



## STAFF REPORT ACTION REQUIRED

### Sign Variance Application 239 Scarlett Road

<b>Date:</b>	December 21, 2006
<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 11 – York South-Weston
<b>Reference Number:</b>	File No: 06 178542 WET 11 TM

### SUMMARY

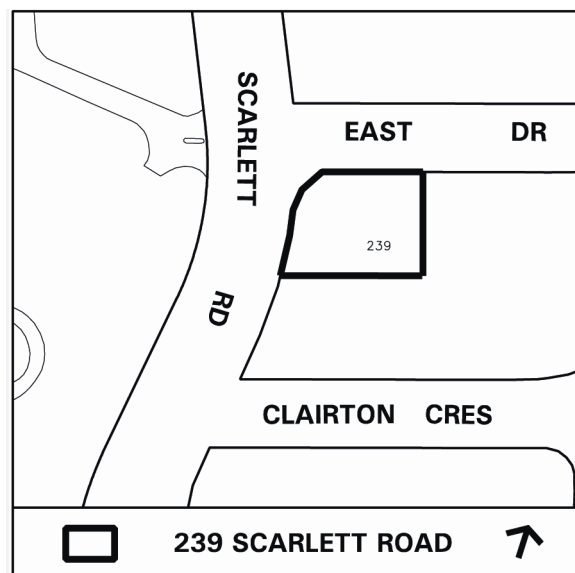
An application has been submitted to permit two wall signs on the west elevation of the existing building, and to increase the display area for the proposed sign, at 239 Scarlett Road.

This report reviews and recommends approval of the application to amend the former City of York Sign Variance By-law No. 3369-79.

### RECOMMENDATIONS

**The City Planning Division recommends that:**

1. City Council approve the application for relief from the provisions of By-law No. 3369-79, as amended, to permit two signs along the west side of the building, and an incidental sign having a maximum display area of 0.34 square metres subject to sign permits 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**

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

## **ISSUE BACKGROUND**

### **Site and Surrounding Area**

The subject site is located on the southeast corner of Scarlett Road and East Drive. Scarlett Road is identified as a minor arterial road, which main purpose is to function like a main thoroughfare. East Drive is a collector road with residential uses to the east of the subject site. The main function of this road is to provide access to the local surrounding streets.

### **Proposal**

The applicant is requesting approval of a variance to the former City of York Sign By-law No. 3369-79, as amended, to permit two wall signs on the west elevation of the existing building, whereas only one wall sign is permitted for each wall that fronts onto a street. In addition, incidental signs attached to a building or portion thereof, are permitted to have a maximum display area of 0.09 square metres, and be non-illuminated. The proposed 'Welcome' sign to be located on the proposed canopy will have a display area of 0.34 square metres, and be illuminated.

### **Comments**

The application has been reviewed considering the intent of the by-law to limit the number of signs to a building wall that fronts onto a street, and the size of accompanying signs.

The signs will be visible to both pedestrian and vehicle traffic along Scarlett Road and East Drive. It would appear that the proposed signs do not create additional negative impacts to the surrounding streets. The two main signs along the west side of the building are positioned so that they are directed towards Scarlett Road, and the incidental illuminated sign, at an increased size, is away from the residential uses to the east.

