRED

### Sign Variance 531 Wilson Heights Blvd.

<b>Date:</b>	November 9, 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>Wards:</b>	<b>10 – York Centre</b>
<b>Reference Number:</b>	Folder No. 09 181597 ZSV 00 ZR File No. 2009NY028

### **SUMMARY**

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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 Brian Wang of Forward Signs Ltd., on behalf of the owner Chris Salvarinas, for a variance from the North York Sign By-law No. 30788 as amended, to permit one set of illuminated channel letter roof signage, with a sign face area of 6.5 square meters, for first party advertising of the restaurant business located at 531 Wilson Heights Boulevard.

### **RECOMMENDATIONS**

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The Toronto Building Division recommends that:

1. North York Community Council approve the request for sign variance at 531 Wilson Heights Boulevard.

### **Financial Impact**

The recommendations in this report have no financial impact.

## ISSUE BACKGROUND

The subject property contains a commercial plaza which is zoned C1 (Commercial) in the North York Zoning By-law 7625, as amended. The proposed sign is subject to the provisions of the North York Sign By-law 30788, as amended.

The plaza is located just south of Sheppard Avenue West on the east side of Wilson Heights Boulevard, and is occupied by one building which is largely one storey and which contains a small two storey component. The proposed first party advertising roof sign would be located at the south portion of the building on the one storey portion of the plaza.

The owner has indicated he has recently done extensive renovations to his restaurant, which has been operating since the 1960's at this location. He is proposing a sign which he feels is in keeping with the 1960's diner style interior plan and building facade.

There is an existing roof sign at this location which provides third party advertising. The existing off premise sign is located on the second storey portion of the plaza, at No. 535 Wilson Heights Blvd, located above the unit north of the restaurant.

### Surrounding properties are zoned/used as follows:

North - Commercial existing low rise mixed use buildings abutting Sheppard Ave.W.  
South - Parking for the subject property, south of which there are single family dwellings.  
West – Commercial existing low rise commercial plaza.

## COMMENTS

The proposed signs will not comply with the City of North York Sign By-law No. 30788, as amended, in the following way:

Sign By-law Section Requirements	Applicant's Proposal	Required Variance
<b>Section 5.2.1 Roof Signs</b> 5.2.1.1A roof sign in Commercial Zones, including an off premise sign, not exceeding 32.5 square meters in sign area may be erected on the roof of a commercial building provided that no such roof sign shall be less than 153.0 meters from another roof sign on the same side of the street.	To erect a first party advertising roof sign with a sign area of 6.5 square meters, distant 7.25 meters between the proposed first party roof sign and the existing sign off premise (third party) roof sign.	To allow a distance of 7.25 meters between the existing off premise roof sign located at 535 Wilson Heights Blvd. and the proposed first party roof sign at 531 Wilson Height Blvd. where the by-law requires a distance of 153.0 meters from the nearest roof sign on the same side of the street.

The owner has stated the restaurant has operated as a family business and serves both the adjacent residential neighbourhood as well as other commercial activities in the area. The restaurant operates between the hours of 6:00 a.m. and 10:00 p.m. The proposed illuminated roof sign will be on a timer and will shut off when the restaurant is closed. Wilson Heights Boulevard is a busy street with a variety of commercial and mixed uses including residential uses to the south of the site.

While the distance between roof signs on the property does not comply, the sign itself is quite small with an area of only 6.5 square meters and is to be used only for first party advertising. The sign by-law allows roof signs with an area of 32.5 square meters and with a sign height of approximately 6.0 meters. The proposed sign will have a height above the roof of 1.575 meters.

