

**2387 Weston Road – Sign Variance Application**

<b>Date:</b>	March 8, 2007
<b>To:</b>	Etobicoke York Community Council
<b>From:</b>	Director, Community Planning, Etobicoke York District Director of Building and Deputy Chief Building Official, Etobicoke York District
<b>Wards:</b>	Ward No. 11 – York South-Weston
<b>Reference Number:</b>	File No. 07 111905 WET 11 TM

**SUMMARY**

This is an application for approval of the installation of an animated and flashing fascia sign on the front elevation of the two-storey building, operating as an art gallery. This sign has been installed without a building permit and it would be in addition to the existing canopy sign.

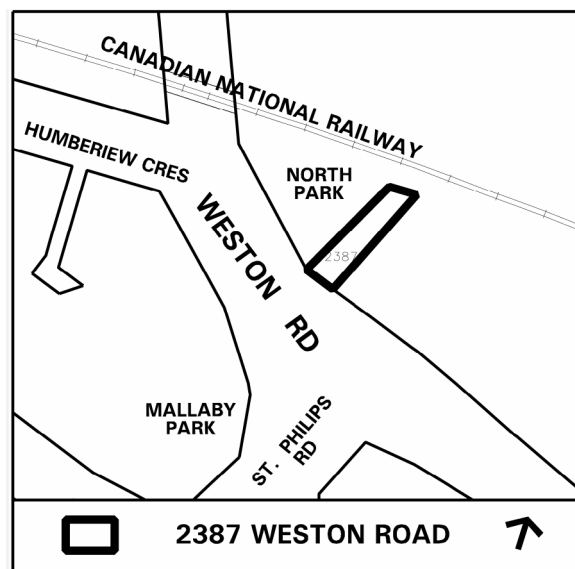
This report reviews and recommends approval of the application to amend the former City of York Sign By-law No. 3369-79, as amended, to permit the sign subject to conditions.

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. City Council approve the requested variance to permit an illuminated fascia sign on the west front elevation of the building, subject to:
  - a. the applicant amending the Building Permit plans to include the following notation:

“Sign display and message



shall be stationary and shall not be flashing, scrolling, changing or animated while on display”; and,

- b. the sign permit being obtained and being installed in accordance with the amended application plans filed with Toronto Building, Etobicoke York District; and
2. City Council authorize and direct the appropriate City Officials to take the necessary action to give effect thereto.

### **Financial Impact**

The recommendations in this report have no financial impact.

## **ISSUE BACKGROUND**

### **Proposal**

Artcube is seeking approval for one illuminated pixel LED sign on the front elevation of the two-storey commercial building, which has been installed without a building permit. There is an existing illuminated sign on the front canopy of the building.

Section 17.1.3 of the former City of York Sign By-law No. 3369-79 permits the erection of either one canopy, or one fascia sign for any commercial use lawfully operating on a residential district.

Section 14.3 of the By-law permits signs to be illuminated, but not to be flashing or animated. The proposed LED sign will be animated and flashing electronic messages.

### **Site and Surrounding Area**

The subject property is located on the northeast side of the intersection of Weston Road and St. Phillips Road.

The property is zoned Residential District (R1). The art gallery within the two-storey commercial building is a legal non-conforming use.

Surrounding land uses include:

North: Canadian Pacific Railway.

South: Mallaby Park and semi-detached residential dwellings.

West: A mix of commercial and residential uses, including apartment buildings.

East: North Park

## **COMMENTS**

The LED sign has an approximate area of 7 square metres and it displays electronic messages as advertising for the art gallery.

There has been some concerns expressed by residents of adjacent dwellings with the impact of the brightness and flashing of images onto the adjacent residential dwellings.

The applicant is aware of these concerns, and has agreed to reduce the intensity of the electronic messages to a mid level brightness, and to use the sign only with stationary letters, eliminating the flashing, changing, or animated function of the sign display.

Staff have no objection to the variance requested to permit an additional illuminated front sign, subject to the following conditions:

1. The applicant amending the Building Permit plans to include the following notation on the plans:
  - a) “Sign display and message shall be stationary and shall not be flashing, scrolling, changing or animated while on display.”
2. The sign permit be obtained and the sign be installed in accordance with the amended application plans filed with Toronto Building, Etobicoke York District;

## **CONTACT**

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## **SIGNATURE**

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Gregg Lintern, MCIP, RPP  
Director, Community Planning  
Etobicoke York District

