



STAFF REPORT ACTION REQUIRED

Supplementary Report No. 2 Sign Variance Request 1552 Avenue Road

Date:	January 18, 2010
To:	Chairman and Members, North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 16 - Eglinton - Lawrence
Reference Number:	File No: 2010NY012 Folder No. 09 108355 ZSV 00 ZR

SUMMARY

The North York Community Council at its meeting held on May 14, 2009 deferred consideration of the initial Supplementary Report dated May 7, 2009, Item NY26.10, from the Director and Deputy Chief Building Official, Toronto Building, North York District, until such time as the new Sign By-Law has been enacted by City Council or for twelve months time, in the event that the new Sign By-law has not been enacted.

The purpose of this second supplementary report is to provide North York Community Council with information on the effect of the provisions of the new Sign By-law on a request for variance to permit to permit a Third party Roof sign containing Tri-vision sign copy on one face; and containing Electronic Moving Copy (Flashing/Animated display) on the second face, on the roof of a building located at 1552 Avenue Road.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. North York Community Council receive this report regarding the proposed Third party roof sign at 1552 Avenue Road for information only.

Financial Impact

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

COMMENTS

Signs:

The new Harmonized Sign By-law was enacted by Council on December 6, 2009 and will come into effect on April 6, 2010.

Sign Districts: the proposed sign is to be located in a CR - Commercial Residential District. A roof sign is not a permitted sign type in a CR sign district. Subject to S694.4, of the new Sign By-law, the proposed sign is classified as a Third party, Roof sign, containing Electronic Moving Copy which is defined to mean sign copy displayed utilizing light emitting diode displays, or any other similar electronic technology where the sign copy displays moving images.

The proposed sign does not comply with the new Sign By-law in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
§ 694-15. Prohibited signs. Roof signs are prohibited.	To erect a Third party Roof sign with a sign face area of 33.1 m ² where a roof sign is prohibited.	To permit a Third party Roof sign with a sign face area of 33.1m ² where Roof signs are prohibited.
§ 694-22. General Regulations. No sign shall move, in whole or in part and shall display only static copy unless otherwise permitted by this chapter.	To permit a Third party Roof sign with a sign face area of 33.1 m ² containing Tri-vision sign copy on one face and containing Electronic Moving Copy on the second face.	To permit a Roof sign with a sign face area of 33.1m ² containing electronic moving copy where signs shall display only static copy.

Approval of this application for sign variance would result in North York Community Council permitting a sign which is not in compliance with the standards approved in the new Sign By-law for signs of this type.

CONTACT

Diane Damiano, Manager Plan Review Tel: 416-395-7561; Fax: 416-395-7589;

