



STAFF REPORT ACTION REQUIRED

Sign Variance Report 5395 Steeles Ave W

Date:	December 21, 2006
To:	Chair and Members, The Etobicoke York Community Council
From:	Building and Deputy Chief Building Official
Wards:	York West, Ward 7
Reference Number:	Building Division folder number 06 197400 ZSV

SUMMARY

Request for approval of variance from City of North York Sign By-law No 30788, to replace existing First Party Illuminated Pylon Sign for Trento Suzuki Automobiles in same location as the previous pylon sign which is located in the front yard of 5395 Steeles Ave W.

The request comes from Michael S. Heney with Provincial Sign Systems for Renzo Moser, President of Renbaldo Holdings Inc. 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 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

FINANCIAL IMPACT

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

ISSUE BACKGROUND

5395 Steeles Ave W is located on lands that are zoned MC(H). This property is at the northern limits of Toronto with the City of Vaughan just on the north side of Steeles Ave West. The area is an industrial commercial area on both sides of the Steeles Ave West.

The proposed replacement sign is 24 ft high and 7.33 ft wide. This is approximately the same height as the previous sign. The surface area of the sign is substantially greater but the area of illumination is approximately the same.

The signs do 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
By-law 30788 Section 5.3.2.4 A minimum lot frontage of 91.5m is required in order to have two ground signs on an inside lot,	To replace one of two existing ground (pylon) signs that is on a lot with a lot frontage of 53.34m.	<i>To permit 2 ground signs on the existing property having a lot frontage of 53.34m in lieu of the required 91.5m.</i>

COMMENTS

There are no residential areas near the proposed sign. The sign is a replacement sign so there is no increase in the number of signs in the area. The amount of illumination will be approximately the same as the sign that was there previously. The area is an industrial commercial area. The replacement sign will have very little impact on the surrounding area for these stated reasons.

CONTACT

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Edward Tipping P.Eng
Director of Building and
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The Etobicoke York District
Applicant's Information:



Non Standard Existing Suzuki Sign to be replaced with the New Standard National Trademark Pylon Sign



