



**STAFF REPORT  
ACTION REQUIRED**

**Sign Variance Request  
10-44 Driftwood Avenue & 202 -311 Grandravine Drive**

<b>Date:</b>	February 25, 2010
<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>Ward 8 – York West</b>
<b>Reference Number:</b>	File No. 2010NY023 Folder No. 09-191658 ZSV 00 ZR

**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 so that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Lara MacInnis of Susan Speigel Architect Inc., on behalf of Toronto Community Housing, for a sign variance to permit an illuminated, off premise (third party) ground sign, located on public property (right of way), for identification for the adjacent multiple unit residential complex, known as Yorkwoods Village located North West of the corner of Grandravine Drive and Driftwood Avenue.

**RECOMMENDATIONS**

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**Toronto Building North York Division recommends that:**

1. North York Community Council approve the request for Sign Variance on the public lands adjacent to, and for the residential complex located at 10- 44 Driftwood Avenue and 271-311, 202-310 Grandravine Drive,
2. the applicant be advised of the requirement of obtain a sign permit from the Chief Building Official and to file the sign permit application with Toronto Building prior to April 6, 2010,

3. as a condition of approval the applicant be advised to obtain the approval of Transportation Services prior to issuance of a sign permit.

## Financial Impact

The recommendations in this report have no financial impact.

## COMMENTS

This application is the subject of a property is located on the North West corner of Grandravine Drive and Driftwood Avenue. The property is zoned Residential (RM6) and contains multiple family detached dwellings. The land on which the sign is proposed is also zoned RM6 and forms part of the City’s Right of Way. Adjacent properties are all zoned residential.

This property was developed with a complex of multiple detached dwellings which utilize and internal driveway system. While the property fronts on both Driftwood Avenue and Grandravine Drive the ownership is separated from the corner of the street by a Right of Way owned by the City of Toronto. As a result, identification of the developed lands is limited to well back of the street line (see Attachment #1) which obscures the identity of the residential property.

### Provisions of the existing Sign By-law:

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

<b>Sign By-law Section Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
<p><b>S. 3.7. Signs on or over public property</b>  <b>3.7.1.</b> Except for official signs, public safety signs, directional signs, real estate signs, Community association /centre signs, election signs; and signs for charitable organizations, no signs shall be erected, displayed, placed or permitted to stand on public property.</p>	<p>To erect an illuminated off premise ground sign for property identification of the adjacent residential complex, measuring 4.88m in width 1.32m in height with a sign face area of 6.44m<sup>2</sup>, on public property.</p>	<p>To allow an illuminated off premise ground sign, for property identification of the adjacent residential complex, measuring 4.88m in width and 1.32 meters in height, with a sign face area of 6.44 square meters, on public property, where the sign is not permitted on public property.</p>

**Requirements of the new Sign By-law:**

The new Harmonized Sign By-law was enacted by Council on December 6, 2009 and will come into full force and effect on April 6, 2010. The by-law sets out the following provisions for the proposed sign based on sign district, sign class and sign type.

**Sign Districts:**

The by-law establishes Sign Districts. The proposed sign would be located in R-Residential District. Subject to § 694-21.of the by-law an R-Residential Sign District may contain a ground sign identifying a home occupation permitted by the City's applicable Zoning By-law.

**Sign Class and Sign Type:**

The by-law establishes sign classes and sign types. The proposed sign would be classified as a third party ground sign.

The proposed sign would not comply with the new City of Toronto Sign By-law adopted by Council on December 6, 2009 in the following way:

<b>Sign By-law Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance(s)</b>
<p><b>§ 694-21.</b> R-Residential Sign District may contain a non illuminated ground sign, identifying a home occupation permitted by the applicable zoning by-law, provided the sign face area does not exceed 0.3 m<sup>2</sup> and the height does not exceed 1.0 m.</p>	<p>To install an illuminated third party, single face ground sign displaying identification for "Yorkwoods Village", in an R- Residential Sign District having a width of 4.88m, 1.32m in height and 6.44m<sup>2</sup> in sign area where a non-illuminated, first party accessory, ground sign advertising a home occupation only is permitted.</p>	<p>To allow an illuminated third party, single face ground sign displaying identification for "Yorkwoods Village" , in an R-Residential Sign District, having a width of 4.88m, a height of 1.32m and a sign face area of 6.44m<sup>2</sup>, where a non-illuminated, first party accessory ground sign is permitted.</p>
<p><b>§ 694-17</b> A. No person shall erect or display any sign located, in whole or in part, in a public right of way without first having obtained written approval from the General Manager Transportation Services</p>	<p>To install an illuminated ground sign located within a public right of way without having obtained the written approval from the General Manager, Transportation Services.</p>	<p>To allow an illuminated ground sign to be located with a public right of way; where no signs are permitted on public property without having obtained approval from the General Manager, Transportation Services.</p>

