



## STAFF REPORT ACTION REQUIRED

### 300 Banbury Road Sign Variance Request

<b>Date:</b>	February 26, 2010
<b>To:</b>	Chairman and Members, North York Community Council
<b>From:</b>	Director of Building and Deputy Chief Building Official
<b>Wards:</b>	Don Valley West - Ward 25
<b>Reference Number:</b>	File No. 2010NY016 Folder No. 10 101481 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 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 Stephen Stewart of Excellent Signs and Displays (1983) Inc. on behalf of Julie Poulain, Purchasing for the "Conseil Scolaire de District du Centre-Sud-Ouest", for the erection of an illuminated identification ground sign including an electronic display copy at the "Ecole Secondaire Etienne-Brule" at 300 Banbury Road.

### RECOMMENDATIONS

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**Toronto Building, North York District, recommends that:**

1. The request for the variance, at 300 Banbury Road, listed in the 3<sup>rd</sup> column of the table included in page 3 of this report be approved;
2. The applicant be notified of the requirement to obtain a sign permit from the Chief Building Official, and to file the sign permit application related to this approval with Toronto Building prior to April 6, 2010.

## Financial Impact

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

## COMMENTS

The property is located on the north side of York Mills Road, between Leslie Street and Bayview Avenue in a Residential (R) zone. Refer to Attachment #1.

The property is developed with a French high school “Ecole Secondaire Etienne-Brule”. Refer to Attachment #2.

Surrounding land uses are as follows:

North: Residential  
South: Across York Mills Residential.  
East: Across Banbury Road Residential.  
West: A high school York Mills Collegiate

The proposed ground sign dimensions are approximately 2.46m (8ft-1”) width and 2.74m (9’-0”) high. The sign area will be 6.74m<sup>2</sup> (72.55ft<sup>2</sup>). The sign will contain a readograph portion. Refer to Attachments #3 & #4.

The proposed sign does not comply with the former 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(s)
<p><b>Section 5.1.4</b> One identification ground sign, not exceeding 2.4m<sup>2</sup> (25.8ft<sup>2</sup>), in sign area on the property of a school....</p> <p><b>Section 4.9.2</b> The ground sign area otherwise permitted by this by-law may be increased by up to 25% by incorporating and electronic message display having an area not less than the increase in the sign area.</p> <p>By accounting for both sections listed above, the overall permitted sign area would be 3m<sup>2</sup>.</p>	<p>The applicant is proposing to erect one ground sign having a sign area of 6.7m<sup>2</sup>.</p>	<p>To erect a first party ground sign with a sign face area of 6.7m<sup>2</sup> where 3m<sup>2</sup> is permitted.</p>

The applicant has submitted a letter in support of this application. Stephen Stewart mentioned in his letter that the school located at this site wishes to have greater exposure, thus requiring this proposed ground sign. Refer to Attachment #5.

The new Harmonized Sign By-law was enacted by Council on December 6, 2009 and will come into effect on April 6, 2010. In the new sign by-law, a number of sign districts have been established and this property is located in a Residential district (R). Refer to Attachment #6.

The proposed sign does not comply with the City of Toronto Sign By-law adopted by Council on December 7, 2009 in the following way:

Sign By-law Requirements	Applicant's Proposal	Required Variance
<p><b>§ 694-15. Prohibited Signs</b> A. Anything not expressly permitted by this chapter is prohibited.</p> <p><b>§ 694-21. District specific first party sign regulations</b>  A. A R-Residential sign district may contain the following: (2) A ground sign identifying a home occupation permitted by the City's Zoning By-law.</p>	<p>The applicant is proposing to erect one ground sign having a sign area of 6.7m<sup>2</sup> and a height of 2.74m.</p>	<p>To permit the erection of a first party ground sign with a sign face area of 6.75m<sup>2</sup> and a height of 2.75m where a ground sign is prohibited.</p> <p>The purpose of the sign is for school identification in a Residential sign district where a ground sign may identify only a home occupation permitted by the City's Zoning By-law. This ground sign is prohibited.</p>

Approval of this application for the sign variance request would result in North York Community Council permitting an identification ground sign which is not in compliance with the new standards approved in the new City of Toronto Sign By-law for signs in a residential sign district.

Despite the above statement, schools within the new sign by-law were intended to have an Institutional designation which would permit this sign type. The above information has been passed to the sign by-law team for their action. For this reason, approval of the application for variance at this location is recommended.

