



STAFF REPORT ACTION REQUIRED

515 Rosewell Avenue Sign Variance Request

Date:	December 11, 2009
To:	Chairman and Members, North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Eglinton Lawrence - Ward 16
Reference Number:	File No. 2010 NY 004 Folder No. 09 172522 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 Heather Moreau of King Architectural Products on behalf of Oxford Properties Group Inc. for a variance from the former City of Toronto, Sign By-Law Chapter 297, as amended, to permit the erection of one ground identification sign on the property of the building at the above noted address.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. The request for the variances listed for 515 Rosewell Avenue in the 3rd column of the table included in page 2 of this report be adopted.

Financial Impact

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

COMMENTS

The property is located on the east side of Avenue Road, south side of Lawrence Avenue West, in a Residential Zone (R1). The current use is an eight storey residential rental building owned by Oxford Property Group Inc. (OMERS). Refer to Attachment #1.

Surrounding land uses are as follows:

North: Single Family Residential Dwelling.
South: Single Family Residential Dwellings
East: Single Family Residential Dwellings
West: Multiple Residential Dwellings.

The proposed ground sign will have an approximate width of 2.51m (8ft - 3") and an approximate height of 1.8m (5' - 11") for a sign area of 4.53m² (48.72 ft²). The sign will be supported by two posts and will be at 0.76m (2 ft - 6") off the ground. The overall height of the sign will be 2.69m (8ft - 10"). For the sign's elevations, section and structural details refer to Attachments #3, #4 and #5 respectively.

The proposed sign does not comply with the former City of Toronto, Sign By-law Chapter 297 as amended, in the following way:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance(s)
1. Section 9(D)5(a) A fascia sign, a ground sign or a pedestal sign used for the purpose of identification, for the purpose of identifying the municipal address of a property or for the purpose of warning, safety or caution is permitted if the area of the sign is not more than 0.25 square metres.	The proposed sign will have a sign area of 4.53 m ² .	The proposed sign will have a sign area of 4.53 m ² while the by-law allows for an area of 0.25 m ² for a variance of 4.28 m ² .
2. Section 9(D)5(b) A fascia sign, a ground sign or a pedestal sign used for the purpose of identification, for the purpose of identifying the municipal address of a property or for the purpose of warning, safety or caution is permitted if the height of the sign is not more than 2.0 metres.	The proposed ground sign will have a height of 2.51 m above ground level.	The proposed ground sign will have a height of 2.51 m above ground level while the sign by-law permits a height of not more than 2m for a variance of 0.51m.

Oxford Property Group Inc. (OMERS) has requested the sign variance in order to allow for the installation of a new permanent ground sign for this site that will assist them in their leasing efforts for this property. The sign indicates the property name, address with a contact phone number and e-mail address as well as listing the number of bedroom suites.

The proposed ground sign has a valance lighting that will be on a timer which will be timed to shut off at 11:00 P.M. There is no LED, moving, flashing or animated parts and according to the designer the sign will be built to high architectural standards with all detailing tasteful and respectful.

The owner has submitted a letter in support of this application, refer to Attachment#6.

