



## STAFF REPORT ACTION REQUIRED

### Sign Variance Request 3401 Dufferin Street

<b>Date:</b>	February 28, 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>	<b>Ward – 15 – Eglinton-Lawrence</b>
<b>Reference Number:</b>	Folder No. 09-194625 ZSV 00 ZR File No. 2010NY028

### 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 Steve McElwee of Maxxit Systems, on behalf of Oxford Properties for a variance from the former City of North York Sign by-law No. 30788 as amended, to permit a first party, non-illuminated roof sign above a valet car parking entrance, on the south side of the Yorkdale Shopping Centre located at 3401 Dufferin Street.

### RECOMMENDATIONS

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Toronto Building, North York District recommends the North York Community Council approve the application for variance at 3401 Dufferin Street.

### Financial Impact

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

## COMMENTS

The property is located on the east side of Dufferin Street, south of Highway 401, in a Commercial (C3(2)) zone. There is an existing two storey commercial building, known as Yorkdale Shopping Centre located on the property.

Surrounding land uses are as follows:

North – Highway 401 with residential north of the Highway 401 road allowance

South - Residential with Commercial along the east side of Dufferin Street

East - Yorkdale Rd, William Allan Rd. with residential east of the Allan Rd allowance

West - Commercial on the west side of Dufferin Street and Residential beyond.

This is an existing first party roof sign located on the southwest wall of the building, approximately 7.0 meters away from the proposed canopy roof sign. The existing sign was the subject of a sign permit application in 2009.

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 Requirements	Applicant's Proposal	Required Variance(s)
<p><b>S5.2.1.1 –</b></p> <p>A roof sign not exceeding 32.5m<sup>2</sup> (349.8ft<sup>2</sup>) may be erected on the roof of a commercial building provided that no such roof sign shall be less than 153m (500ft) from another roof sign on the same side of the street.</p>	<p>The applicant is proposing to erect one first party, illuminated roof sign with an area of 2.14m<sup>2</sup> on the entrance canopy located approximately 7m from another existing roof sign.</p>	<p>To erect one first party, illuminated roof sign with an area of 2.14m<sup>2</sup> on the entrance canopy facing south, located approximately 7m from an existing roof sign, where the by-law requires a separation distance of the street of 153m (500ft).</p>

New Sign By-law Regulations:

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 CR -Commercial Residential District. The sign is classified as an Overhanging Structure Sign as it is erected on a valet canopy classified as an overhanging structure, located on the south side of the shopping plaza.

The proposed sign appears to comply with the City of Toronto Sign By-law adopted by Council on December 6, 2009. The projection of the sign above the overhanging structure and the clearance of the sign from adjacent grade appear to comply with the provisions of the by-law, data relating to the illumination of the sign has not been provided.

Section 694-18 E (2) states that “the light shall not project onto any adjacent premises located in an R, RA, CR, I or OS sign district.” It would appear that the sign is directed south toward lands designated “R-Residential District” on the Sign By-law District Map. The sign would be located approximately 70m from the single family residential lot lines

Based on the size of the sign and the distance away from the adjacent residential lot lines it seems unlikely the illumination from the proposed sign would be projected onto any of the premises located in the adjacent R-Residential district.

Please note that Section 694-18 E requires that all illuminated signs shall not increase the light levels within 10.0 metres of all points of the sign face by more than 6.5 lux above the ambient lighting level; shall not exceed 5,000 nits during the period between sunrise and sunset; and shall not exceed 500 nits during the period between sunset and sunrise.”