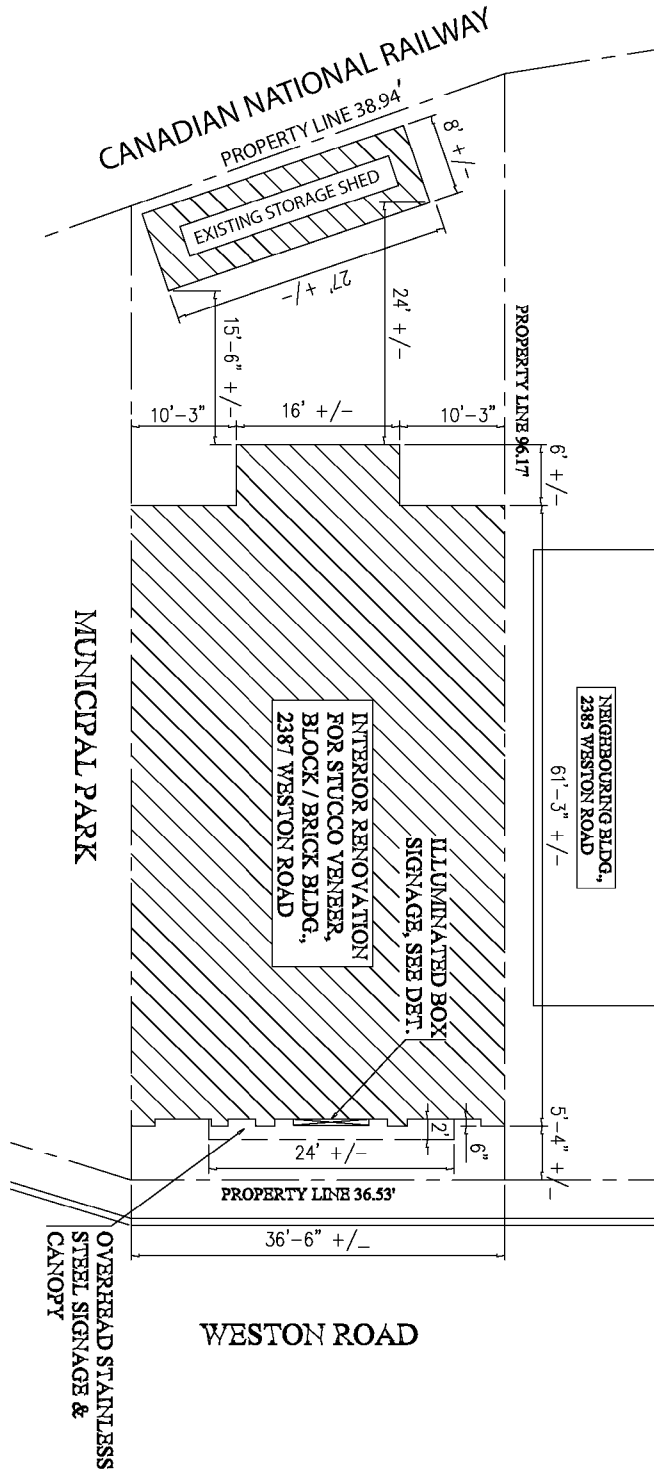
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Edward Tipping  
Director of Building and Deputy  
Chief Building Official  
Etobicoke York District

## **ATTACHMENTS**

Attachment 1: Site Plan  
Attachment 2: Elevations

Attachment 1: Site Plan



2387 Weston Road

Site Plan

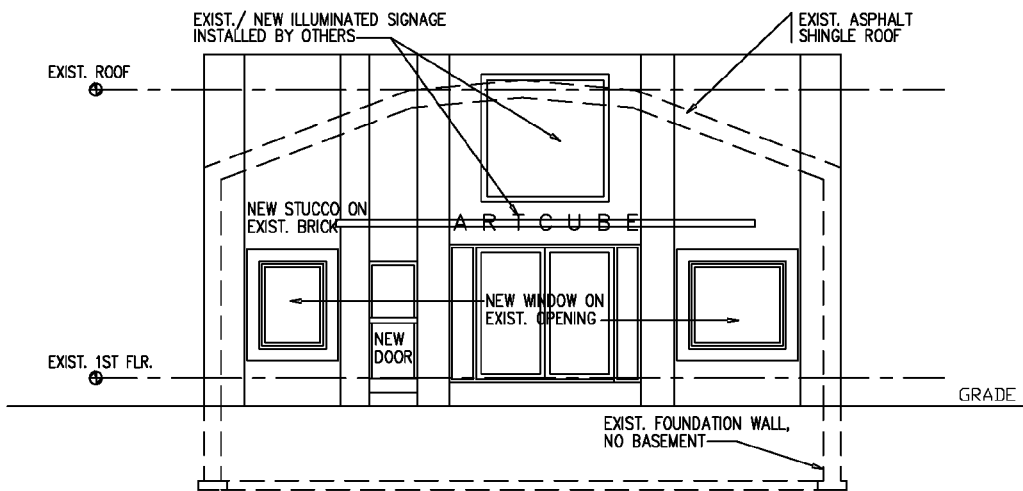
Applicant's Submitted Drawing

Not to Scale  
03/01/07

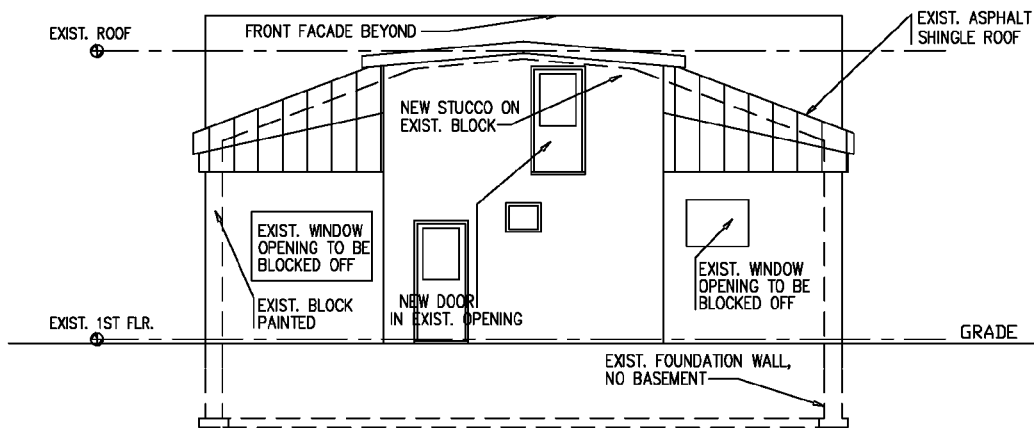
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## Attachment 2: Front and Rear Elevation



FRONT Elevation



BACK Elevation

### Elevations

Applicants Submitted Drawing

Not to Scale  
03/01/07

2387 Weston Road

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