CONTACT

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e-mail: mishak@toronto.ca

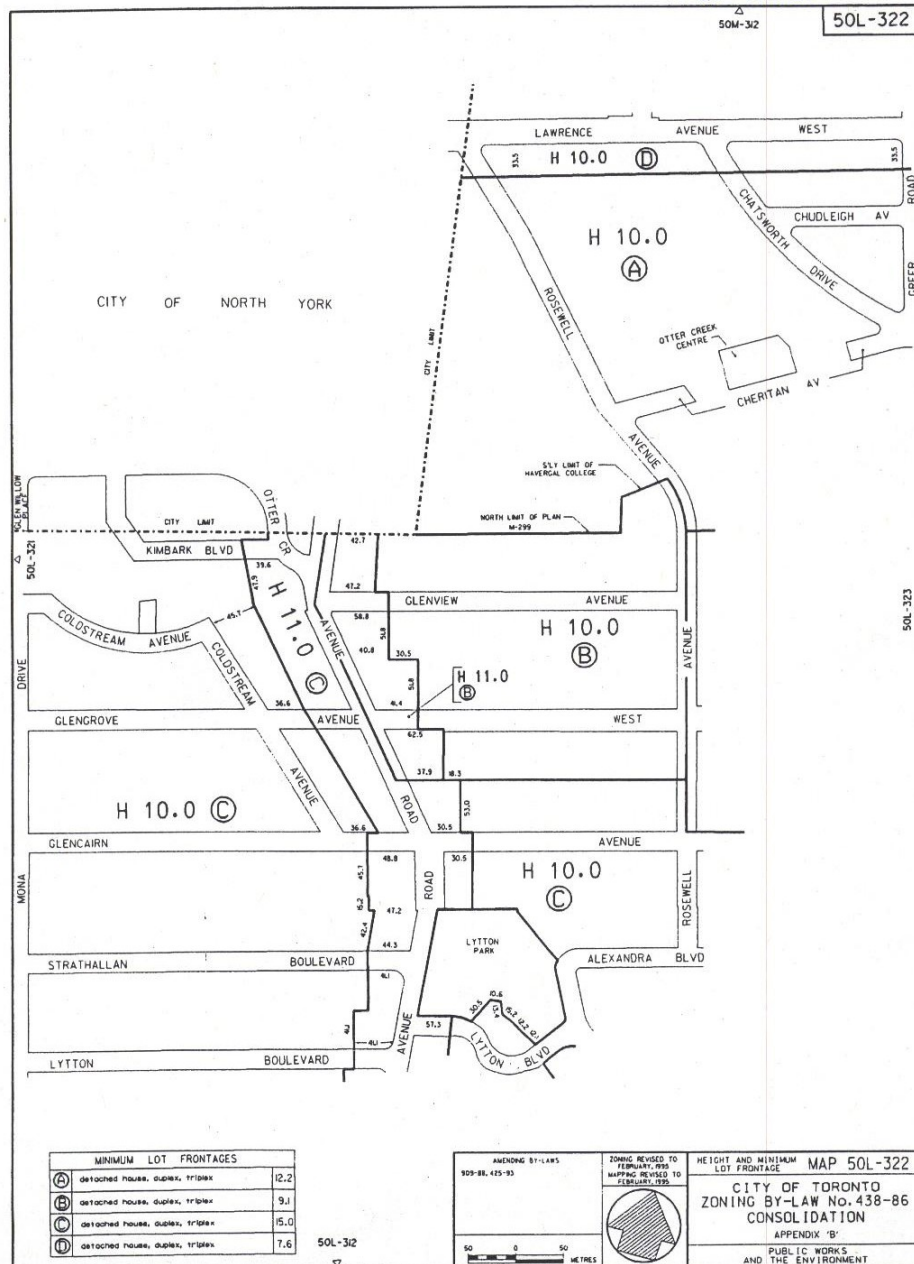
SIGNATURE

Edward Tipping, P. Eng.
Director and Deputy Chief Building Official
North York District

