

**Request for Exemption to the Sign By-law -  
Variance for Two V-Shaped Illuminated First Party  
Ground Signs - 243-255 Consumers Road - Seneca Heights**

*(City Council on July 4, 5 and 6, 2000, adopted this Clause, without amendment.)*

**The North York Community Council recommends the adoption of the following report (June 5, 2000) from the Director and Deputy Chief Building Official, Urban Development Services:**

Purpose:

Evaluate and make recommendations regarding a request by Ryan Gaul of Steel Art Signs, on behalf of “Trustcan Property Corporation”, for a variance from the Sign By-law to permit the erection of two V-shape illuminated first party ground signs 347.75 ft<sup>2</sup> in sign area each and 40 ft. high.

The property backs onto Highway 401 and the proposed signs would be adjacent and only visible from the Highway. Refer to attachments for details.

Financial Implications and Impact Statement:

There are no financial implications.

Recommendations:

It is recommended that:

- (1) The request for a minor variance from the Sign By-law be approved.

Background/Comments:

The property at 243-255 Consumers Rd. is located in an Industrial zone MO (8).

Section 5.3.2.6 of the Sign By-law allows a maximum area of 250.8 ft<sup>2</sup> per sign and a maximum height of 25 ft. and would permit an additional sign to the two proposed ground signs. The proposed ground signs are 347.75 ft<sup>2</sup> in sign area each and 40ft high. The variances required are for the area and height of the sign.

This property has a large frontage, over 8000ft. The proposed signs will be located at the two ends of the property. There are no other ground or roof signs on that site, except a “Shoppers Drugmart” fascia sign on the building.

There would not be a negative impact on adjacent properties if the two ground signs face Highway 401 only and do not face any of the City streets such as Yorkland Boulevard or

Consumers Rd. The proposed signage will face Hwy 401 traffic, therefore it requires approval from the Ontario Ministry of Transportation. The permit application for the signs would not be issued until such approval is secured.

The Ward Councillors have been notified of this request and have been provided with a copy of this report and attached plans.

Conclusions:

It is my opinion that the proposed ground signs are appropriate in relation to the size of the property. The proposed signage is not oversized compared to billboard signs along Hwy 401. The sign illumination may affect Highway 401, but the Ministry of Transportation will address such concerns if any.

It is recommended that the minor variance request from the Sign By-law be approved. Additional third party signage will not be allowed on this property as a condition of this approval.

Contact:

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(Attachments referred to in the foregoing report, were forwarded to all Members of the North York Community Council with the agenda for its meeting on June 21, 2000, and copies thereof are on file in the office of the City Clerk, North York Civic Centre).

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The North York Community Council also had before it a communication (June 13, 2000) from Mr. Ken Sherbanowski, Permits Officer, Central Region, Corridor Management Office, Ministry of Transportation advising that the Ministry has approved the application submitted by Truscan Property Corporation for a permit to be used at the subject location.