Staff has no objection to the variances to permit the proposed two signs along the west side of the building, and the incidental illuminated sign with an area of 0.34 square metres, subject to the signs being installed in accordance with the 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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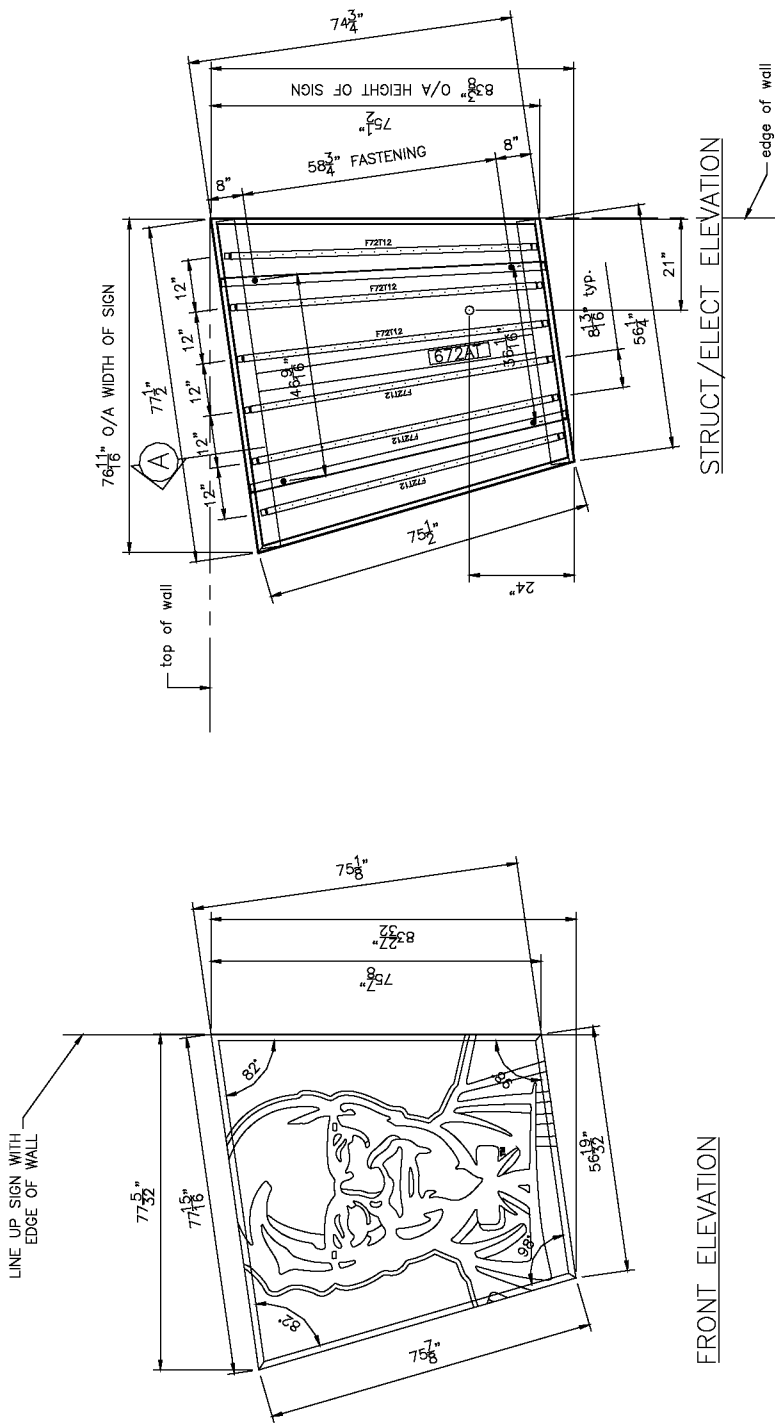
Edward Tipping  
Director of Building and  
Deputy Chief Building Official  
Etobicoke York District

