



## CITY CLERK

Consolidated Clause in Toronto North Community Council Report 5, which was considered by City Council on June 22, 23 and 24, 2004.

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**Request for Approval of Variances from the former  
City of North York Sign By-law No. 30788, as amended,  
for the erection of an off-premise roof sign at  
4949 Bathurst Street (Ward 23 - Willowdale)**

*City Council on June 22, 23 and 24, 2004, adopted this Clause without amendment.*

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**The Toronto North Community Council recommends adoption of the report (August 22, 2003) from the Director of Building and Deputy Chief Building Official, Urban Development Services, subject to Recommendation (1) being amended to read as follows:**

**“(1) the request for variance be approved subject to the sign being non-illuminated.”**

**The Toronto North Community Council submits the following report (August 22, 2004) from the Director of Building and Deputy Chief Building Official, Urban Development Services:**

Purpose:

To review and make recommendations on a request by Roy Dzeko of Skyscape Outdoor Inc. on behalf of Daughton Management for approval of variance from the former City of North York Sign By-law No. 30788, as amended, to permit the erection of a 18.58 sq. m. (200 square feet) double illuminated off-premise roof sign at the above noted location. Refer to attachments for details.

Financial Implications and Impact Statement:

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

### Recommendations:

It is recommended that:

- (1) the request for variance be approved, subject to the following condition:
  - (a) that the illumination of the proposed roof sign be turned off from 11:00 p.m. to 7:00 a.m. with a timer; and
- (2) the applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit.

### Background:

The property at 4949 Bathurst St. is located in a Commercial zone (C1) and is at the north-east corner of Bathurst St. and Finch Ave. West. The property is a retail plaza.

To the north of the proposed sign is a residential apartment building at 4979 Bathurst St. This property is zoned RM6 and is separated from 4949 Bathurst St. by Brenthall St. This apartment building would be approximately 75 metres (246 ft.) from the proposed roof sign. Opposite 4949 Bathurst St. on the west side of Bathurst St. is Northview Secondary School.

To the east of 4949 Bathurst St. is a residential apartment building located at 300 Finch Ave. West in a RM4 zone. This apartment building will be approximately 45 metres (147 ft.) from the proposed sign. The tenants on the west side of this building will be directly impacted by the illumination from the proposed sign.

To the south of 4949 Bathurst St. at the south-east corner of Bathurst St. and Finch Ave. West is a Commercial plaza in a C2 zone. There are two existing off premise roof signs on the roof of this plaza.

Section 5.2.1.1 of the former City of North York sign by-law No 30788, as amended, requires that a roof sign be a minimum of 153 metres (500 ft.) from another roof sign on the same side of the street. The lot at the south-east corner of Bathurst St. and Finch Ave. West (municipally known as 305 Finch Ave. West) is located on the same side of Bathurst St. and therefore the proposed sign must maintain a minimum of 153 metres (500 ft.) spacing from the existing roof signs at 305 Finch Ave. West. Furthermore, Council at its meeting of April 16, 1998 approved the variance permitting the spacing of 100 metres (328 ft.) for the roof sign at the north end of 305 Finch Ave. West from the roof sign at the south end of the property which fronts on Bathurst St.

### Comments:

The 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
(1) Sec. 5.2.1.1 states: A roof sign including an off premise sign, not exceeding 32.5 sq. m. (349.8 sq. ft.) in sign area may be erected on the roof of a commercial building provided that no such sign shall be less than 153 m (500 ft.) from another sign on the same side of the street.	To erect a 18.58 sq. m. (200 sq. ft.) off premise sign within 90 m (295 ft.) of another roof sign on the same side of the street.	To allow an off premise roof sign to be erected within 90 m (295 ft.) of another off premise roof sign whereas the bylaw requires a minimum distance of 153 m (500 ft.) between off premise roof signs on the same side of the street.

The applicant proposes to install a timer to turn off the illumination of the proposed roof sign to negate the adverse impact of the illumination on the residential apartment buildings to the north and east. The standard time, in similar situations, has been to turn off the illumination between 11:00 p.m. and 7:00 a.m.

The proposed sign is not in direct north – south alignment with the existing roof signs and this will reduce the visual impact to the traffic on Bathurst St. The proposed sign will be erected for exposure to the north and south traffic on Bathurst St. and will not cause additional visual impact on the east west traffic on Finch Ave. West.

The ward councillor has been notified of this request and has been provided with a copy of this report.

Conclusions:

It is recommended that the request for the variance be approved subject to the following condition:

- (1) that the illumination of the roof sign be turned off from 11:00 p.m. to 7:00 a.m. with a timer.

Contact:

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List of Attachments:

Attachment 1 & 2: Site Plan and Zoning Map  
Attachment 3 & 4: Pictures  
Attachment 5: Elevation

(Attachments referred to in the foregoing report were forwarded to all Members of the Toronto North Community Council with the agenda for its meeting on June 8, 2004; and copies thereof are on file in the office of the City Clerk, North York Civic Centre).

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The Toronto North Community Council also considered a communication (April 27, 2004) from Roy Dzeko, Real Estate Development, Astral Media Outdoor, indicating that the sign to be located at 4949 Bathurst Street will be a non-illuminated sign.