## **CONTACT**

Diane Damiano, Manager, Plan Review.  
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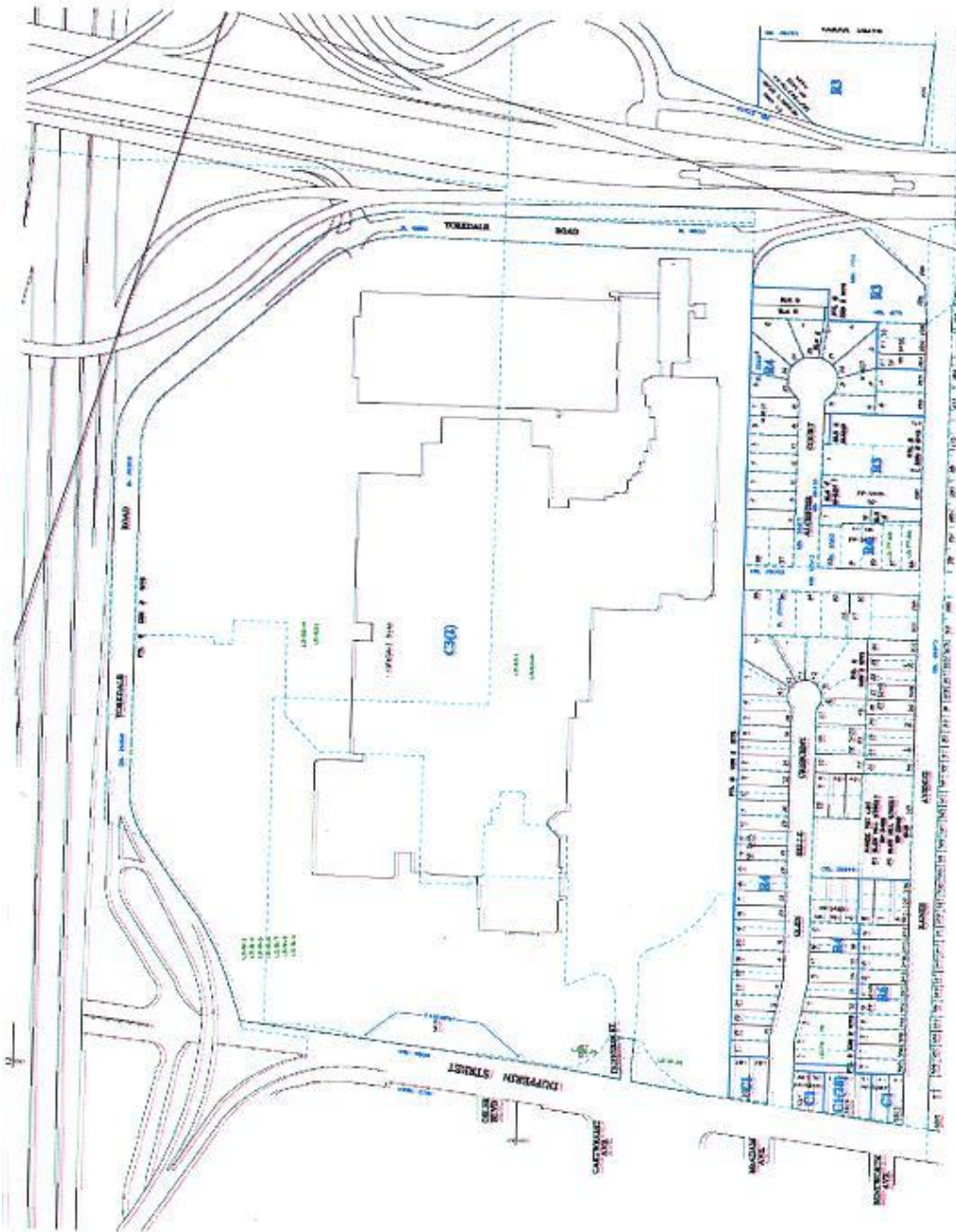
## **SIGNATURE**

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

## **ATTACHMENTS**

- Attachment 1 – Zoning Map – 3401 Dufferin
- Attachment 2 – Zoning Map – West side of Dufferin
- Attachment 3 – Satellite Image – 3401 Dufferin
- Attachment 4 – Location of Sign
- Attachment 5 – Building Elevations Showing Sign
- Attachment 6 - Structural Drawing of Sign
- Attachment 7 - New City of Toronto Sign District Map
- Attachment 8 - Applicant Letter



**ATTACHMENT 1 – ZONING MAP – 3401 DUFFERIN STREET**

Sign Variance Report report for action  
Yorkdale Shopping Centre  
3401 Dufferin St.

