



STAFF REPORT ACTION REQUIRED

Sign Variance Report – 144 Norseman Street

Request for Approval of Variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code for an Illuminated First Party Side Wall Sign at 144 Norseman Street.

Date:	November 15, 2006
To:	Chair and Members, The Etobicoke York Community Council
From:	Edward Tipping, Director of Building and Deputy Chief Building Official
Wards:	Lakeshore-Queensway, Ward 5
Reference Number:	

SUMMARY

To review and make recommendations on a request by Mr. Steven Gibson, Gibson Signs, for Storage Now Holdings Ltd., for approval of variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to permit an Illuminated First Party Fascia Sign on the east elevation at the above noted location.

The applicant is proposing an illuminated sidewall fascia sign with a display area of 13.94 square metres in lieu of non-illuminated fascia sign with a maximum display area of 4 square metres permitted by the Sign Code.

It is recommended that the request for variances be refused.

RECOMMENDATIONS

It is recommended that:

1. the request for variances be refused for the reason outlined in this report.

FINANCIAL IMPACT

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

ISSUE BACKGROUND

A permit to construct a 4-storey self storage building was issued on November 2005. The building is facing Norseman Street, and on the east elevation where the proposed sign is to be erected, it abuts properties facing Islington Avenue.

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 215-22.B(7) and 215-20.B(3) permits one non-illuminated side wall sign with a display area not more than 4 metres square, when the wall is set back 3 metres or more, and the sign is within 50 metres of a residential zone.	The applicant is requesting an illuminated side wall sign with a display area of 13.94 square metres, and approximately 3.6 metres from a residential zone.	The display area of the sign is 3.5 times larger than the permitted requirement. The sign is illuminated and is only 3.6 metres from a residential zone in lieu of the 50 metres required.

The proposed sign has a display area of 13.94 square metres. It is approximately 3.6 metres from the property line and from a residential zone. The Sign Code permits only 4 square metres of side wall sign and allows illumination only if the sign is more than 50 metres from a residential zone. The proposed side wall sign is too large and too close to the residential zone.

CONTACT

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E-mail: stoprak@toronto.ca

SIGNATURE

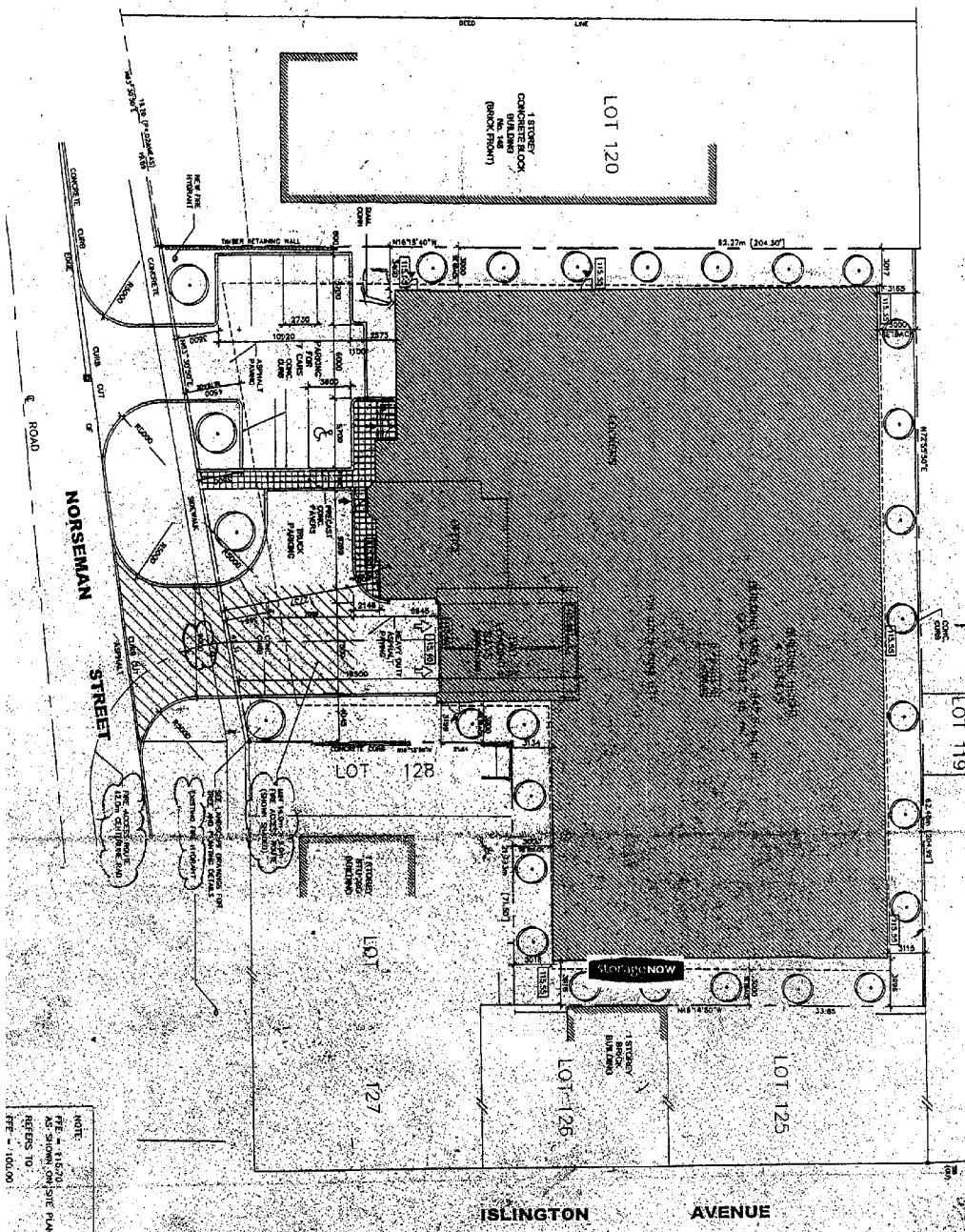
Edward Tipping, P.Eng.
Director of Building and
Deputy Chief Building Official
West District

