



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 3395 Weston Rd

<b>Date:</b>	May 8, 2007
<b>To:</b>	Chair and Members, The Etobicoke York Community Council
<b>From:</b>	Building and Deputy Chief Building Official
<b>Wards:</b>	York West, Ward 7
<b>Reference Number:</b>	2007EY015

### **SUMMARY**

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This staff report is about a matter for which the Community Council has been delegated authority from City Council to make a final decision.

Request for approval of variances from the former City of North York Sign By-law No 30788 to replace existing nonilluminated ground sign with a free standing Illuminated Ground Sign having 3 lines of L.E.D. messaging for (Emery Adult Learning Centre) at 3395 Weston Rd

The request comes from Dominic Rotundo with Pattison Sign Group for Emery Collegiate for approval of the variances from the former City of North York Sign By-law No 30788.

### **RECOMMENDATIONS**

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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 permit and
- (3) Toronto Regional Conservation approval will be required prior to the issuance of the sign permit and

- (4) The banner signs located on the property fence be removed and
- (5) The ground sign advertising the future neighbourhood development be removed.

**Financial Impact**

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

**ISSUE BACKGROUND**

The proposed sign will be located on a portion of property owned by the Toronto District School Board that is zoned “Semi open space” (O3) and this portion of land is regulated by the Toronto Conservation Authority. There is an easement over this land to permit access to the City owned building to the south. The school is located on lands zoned Industrial Zone One (M1).

**COMMENTS**

The applicant proposes to replace an existing illuminated identification ground sign with a free standing Illuminated Identification Ground Sign having 3 lines of L.E.D. messaging for (Emery Adult Learning Centre) at the front entrance to 3395 Weston Rd.

The sign will be approximately 16.2 ft high above the ground and will be 11.0 ft wide. The sign face will be approximately 80 sq ft in area and will have within this space a messaging display that will be approximately 33.0 sq ft in area and consist of 3 lines of L.E.D. lights. The existing sign is approximately 8.0 ft high having a sign face of approximately 40 sq ft.

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

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
<p><b>1. Section 5.1.4 and 4.9.2. - One identification ground sign with an electronic message display is permitted not exceeding 2.4 m2 (25.8 sq. ft.) plus 25% of sign area due to messaging display for a total maximum area of 3.2 m2 (34.43sq. ft.).</b></p>	<p>The proposed identification ground sign area is 7.44 m2 (80 sq.ft.).</p>	<p>To permit an identification ground sign with an area of 7.44 m2 (80 sq.ft.) in lieu of 3.2 m2 (34.43sq. ft.).</p>

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
<b>2. Section 5.1.4 - One identification ground sign is permitted</b>	To replace an existing identification ground sign that was located adjacent to identification ground sign.	To permit two identification ground signs to be erected on the same property.

Within close proximity there are 2 banner signs that are not permitted under the sign bylaw, an identification sign for a City owned building to the south and a very large advertising sign for a future development in the area for which there was never a sign permit taken out nor where required variances obtained. Further away to the north there is an existing third party ground sign for which there is a sign permit.

The location of the proposed sign is on lands that form part of a ravine/valley. The location of the sign will be down hill from a residential area to the south approximately 75 m away.

It is staff's opinion that the impact on the neighbouring properties should be minimal seeing that nearest residential area is 75 m away with only 6 property owners having a view of the sign from their rear windows of their homes. The other properties that may have a view of the sign are either apartment buildings that are a substantial distance apart or commercial properties. As a condition of approving this sign the applicant is asked to remove the banner signs and the development ground sign.

