

TORONTO STAFF REPORT

Date: November 4, 2005

To: Chair and Members, The Etobicoke York Community Council.

From: Edward Tipping, Director of Building and Deputy Chief Building Official

Subject: Request for approval of variances from By-law 30788, of the former City of North York, for a two sided first party illuminated ground sign at 1881 Wilson Avenue

York West , Ward 7

Purpose:

To review and make recommendations on a request by Arun Mathur of Rainbow Realty Limited, for Mac Champsee of Town Centre Investments Ltd., for approval of variances from By-law 30788 of the former City of North York to permit a two sided first party illuminated ground 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 variances be approved for the reasons outlined in this report; and
- (2) the applicant be advised upon approval of variances, of the requirement to obtain the necessary sign permits; and
- (3) the applicant obtain approval from the Ministry of Transportation since the proposed sign is within 400m of a highway right-of-way.

Background:

1881 Wilson Ave has a used car dealership with a one storey garage that is located at the rear of the building. This property is located in an Industrial–Commercial zone (MC(H)). The car dealership has an existing illuminated first party ground sign at the front, and an approved third party illuminated roof sign facing Wilson Ave. To the north, there is an industrial–commercial area, to the south is Highway 401, to the east there are a number of industrial/commercial buildings as well as the ramps off Highway 400 on to Highway 401, and approximately 300 m to the west on the north side there is the beginning of a residential area made up of single family dwellings.

There is approximately 28 m of vacant land between the garage and Highway 401.

Comments:

The proposed illuminated first party ground sign is to be constructed at the rear of the one storey garage that is located at the rear of a used car dealership. The sign will be double-sided and each face will have an area of 200 sq ft. The top of the sign will be approximately 35 feet above the ground.

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
Sign By-law 30788 Section 7.2.2 No ground sign shall exceed 25 ft	The proposed sign is 35 ft. in height	Permit a ground sign height of 35 ft in lieu of 25 ft
Sign By-law 30788 Section 5.3.2.2 The maximum size of a ground sign on a lot having a frontage of 80 to 150 ft. is 75.3 sq ft.	The proposed sign has an area of 200 sq ft.	Permit a ground sign having an area of 200 sq ft in lieu of 75.3 sq ft

The area is a commercial industrial area, with Highway 401 to the south of the property and the ramps off Highway 400 on to Highway 401 to the east. There are already many signs along this stretch facing both the ramps off Highway 400 on to Highway 401, and Highway 401 itself. Since the proposed sign will be at the rear of the property the illumination from the sign will

have no impact on the residential buildings that are more than 300m from the sign. For these reasons, the proposed sign will have very little impact on the neighborhood.

Conclusions:

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

Contact:

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Applicant's Information:

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List of Attachments:

Attachment 1: Site Plan and/or Zoning Map

Attachment 2: Elevations

