

Consolidated Clause in Etobicoke York Community Council Report 1, which was considered by City Council on February 1, 2 and 3, 2005.

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Request for Approval of Variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code for a First Party Ground Sign at 36 Stoffel Drive (Ward 2 - Etobicoke North)

City Council on February 1, 2 and 3, 2005, adopted this Clause without amendment.

The Etobicoke York Community Council recommends that City Council adopt the staff recommendations in the Recommendations Section of the report (December 10, 2004) from the Director of Building and Deputy Chief Building Official:

Purpose:

To review and make recommendations on a request by Mr Sergio Dalbo, #565991 Ontario Ltd., for approval of variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to permit one First Party Ground Sign 10 metres in height, and with a display area of 18.58 square metres 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 variances be approved for the reasons outlined in this report;
- (2) the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits; and
- (3) to obtain necessary approvals from the Ministry of Transportation prior to issuance of a sign permit.

Background:

The property is located at the end of Stoffel Drive, flanking Highway 401. The Sign Code permits First Party Ground Signs in IC1 zones. The height and the display area of the sign is based on the frontage of the building.

The frontage of the building is about 30 metres and is located at Stoffel Drive. Since the property has no direct access, the Highway flanking side cannot be used as frontage for the purposes of the Sign Code. The property is surrounded by other IC1, utility zones including Highway 401.

The applicant is proposing a First Party Ground Sign along the flanking side to Highway 401. Based on the frontage of the sign at Stoffel Drive, the height and display size of a permitted sign will be much smaller than what the applicant is requesting.

Comments:

The sign does not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
(1) Section 215-12.A. The height of the ground sign shall not exceed the lesser of 11 metres or 0.3 metres per 1.5 metres of street frontage.	The applicant is proposing a 10 metres high ground sign where only 6.1 metres in height is permitted.	The proposed sign is to be 10 metres in height, in lieu of the permitted 6.1 metres.
(2) Section 215-12.E. No ground sign shall exceed 0.1 square metres in display area for each 0.3 metres street frontage.	The applicant is proposing 18.58 square metres of display area where only 10.2 square metres of display area is permitted by the Sign Code.	The proposed sign is to have a display area of 18.58 square metres in lieu of the permitted 10.2 square metres of display area.

The proposed sign will be closer to Highway 401 than Stoffel Drive. Traffic on Stoffel Drive is very limited; therefore the proposed sign is designed and located in such a way that it has more exposure to the highway traffic.

Highway 401 is approximately 3 metres higher than the property where the sign is proposed to be located. If the sign height is limited to 6.1 metres as permitted by the Sign Code, the display area of the sign will be approximately at the level of the highway pavement and therefore, the proposed sign height of 10 metres will be effective.

A similar Sign Variance request was approved by City Council for 32 Stoffel Drive, which is the adjoining property to the West.

The nearest residential property is located approximately 100 metres from the proposed sign, at the south side of the Highway. Therefore, the variance is minor in nature.

Conclusions:

It is recommended that the request for the variances be approved.

Contact:

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(Attachments 1 and 2, referred to in this report, were forwarded to all Members of the Etobicoke York Community Council with the agenda for its meeting on January 18, 2005, and copies are on file in the City Clerk's Office, Etobicoke Civic Centre.)