## **CONTACT**

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

## **ATTACHMENTS**

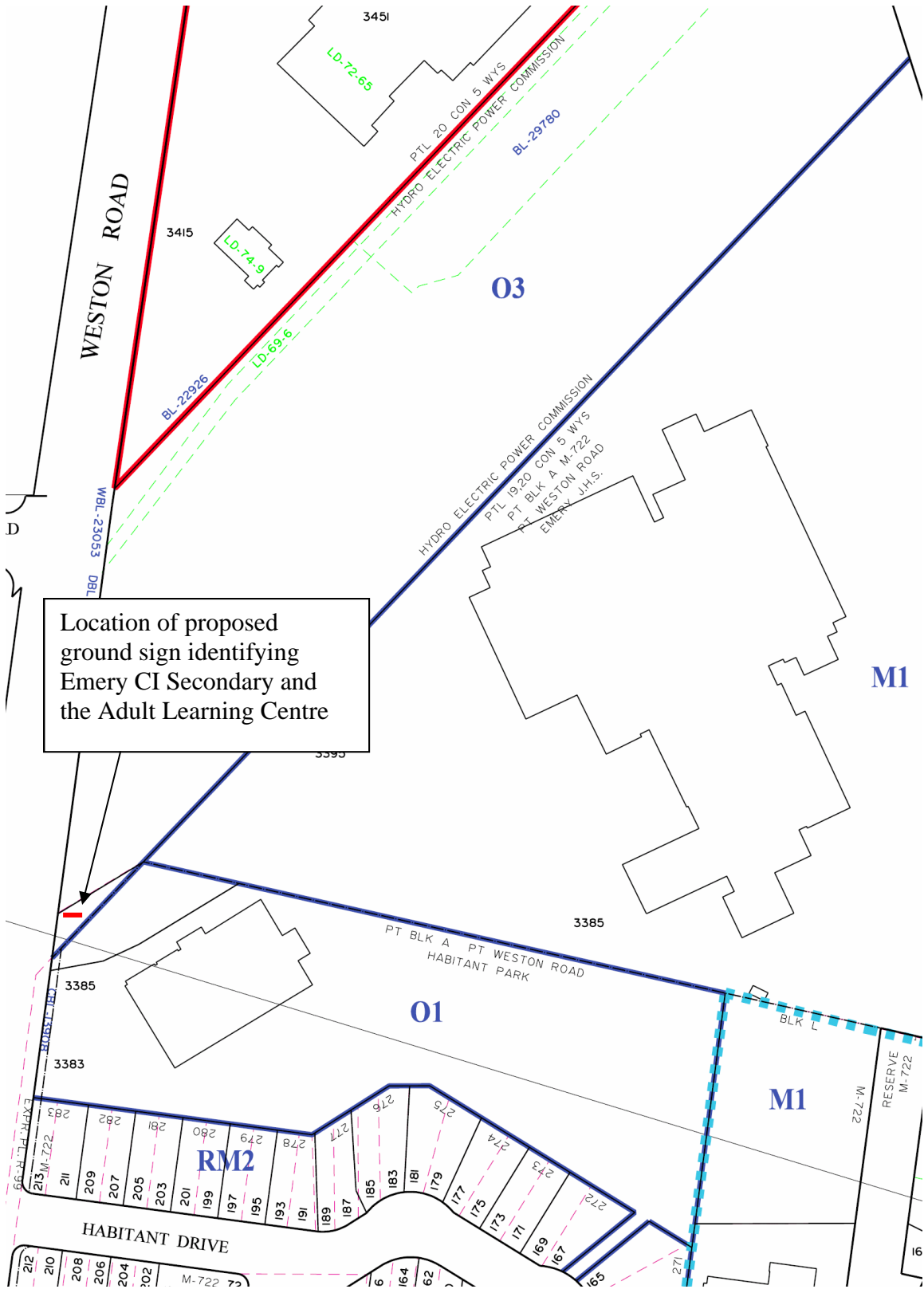
Attachment 1: Site Plan and/or Zoning Map

Attachment 2: Elevations

Attachment3: Picture

Pattison Signs  
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**View to the north of proposed sign**





**View to the south of proposed sign**





**View to the west of proposed sign**