



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
45 Milvan Dr**

Date:	January 15, 2007
To:	Chair and Members, The Etobicoke York Community Council
From:	Building and Deputy Chief Building Official
Wards:	York West, Ward 7
Reference Number:	2007EY006

SUMMARY

Request for approval of variance from City of North York Sign By-law No 30788, to replace an existing Non-illuminated First Party Sign with a new First Party Illuminated Pylon Sign for Enterprise rent-a-car in the front yard of 45 Milvan Dr.

The request comes from Kim Paterson with DNS Signs Ltd for Mary Monardo of Mondial Fine Cars for approval of the variance from Chapter 215, Signs, of the former City of North York Sign By-law No 30788.

RECOMMENDATIONS

It is recommended that:

- (1) the request for the variance be approved for the reasons outlined in this report; and
- (2) the applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit, and
- (3) the granting of the variance be conditional upon the applicant obtaining approval for a Metro Licence for the new use.

FINANCIAL IMPACT

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

ISSUE BACKGROUND

45 Milvan Drive is located on lands that are zoned M3 (Industrial). The proposed sign is for a second tenant "Enterprise Rent-a-car". The proposed illuminated ground sign will be 20' h x 15' 5" w with a 3' 1" h x 15' 5" w sign area (48.01 sq. ft.) and will be replacing an existing non-illuminated ground sign that is 11' h x 5' 10" with a 6' 1" h x 4' 10" w of sign area (25.01 sq. ft.) that was used for the other tenant.

The tenant, Enterprise Rent-a-car presently does not have a Metro Licence but has applied for one and is awaiting approval.

The sign does not comply with the City of North York Sign By-law No 30788 in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
[5.3.2) - Minimum Lot Frontage] The minimum required lot frontage for a ground sign is (80) feet.	Erect a First Party Illuminated Ground Sign on a lot that has a frontage of (75) feet.	To permit a ground sign on a lot frontage of (75) feet in lieu of the required minimum of (80) feet.

COMMENTS

The proposed replacement sign is located in the middle of an industrial area therefore the illumination will not have any impact on any residential areas. There are already other ground and roof signs in the area so the replacement sign is in keeping with other businesses.

The tenant, Enterprise Rent-a-car requires a Metro Licence. It is recommended that the variance approval be conditional on the tenant obtaining approval for a Metro Licence to operate the above noted business.

CONTACT

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Edward Tipping P.Eng
Director of Building and
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The Etobicoke York District

Building Division Folder Number 06 182985 ZSV

ATTACHMENTS

Attachment 1: Site Plan and/or Zoning Map

Attachment 2: Elevations

Attachment3: Picture

Contact:

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Front elevation for 45 Milvan Dr
Pylon sign shown in picture is the sign that applicant proposes to replace.