The applicant, in her letter of November 25, 2009 provided several points in support of the request to place this community sign on the City's right of way. Her letter indicates that the property lines at Driftwood Ave and Grandravine Drive extend well into the

corner and a sign placed behind the property lines in accordance with the North York Sign By-law would have very limited visibility. The distance of the property line from the street, especially at the corner, places it out of direct visual range behind a number of existing pine trees.

The topography of the corner is not flat; a large mound would hide the current allowable placement of the sign. Because of these limitations the community sign would be visible only from a narrow field of view on Grandravine Drive, and would be completely obscured from Driftwood Avenue, the bus stop, and the community at large. The proposed sign would assist Emergency Services in readily locating the site, and will help symbolically to unify the site as a village - Yorkwoods Village - rather than a series of addresses.

The proposed sign will identify the community and should be visible to the larger community. The owners propose to light the sign subtly at night, but would have the lighting on a timer in acknowledgement of the new Sign By-law.

Transportation Services, in a preliminary review of this proposal has commented that prior to the issuance of a sign permit, the applicant will require their approval respecting site line visibility and utility corridor obstruction.

## **CONTACT**

Diane Damiano, Manager, Plan Review.

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## **SIGNATURE**

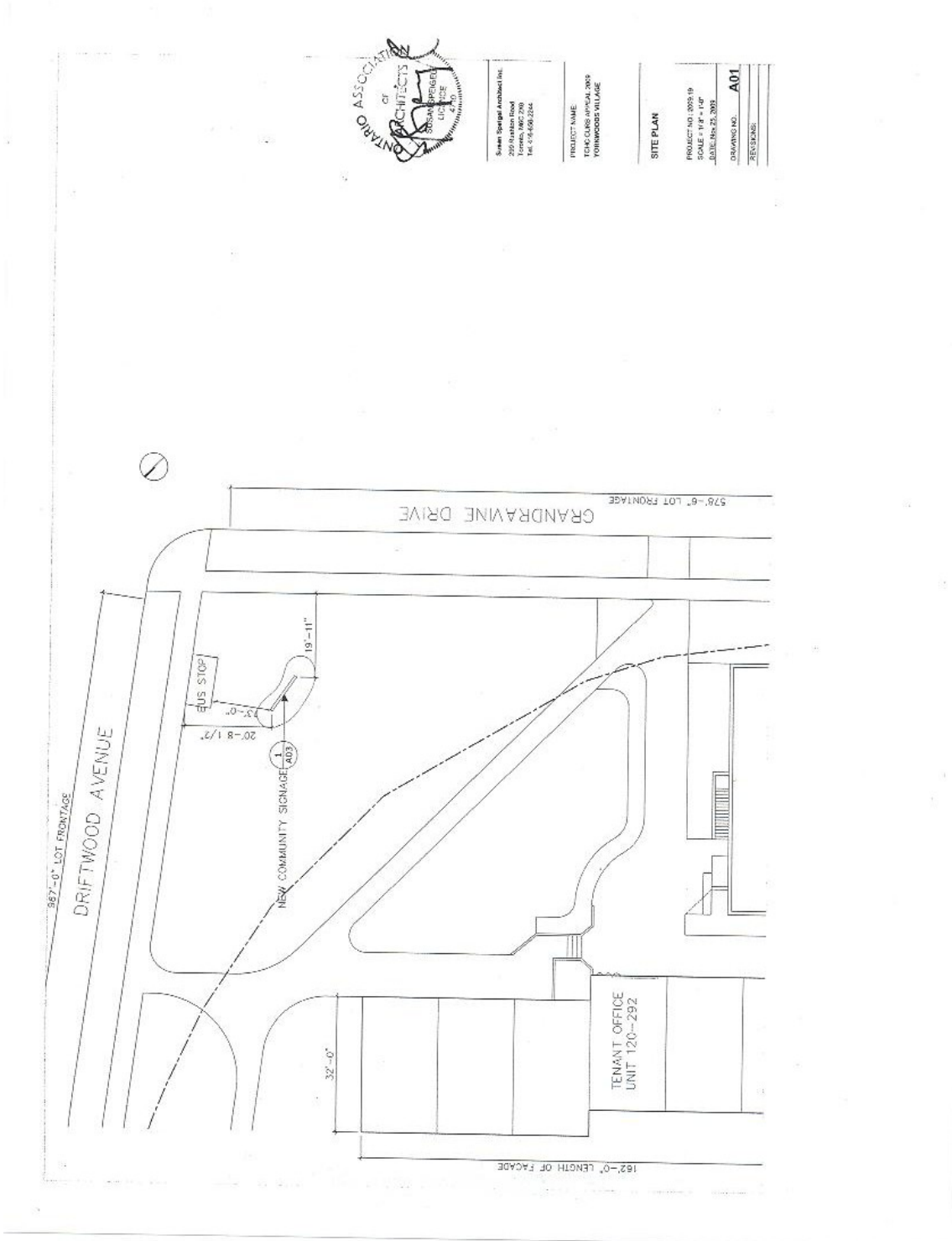
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Edward Tipping, P. Eng.