## **ATTACHMENTS**

Attachment 1: West Side Elevation

Attachment 2: West Side Elevation – Incidental Sign

Attachment 1: West Side Elevation



SIGN WEIGHT: 90LBS

ELEVATION Sign Details

239 Scarlett Road

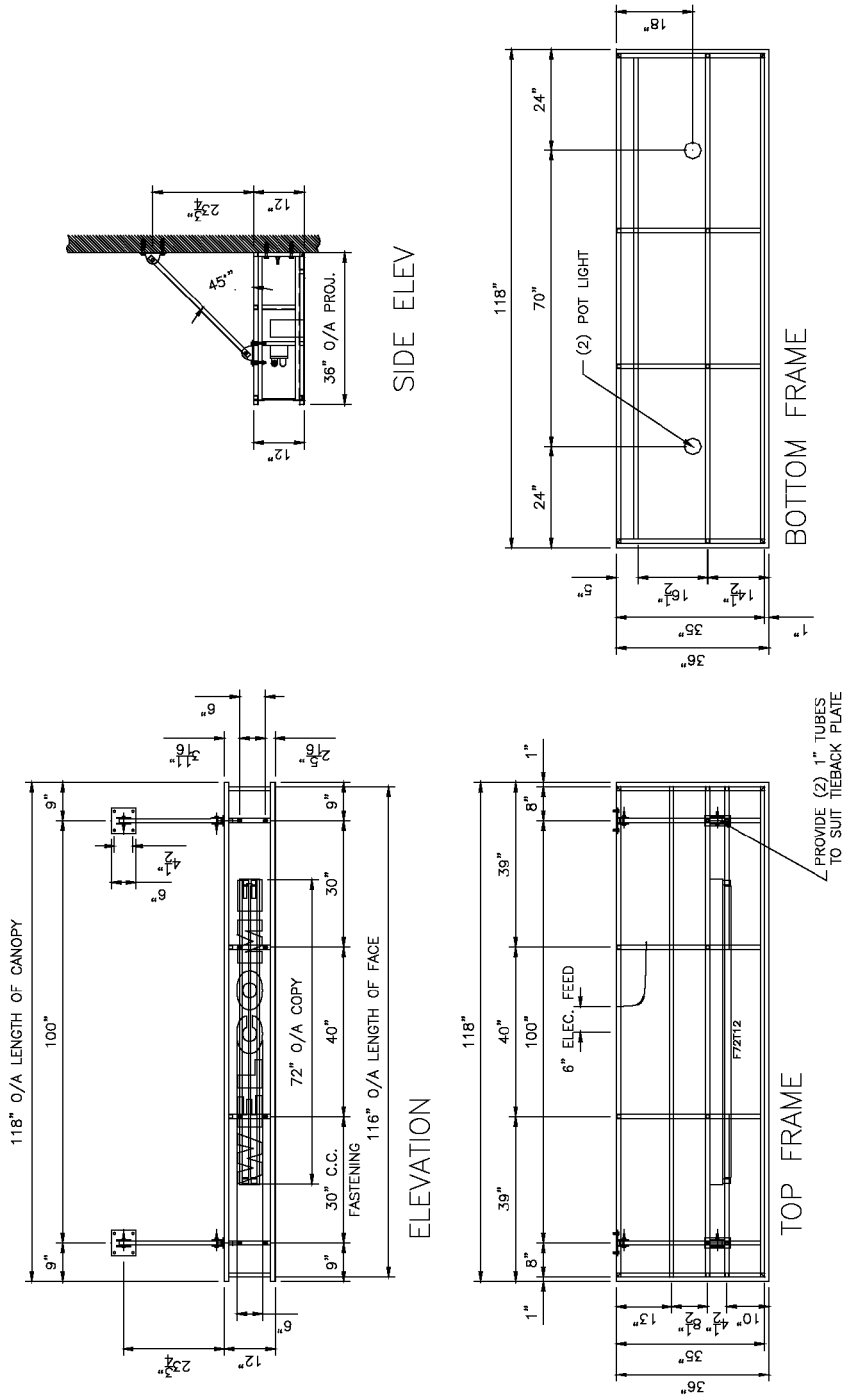
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Sign Details

Applicant's Submitted Drawing

Not to Scale  
12/14/06

Staff report for action on 239 Scarlett Road



CANOPY WEIGHT: 122LBS

### ELEVATION Sign Details

## Sign Details

Applicant's Submitted Drawing

Not to Scale  
12/14/06

**239 Scarlett Road**

File # 06\_178542