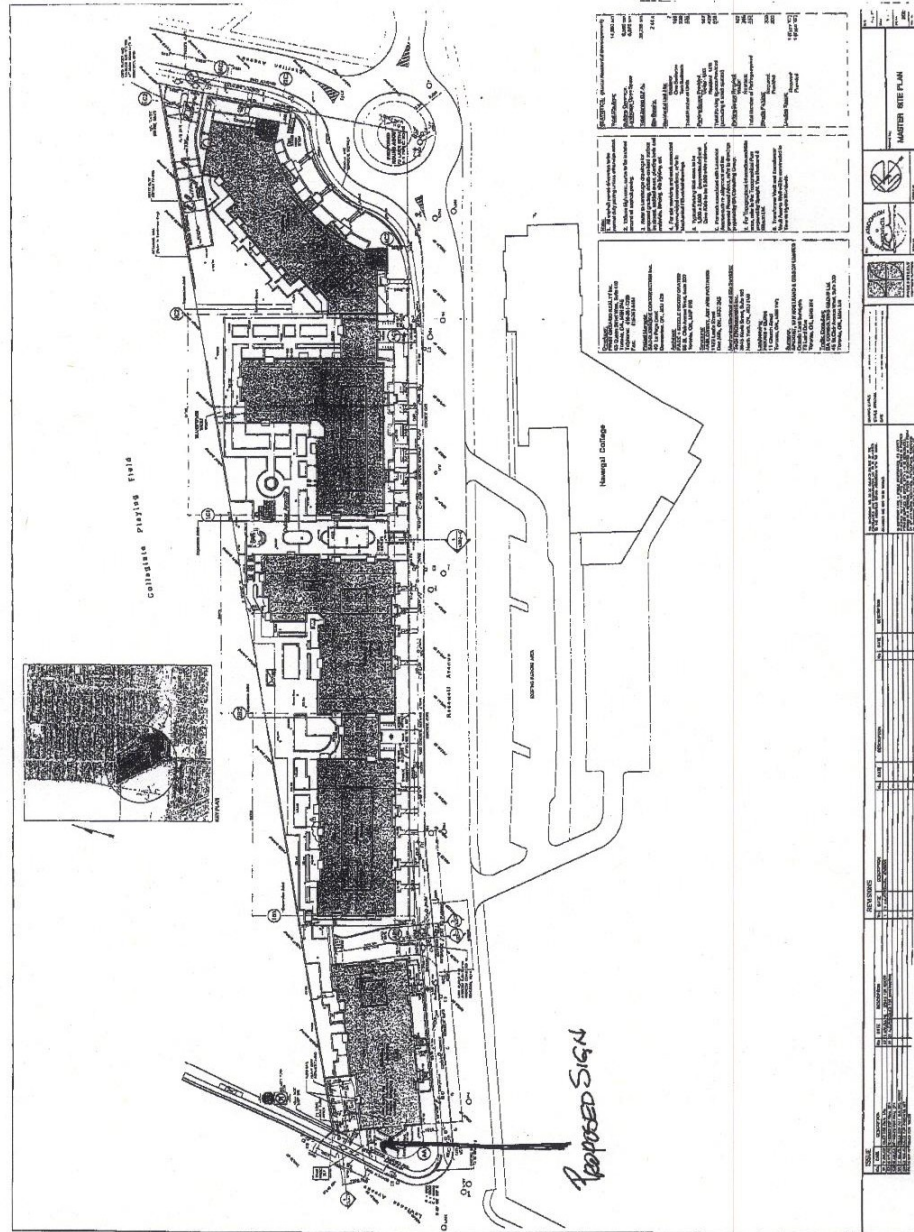
ATTACHMENTS

Attachment #1	Zoning Map
Attachment #2	Site Plan
Attachment #3	Sign Elevations
Attachment #4	Sign Section
Attachment #5	Structural Details
Attachment #6	Letter from Applicant