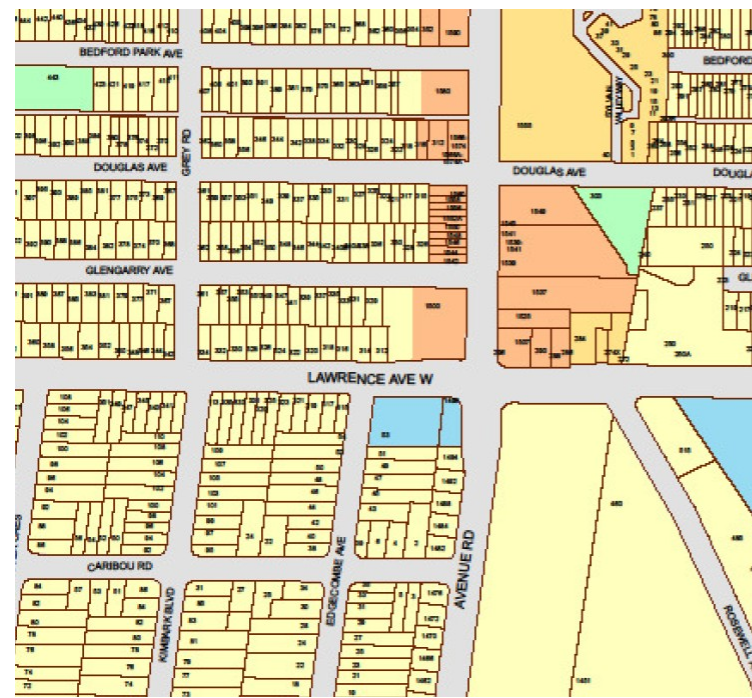
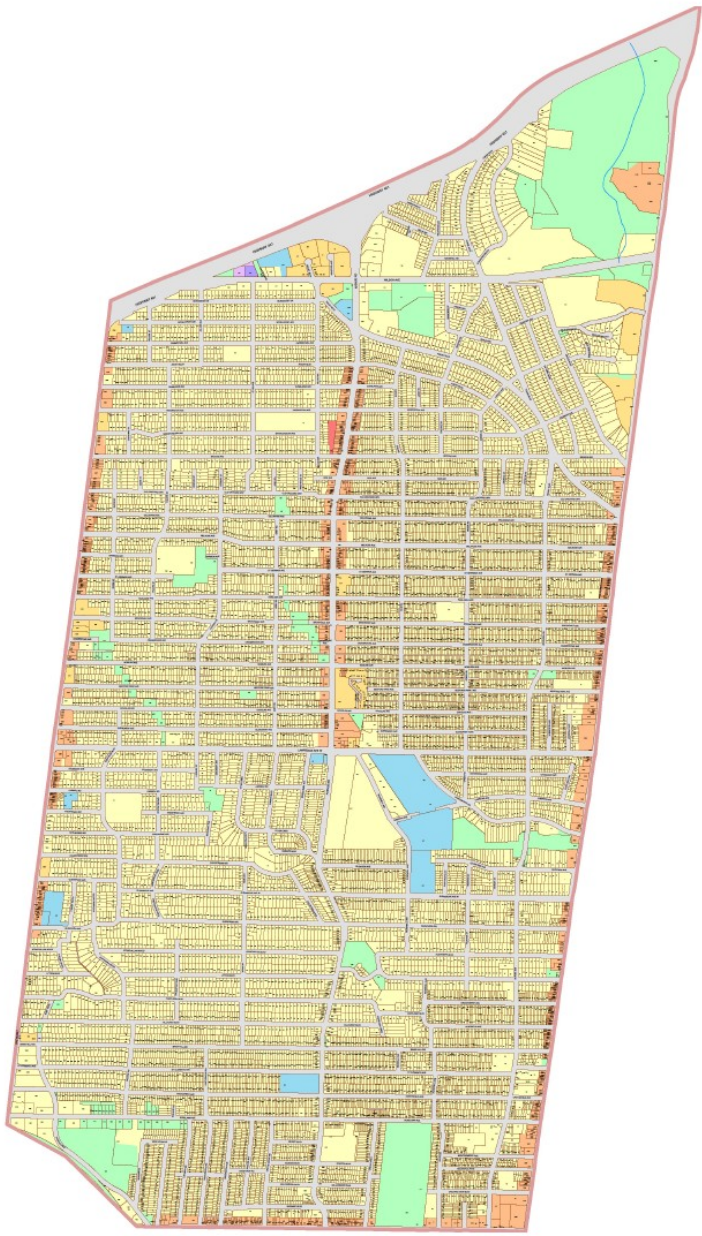
SIGNATURE

Edward Tipping, P.Eng.

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

ATTACHMENTS (2)

Supplementary Staff report for action, Sign Variance – 1552 Avenue Rd.