## **CONTACT**

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## **SIGNATURE**

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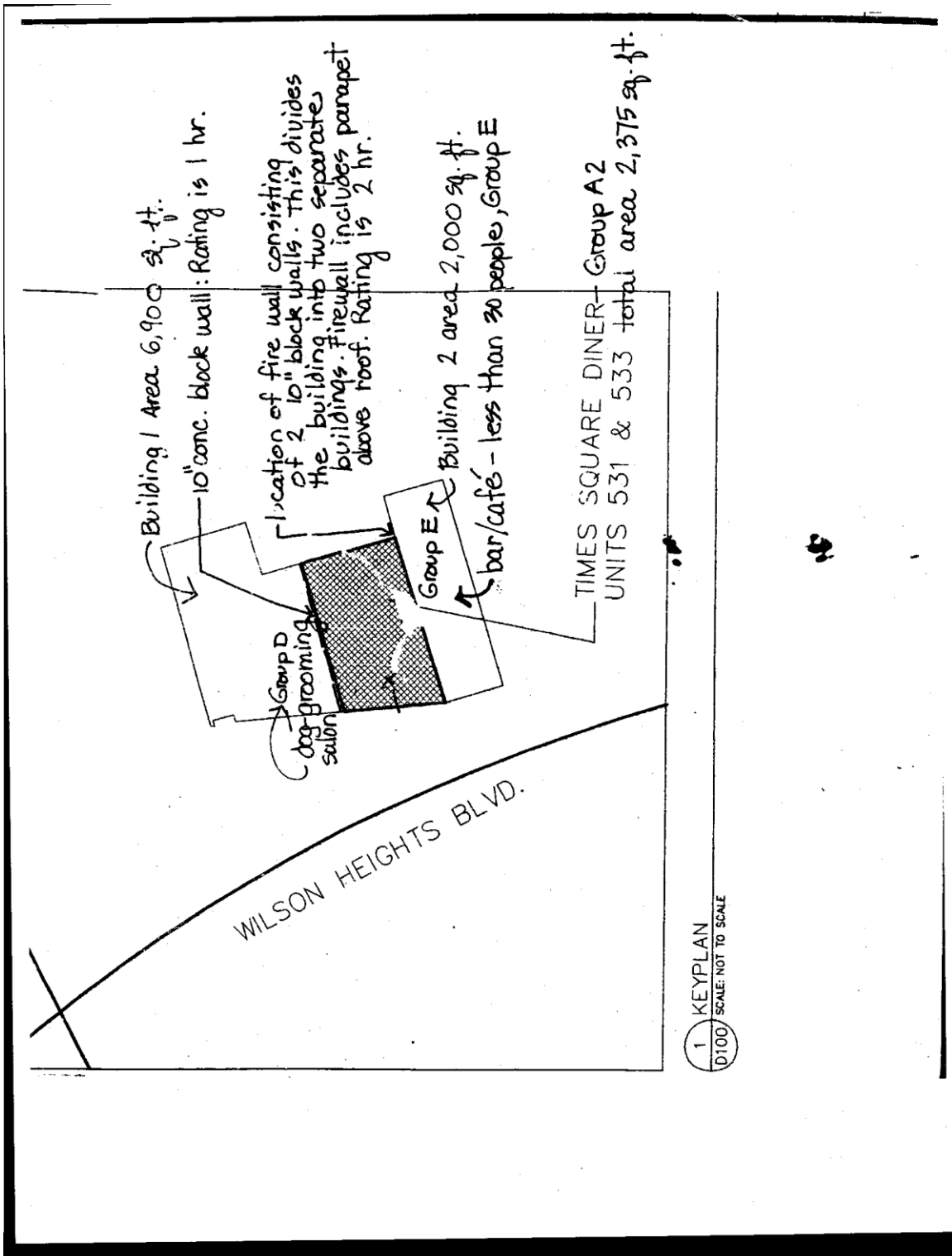
Edward Tipping, Deputy Chief Building Official and Director, Toronto Building,  
North York District

## **ATTACHMENTS**

1. Site Plan
2. Zoning Map
3. Building Elevation

# Attachment #1

## Site Plan



# Attachment#2 Zoning Map