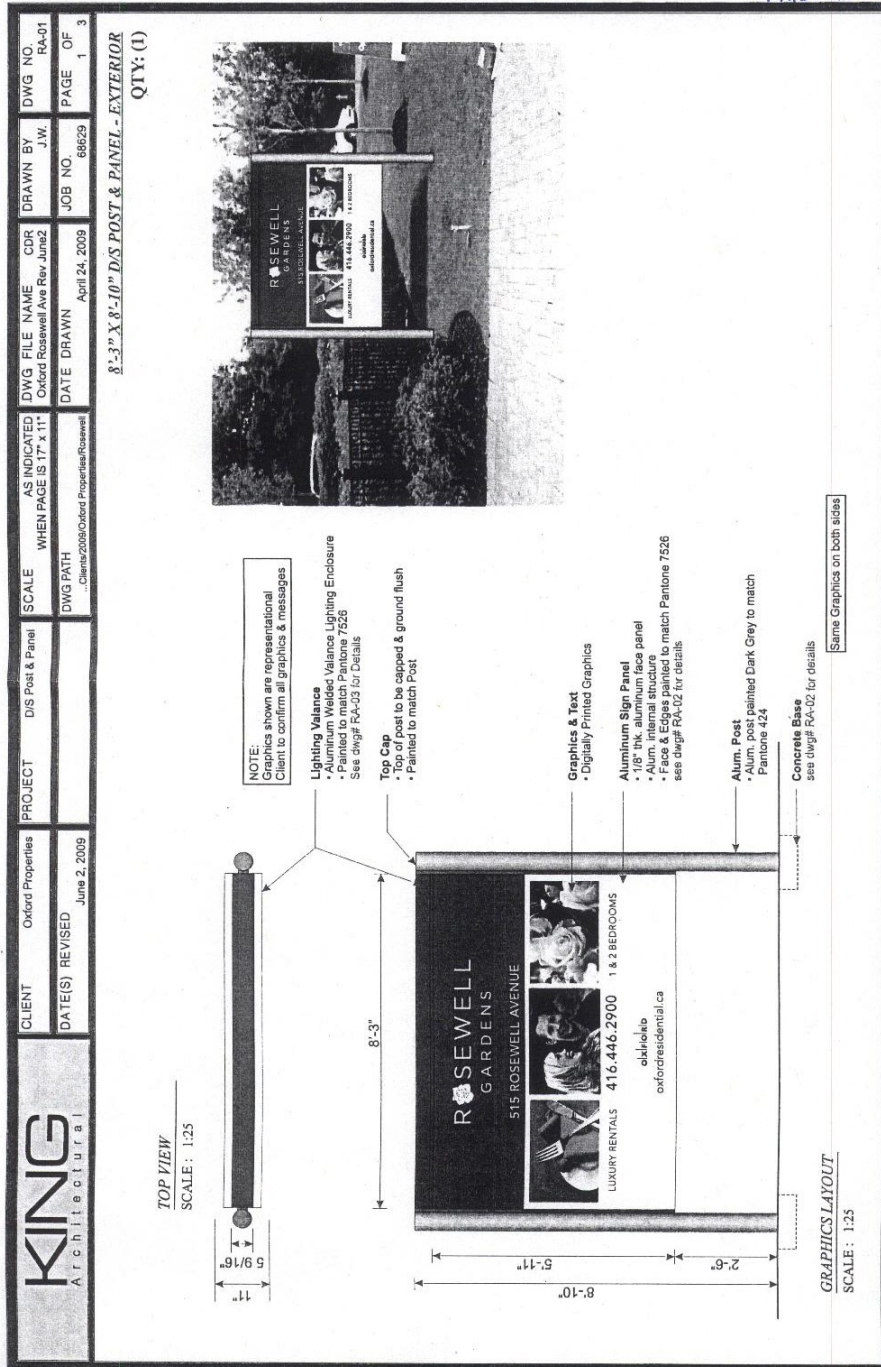
Attachment #1



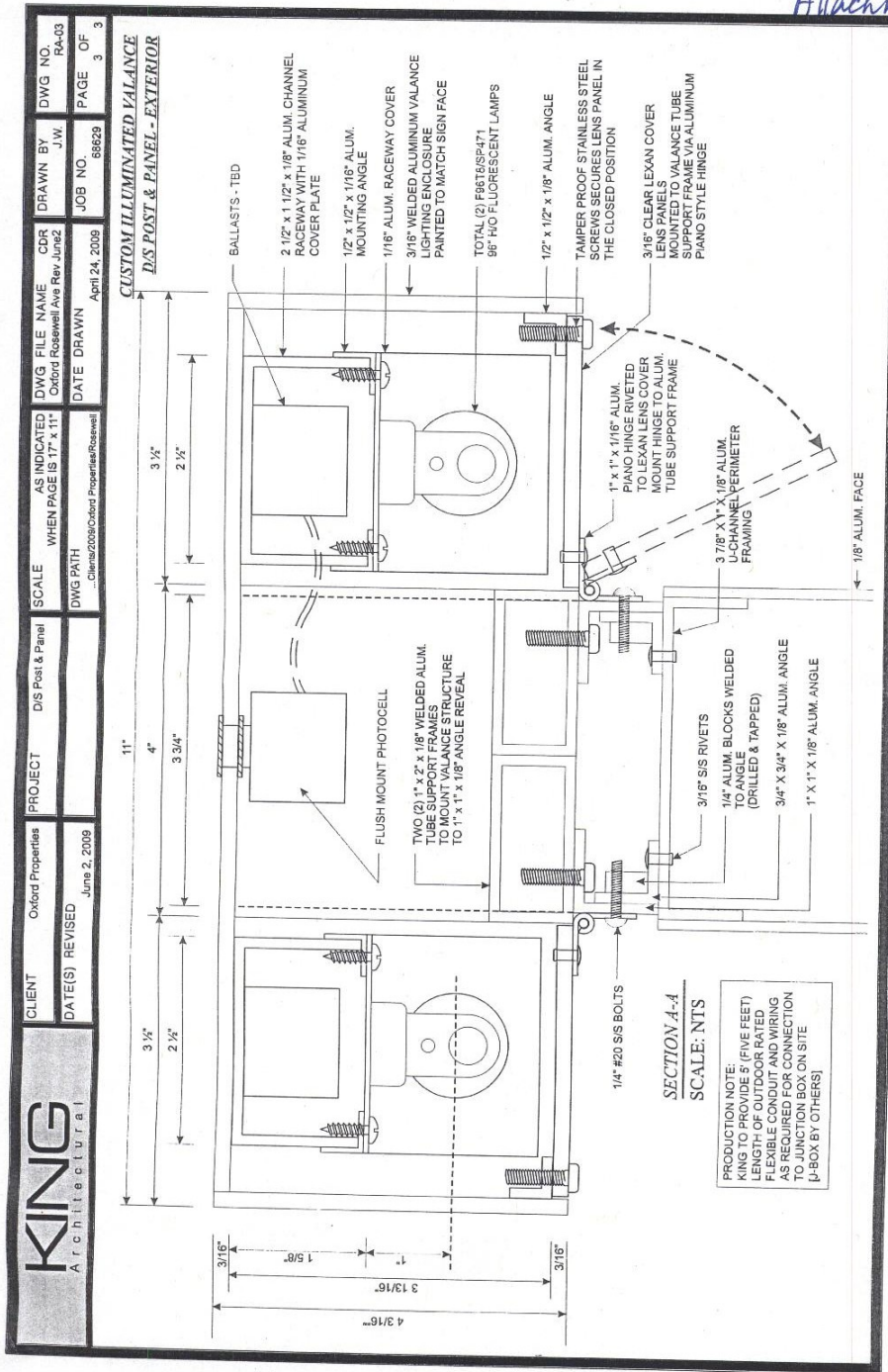
Attachment #2

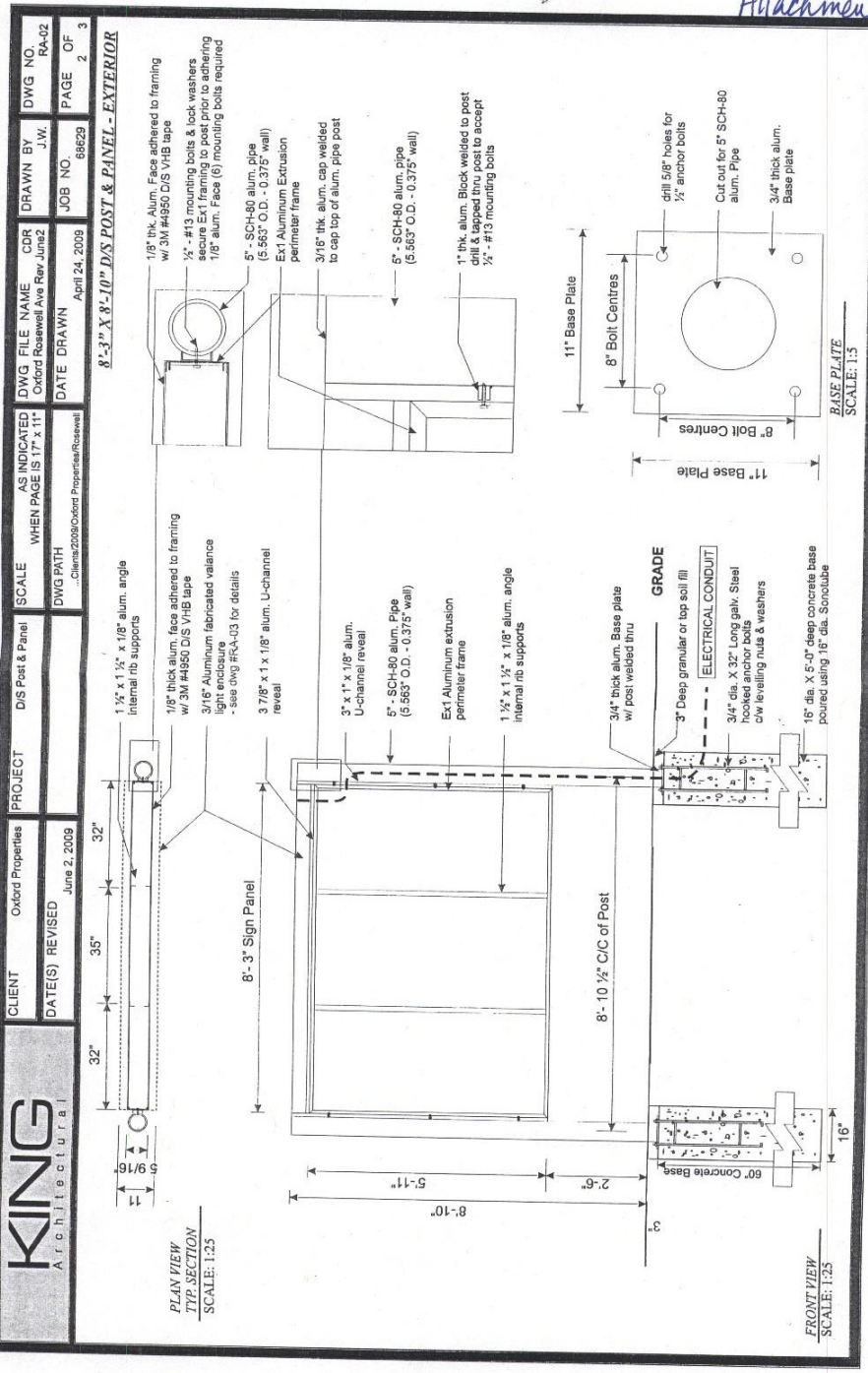


Attachment #3



Attachment #4





Attachment #5

Attachment #6

Att. Toronto Committee of Adjustment,

The Oxford Properties Group Inc., owned and operating under the OMERS – Ontario Municipal Employees Retirement Savings Fund- umbrella specializes in the global acquisition and property management of assets at the office, retail and most recently the multi-residential level. All of these divisions draw their single source of revenue from leasing.

It has been well documented through numerous research groups and marketing surveys that the single most effective vehicle for attracting potential customers is through on location, highly visibility signage. It is thus an essential marketing tool to Oxford Properties Group to ensure leasing of its properties.

Visible signage works in threefold:

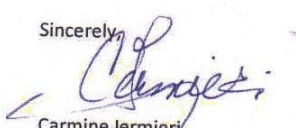
- Exposing the value of the property and its curb appeal to the potential customers.
- Awareness provides increased traffic to the leasing location, which in turn provides more potential customers for leasing.
- Ultimately, ingraining Oxford Properties Group Inc. as a community of choice to want to live in or seek as a place as future community to want to be a part of.

The sign we are asking to install, although of slightly larger dimensions, is well setback and away from the corner, thus ensuring it would not obstruct vehicular vision of incoming and outgoing traffic at the street corner.

The sign is tasteful, describing the available Oxford Property and its assets to the community with soft night lighting in order not to disturb neighbors and detract traffic on Lawrence Ave.

For these very important reasons we ask for the committee of adjustments' leniency to grant us this minor variance to get proper exposure for the signage we are seeking

Sincerely,


Carmine Iermieri

Project Coordinator

Oxford Properties Group Inc

Multi-residential

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OXFORD