Legend:

- | | |
|---------------------------------------|--|
| Residential District | Utility District |
| Residential Apartment District | Gardiner Gateway Special Sign District |
| Commercial District | Chinatown Special Sign District |
| Commercial Residential District | Downtown Yonge Special Sign District |
| Employment Industrial District | Dundas Square Special Sign District |
| Employment Industrial Office District | University Avenue Special Sign District |
| Institutional District | City Hall and Nathan Phillips Square Special Sign District |
| Open Space District | |

For an electronic version of this map refer to www.toronto.ca/building

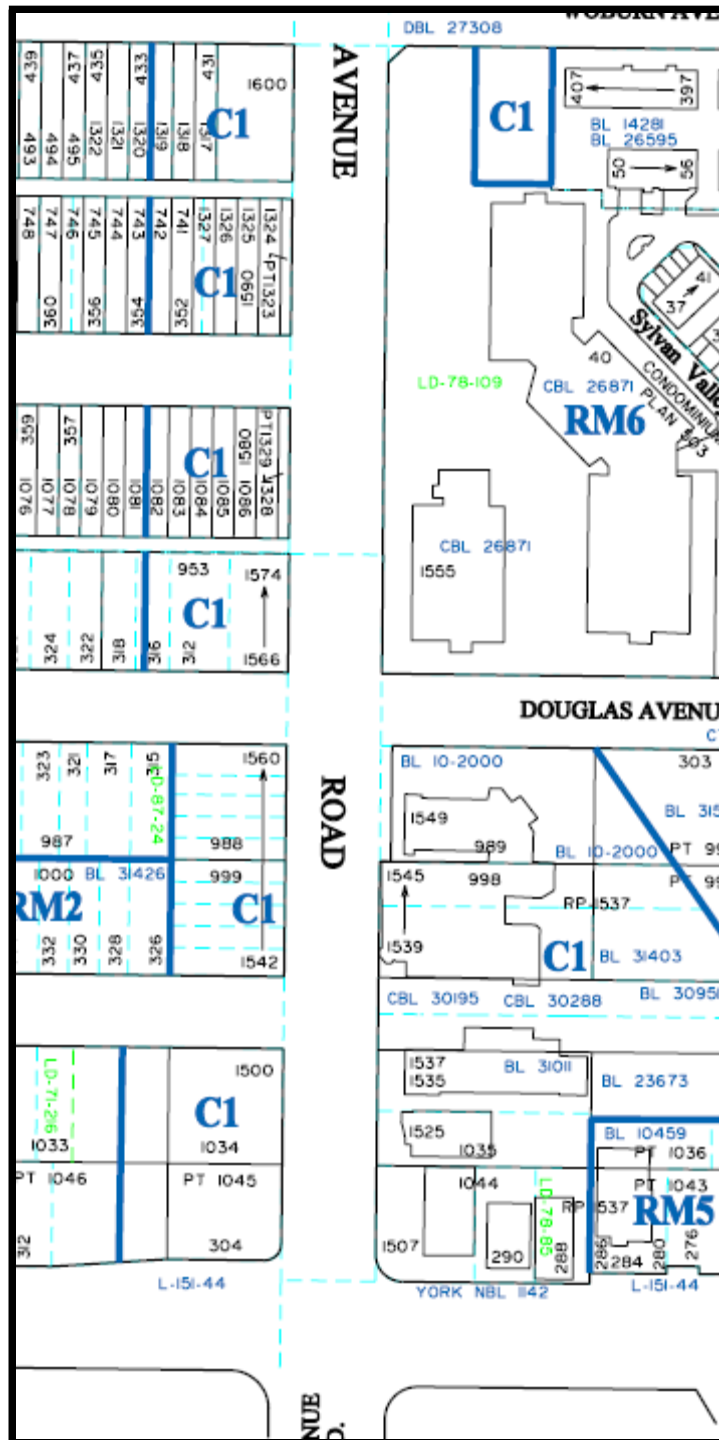
November 2009

1552 AVENUE ROAD

COMMERCIAL RESIDENTIAL SIGN DISTRICT

ATTACHMENT 1: SIGN DISTRICTS (NEW SIGN BY-LAW)

Supplementary Staff report for action, Sign Variance – 1552 Avenue Rd.



ATTACHMENT 2: LOCATION MAP/ZONING

Supplementary Staff report for action, Sign Variance – 1552 Avenue Rd.