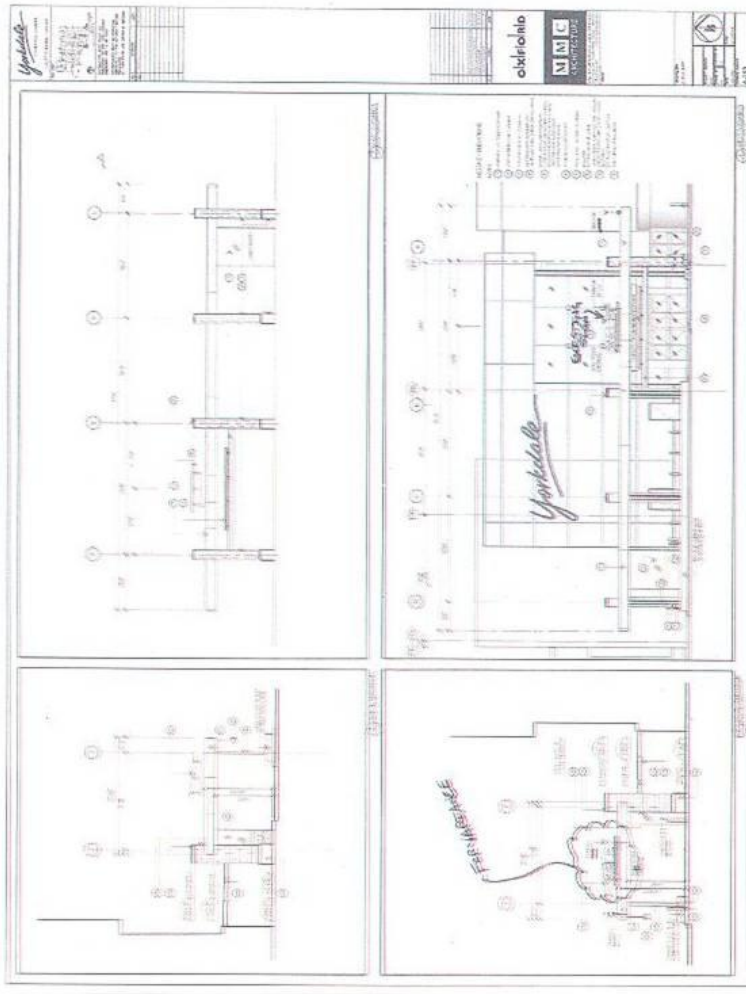


ATTACHMENT 2 – ZONING MAP – WEST SIDE DUFFERIN



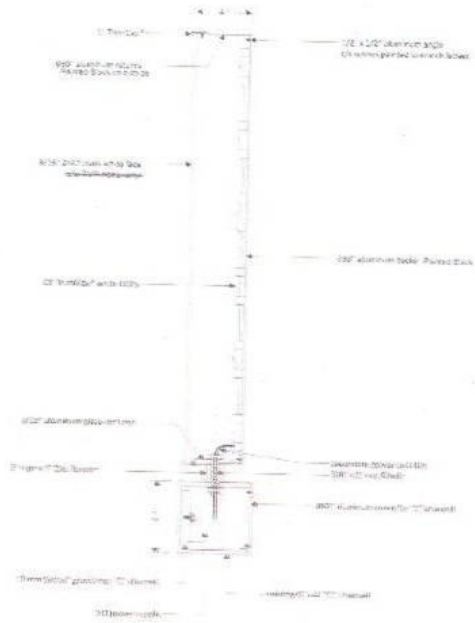






ATTACHMENT 5 - BUILDING ELEVATIONS SHOWING SIGN

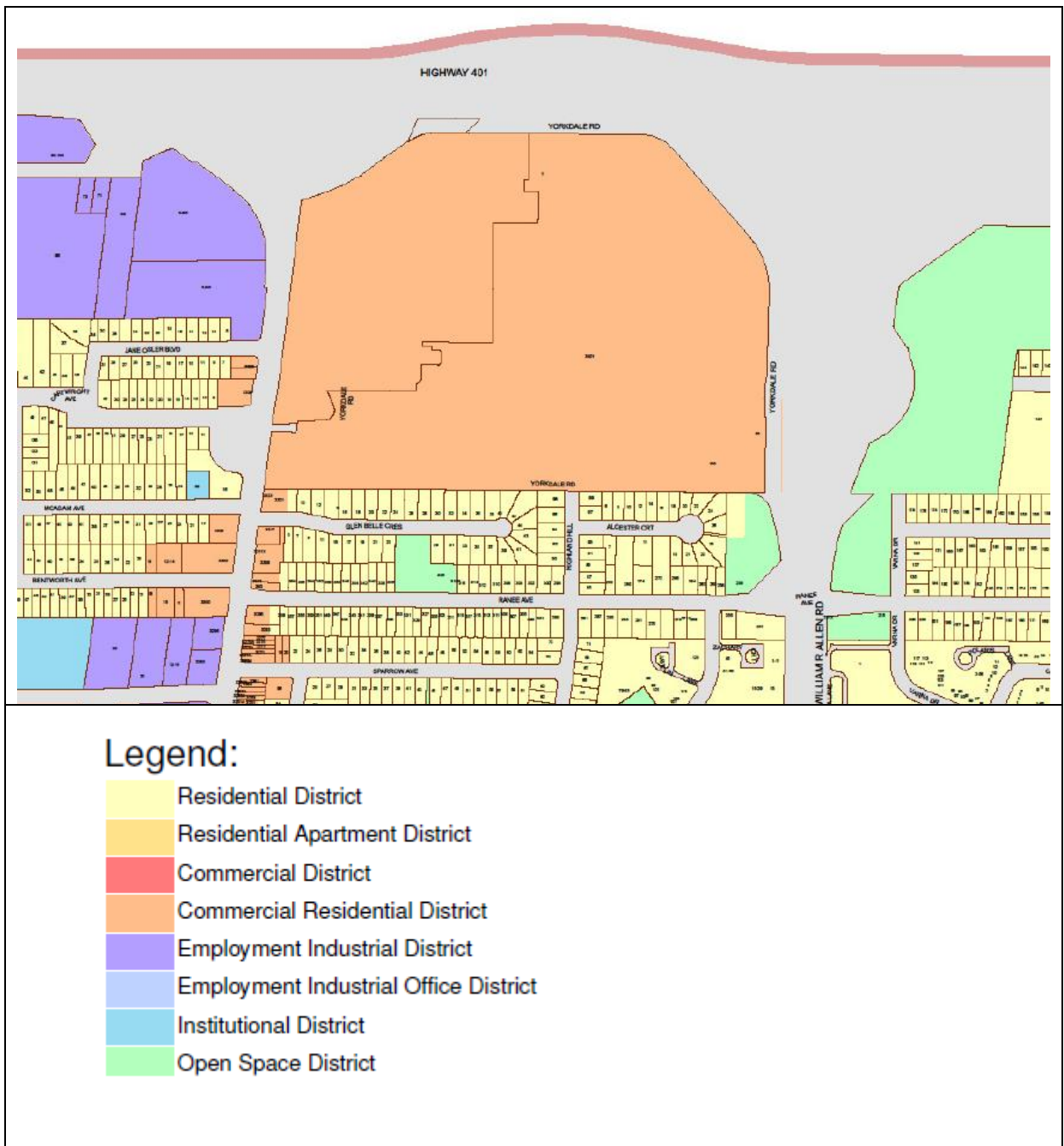




Structural  
Elevation View

PROJECT SYSTEMS - DEPT. 2006

**ATTACHMENT 6 - STRUCTURAL DRAWING OF ROOF SIGN**



**ATTACHMENT 7 – NEW CITY OF TORONTO SIGN DISTRICT MAP**



December 7, 2009

City of Toronto, Building Department

Re: Variance Application, 3401 Dufferin St. (Yorkdale Shopping Centre)

To whom it may concern,

We are submitting this Variance application due to our signage proposal not complying with By-law No. 7625 which states that no roof sign can be closer than 153m from another roof sign.

We have installed one 'VALET' sign (under Permit #09 166085) on a new canopy for the Valet service at Yorkdale Shopping Centre and require a second, identical sign be installed adjacent to it. The existing VALET sign faces West and the sign we are seeking a variance on is South facing. It is imperative that we have both signs due to traffic flow so that the designated Valet area is visible for those travelling either East or North.

These two roof signs are so close to each other that they could be considered one sign. The carrying channels that they are mounted to could be, technically speaking, joined by a steel bar or channel and considered one sign. Our preference, however, would be to have a permitted variance for this second sign.

Thank you for your consideration.

Sincerely,



Steve McElwee

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## ATTACHMENT 8 – APPLICANT LETTER