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

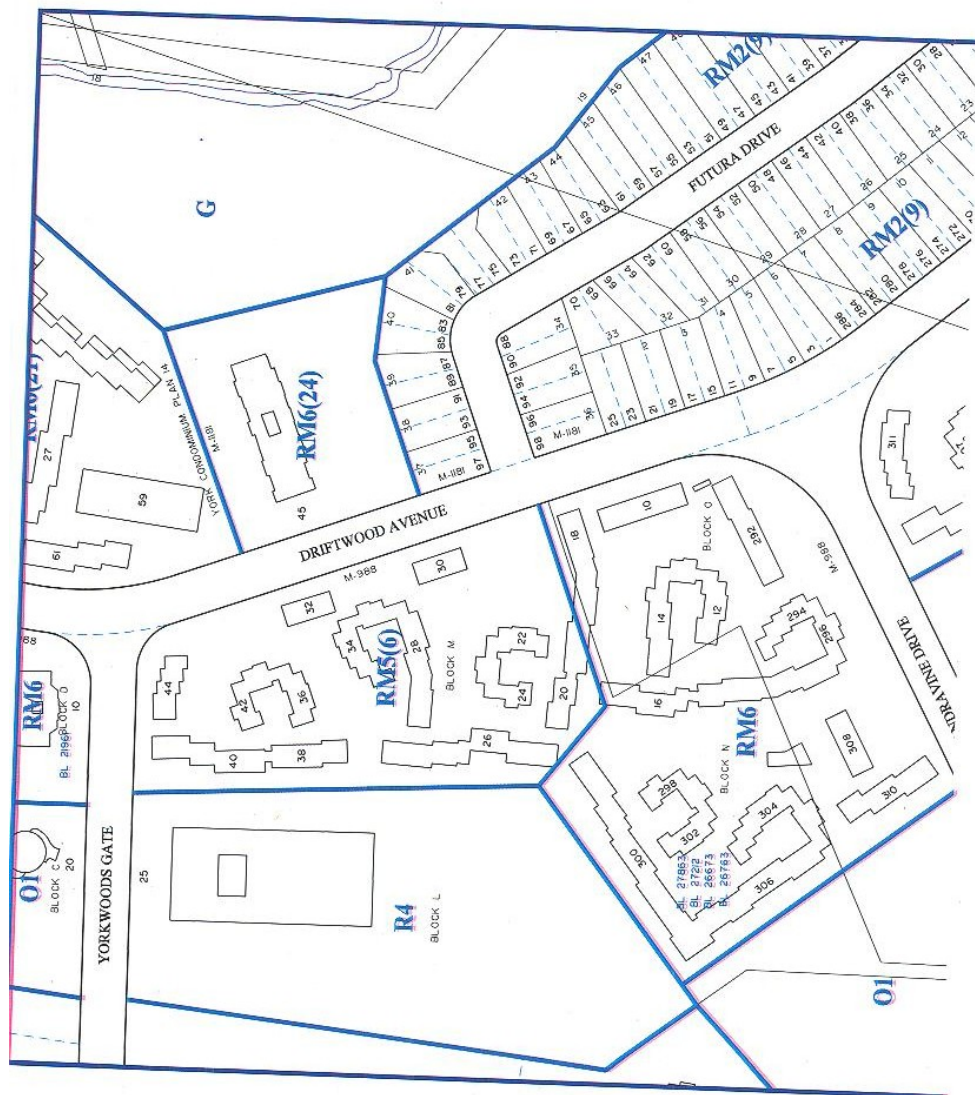
## **ATTACHMENTS**

1. Site Plan
2. Zoning Map
3. Sign Elevation
4. Ground and Aerial Photos of Proposed Ground Sign Location
5. Sign District Map – Ward 8 (New Sign By-law)
6. Applicant's letter