## **CONTACT**

Magda Ishak, P. Eng., Manager, Plan Review; tel.: 416-395-7555; fax: 416-395-7589;  
e-mail: [mishak@toronto.ca](mailto:mishak@toronto.ca)

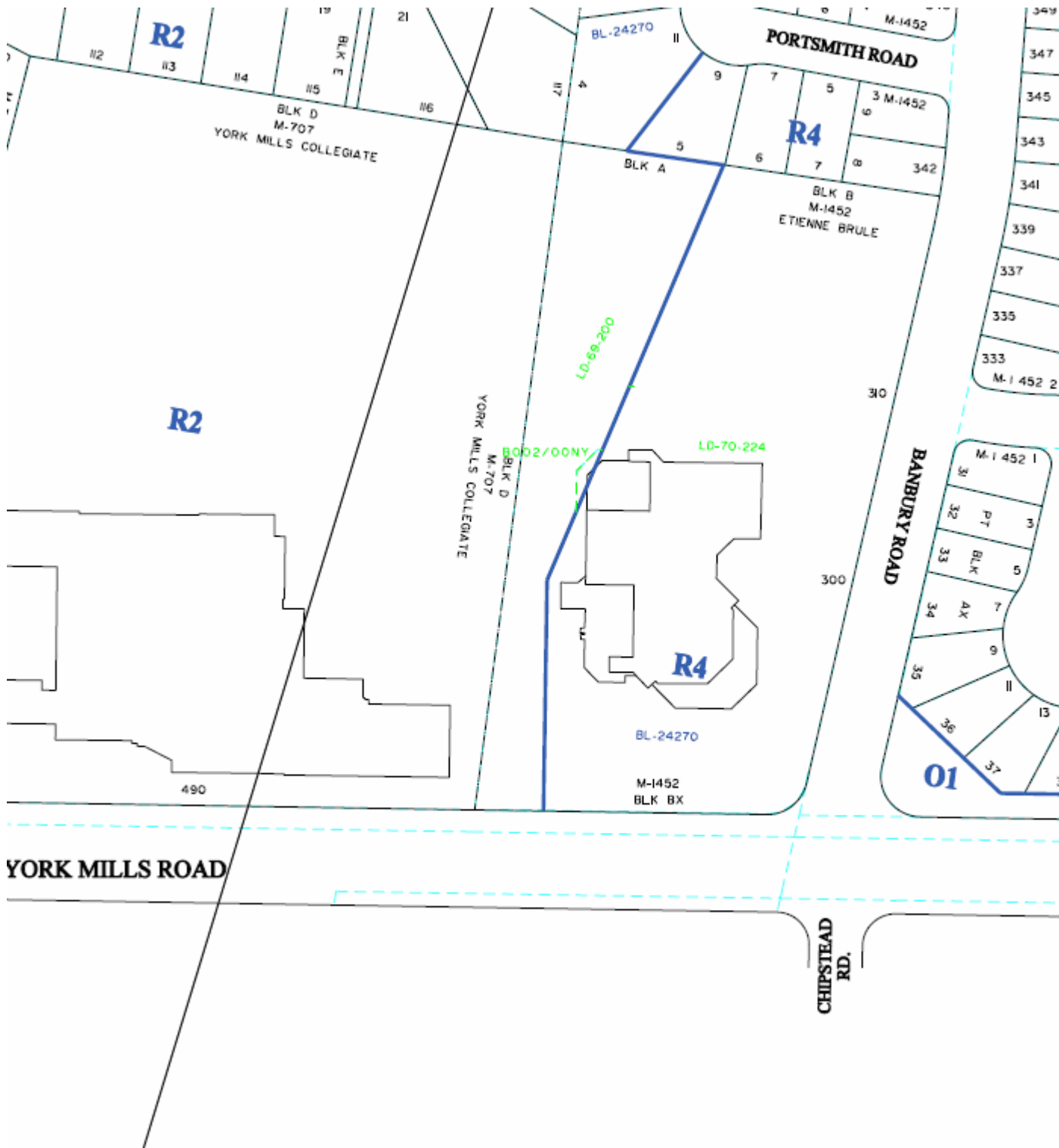
## **SIGNATURE**

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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 Elevation and Sign Side View
Attachment #4:	Sign Construction Details
Attachment #5:	Applicant's Justification Letter
Attachment #6:	Sign District Map (New Sign By-law)