ATTACHMENTS

Attachment 1: Site Plan and/or Zoning Map

Attachment 2: Elevations

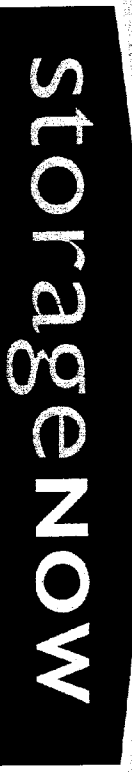
Attachment 3: Picture



sign # 3

25' BY 6' ELECTRIC SIGN FACE AND BOX 144 NORSEMAN

7.59 m by 1.846 m

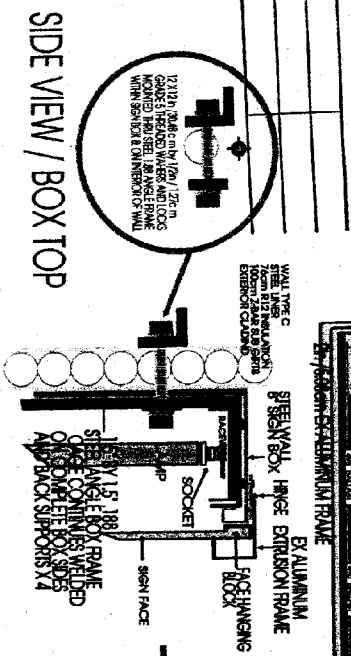
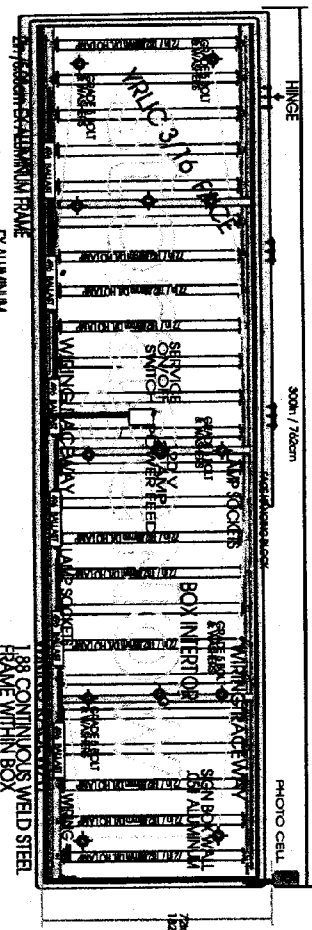


150 SQ. FT. / 13.9 SQ. MT

SIGN TO BE INSTALLED
SOUTH EAST CORNER
ISLINGTON AVE ELEVATION

PLASTIC SIGN FACING
MATERIAL SHALL COMPLY WITH
CIBC 314 SPECIFICATIONS

PERMIT REVIEWED FOR COMPLIANCE WITH
THE ONTARIO BUILDING CODE
06 18440



INSTALLATION HARDWARE
12 X 12 in / 30.48 c m by 1/2 in / 1.27 c m
GRADE 5 THREADED WASHERS AND LOCKS
MOUNTED THRU STEEL 1.88 ANGLE FRAME
WITHIN SIGN BOX & ON INTERIOR OF WALL

DESIGNER
GIBSON SIGNS
122 WEST AVE. ROSARIO, ONTARIO
416-325-5662



NO.	DATE	REVISION
15/05/2006	SLG	

GIBSON SIGNS

122 WEST AVE. ROSARIO, ONTARIO
416-325-5662

gibsonsigns@rogers.com

PROJECT LOCATION
144 NORSEMAN STREET
ETIMCOKE

SCALE
1:100

COLOR CODE
PANTONE 123 C
PANTONE 2945 C

PROJECT: 8
DRAWING: 8
DATE: 15/05/2006

SIGN WEIGHT APPROX 12 LBS PER RUNNING FOOT
SIGN COMPONENTS ARE CORROSION RESISTANT
CAA AND ONTARIO HYDRO APPROVED

FINAL ELECTRICAL CONNECTION BY
CUSTOMER UNLESS REARRANGED
ON HYDRO & CAA CERTIFIED