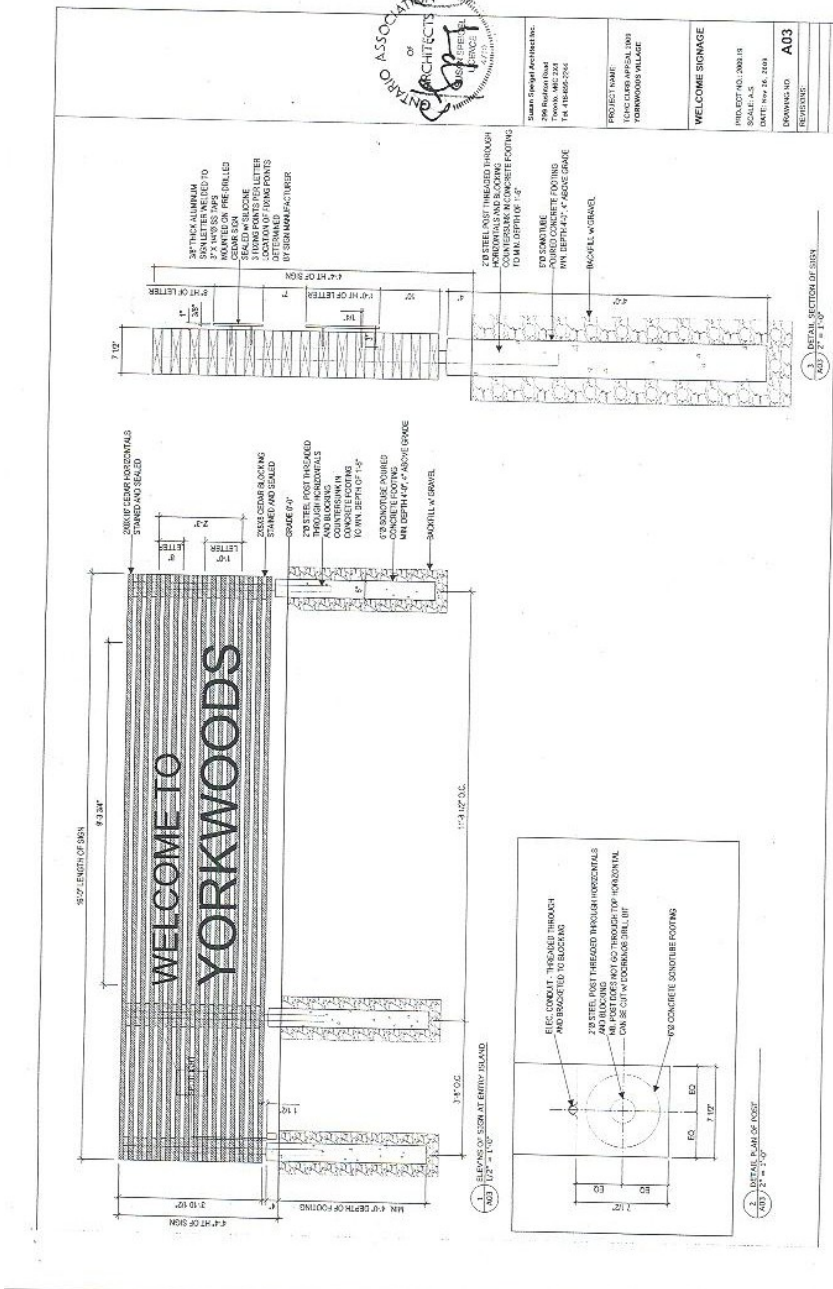
## Attachment #1

### Site Plan



## Attachment #2

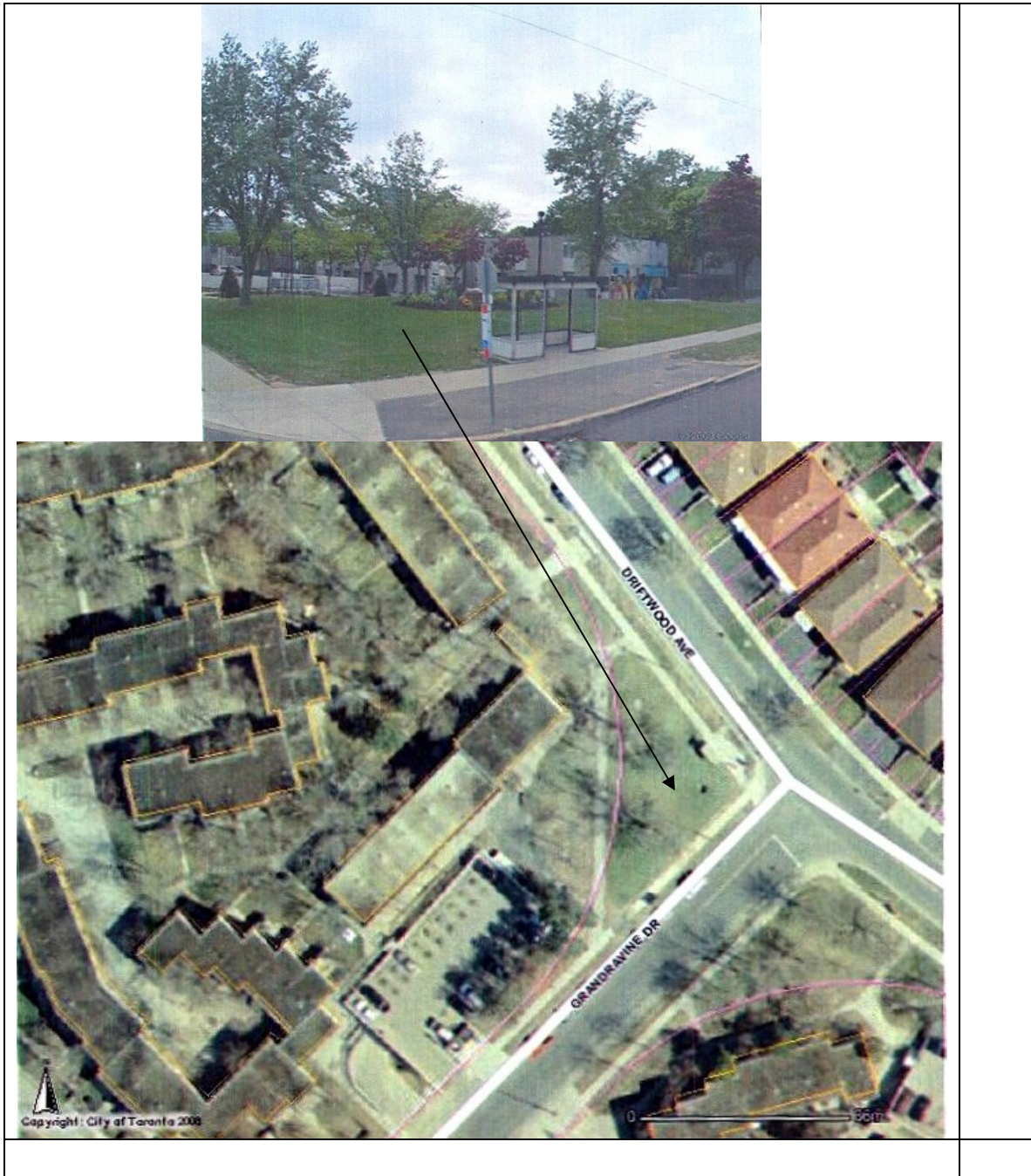
### Zoning Map



**Attachment #3**

**Sign Elevation**

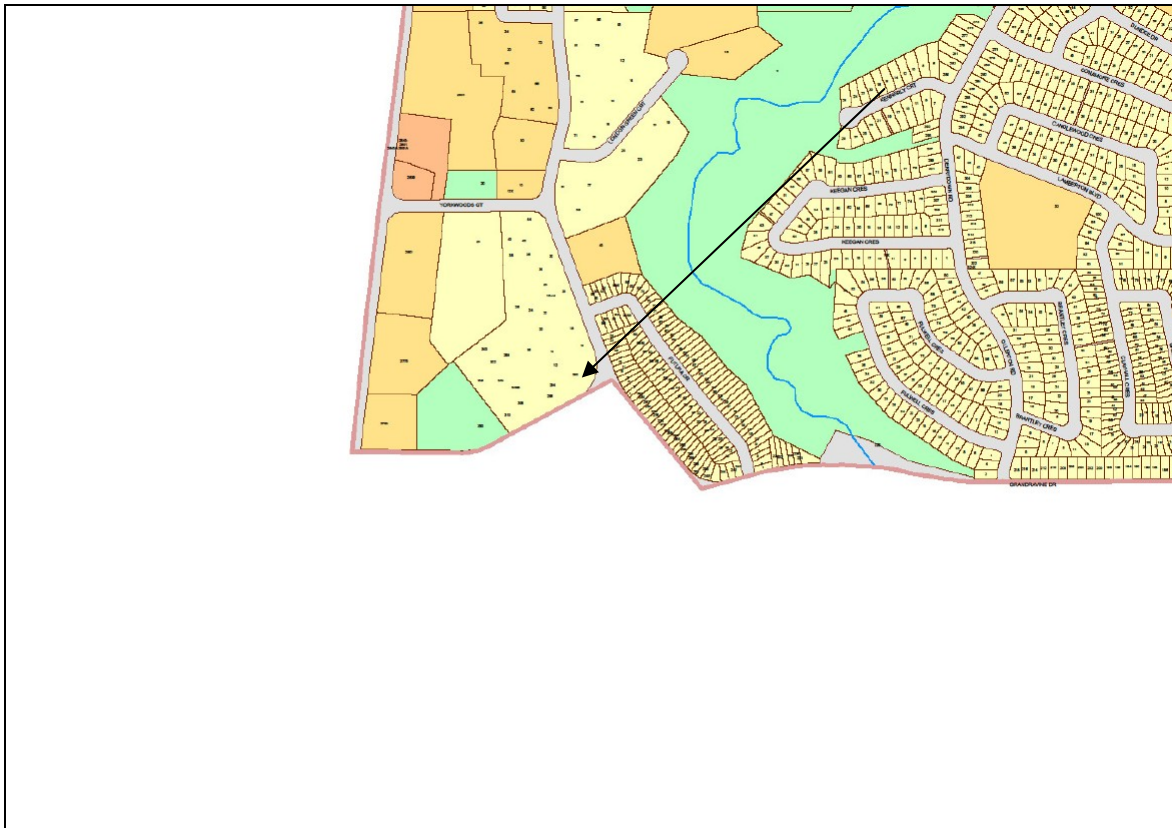




#### Attachment #4

### Ground and Aerial Photos of Proposed Ground Sign Location





**Attachment #5**

**Sign District Map – Ward 8**

## LETTER REQUESTING A MINOR VARIANCE

November 25, 2009

To Whom It May Concern:

Susan Speigel Architect Inc. is applying for a variance to the North York Sign Code on behalf of Toronto Community Housing for an in-ground sign at the West corner of Grandravine Drive and Driftwood Avenue. This is the main corner for a multiple unit residential area known as Yorkwoods Village which includes 10-44 Driftwood Avenue, 271-311 and 202-310 Grandravine Drive. The sign being submitted for a variance is a ground sign that will identify this community as Yorkwoods Village.