Attachment #1: Zoning Map









# CONSTRUCTION DRAWING

WO#46352

## Base Detail

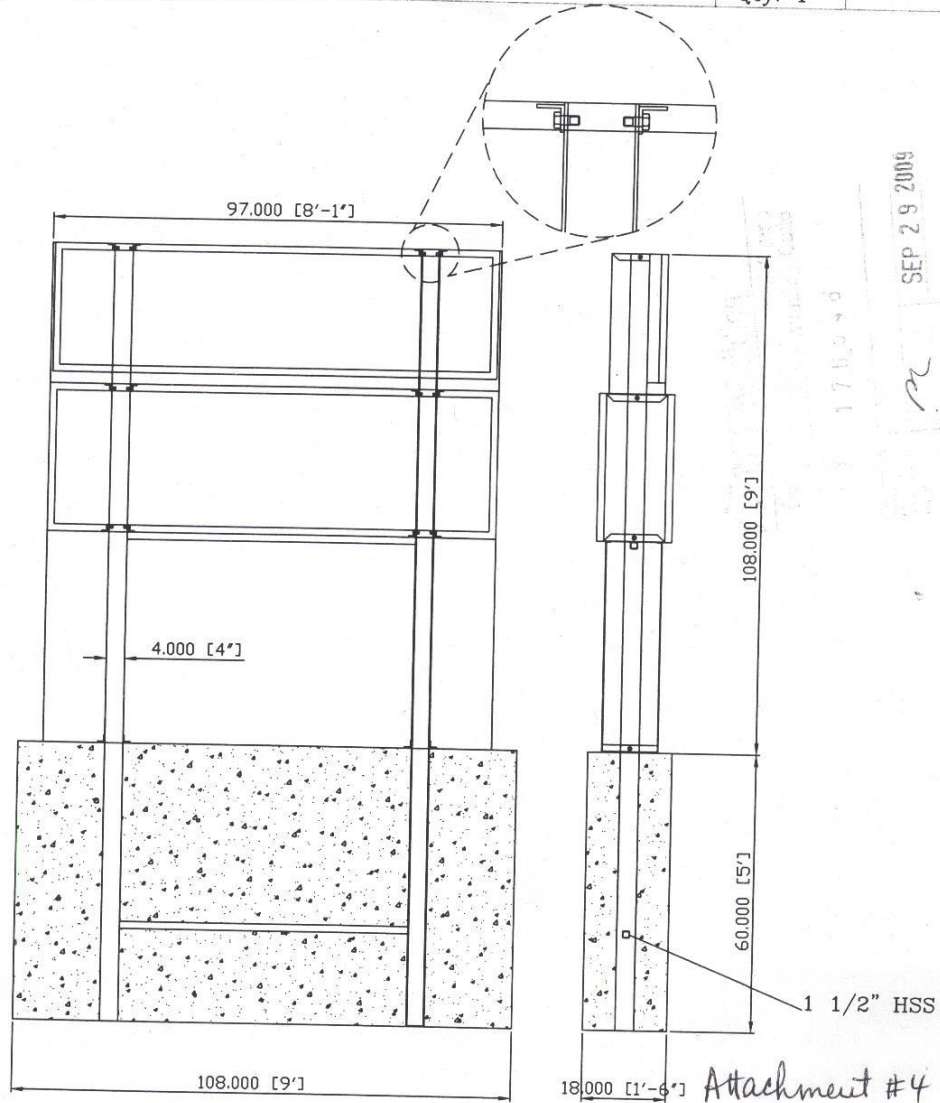
9' x 18" x 5' deep

2.5 cubic yards of concrete. Sign bolted through angle with 3/8" bolts to HSS support

August 25, 2009

Page 01/01

Qty. 1





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January 6, 2010

City of Toronto  
Building Department  
500 Yonge St.  
1<sup>st</sup> floor  
TORONTO, ON  
M2N 5V7

Dear Sir or Madam:

**Re. Sign permit application # 09 170546 SGN SP**  
**Sign variance application**

This letter is to accompany the sign variance application and is stating the reason for the application being the school located at this site wishes to have greater exposure.

Yours truly,

  
Stephen Stewart

*Attachment #5*

**DESIGN ▾ SALES ▾ FABRICATION ▾ INSTALLATION ▾ SERVICE**

**30**  
YEARS



**Ward 25:  
Don Valley West**

**Key Map**



Scale 1:4000

**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](http://www.toronto.ca/building)

November 2009

*Attachment #6*