A variance is requested to place this community sign on city property. The property line at Driftwood Ave and Grandravine Drive extends well into the corner and if placed behind the property line as per the North York Sign Code the sign would have very limited visibility. The distance of the property line from the street, especially at the corner, places it out of direct visual range behind a number of existing pine trees. The topography of the corner is not flat; a large mound would hide the current allowable placement of the sign. Because of these limitations the community sign would be visible only from a narrow field of view on Grandravine Drive, and would be completely obscured from Driftwood Avenue, the bus stop, and to the community at large.

The sign is proposed to identify the community and should be visible to the larger community. We propose to light the sign subtly at night, but would have the lighting on a timer in acknowledgement of the new by-law requirements. If a variance is granted, the sign will be set back from the sidewalk yet located in visible proximity to the corner. It will clearly identify the site and be visible from the bus stop and for cars driving along both Driftwood Avenue and Grandravine Drive. This will clarify the address for both tenants and visitors arriving by foot, bus or car from all directions to the site. The sign would also help Emergency Services to more easily locate the site when necessary. It will also help symbolically to unify the site as a village - Yorkwoods Village - rather than a series of addresses.

We have spoken at length with Matias de Dovitiis in the Office of Councillor Anthony Perruzza (Ward 8), and the Councillor is fully supportive of this application. As such, our application includes a letter of support from Anthony Perruzza's office.

Please consider this request for a variance to the North York Sign Code.

Signed,

Susan Speigel Architect Inc.

**Attachment #6**

Applicant Letter