



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
6897 Finch Ave W**

Date:	November 12, 2007
To:	Chair and Members, The Etobicoke York Community Council
From:	Building and Deputy Chief Building Official
Wards:	Etobicoke North, Ward 1
Reference Number:	2007EY32

SUMMARY

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

Request for approval of variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install 2 ground signs, 4 fascia signs, 4 incidental signs, 3 gas bar canopy signs for new Esso Gas Bar/Covenience store with coffee shop and Car Wash.at 6897 Finch Ave W

The request comes from Yaso Somalngam with Cantam Group for Vanesh Patel, Manager for Reliance Fuel Inc. for approval of the variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

RECOMMENDATIONS

It is recommended that:

- (1) the request for variances be approved for the reasons outlined in this report;
- (2) that devices are installed on all fascia signs facing residential properties or lands zoned residential with a device that would turn off the illumination at dusk and
- (3) 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

The property is located in the former municipality of Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code the property is zoned R3 Third Density Residential Zone (R3) and is also subject to By-law 1986-285.

A building permit under file number 07 218386 BLD was issued for a one storey gas station with a coffee shop/convenience store and a car wash. Construction has not started. The lot is vacant.

COMMENTS

There are residential properties to the west of 6897 Finch Ave W. The rear yards of the residential properties and 6897 Finch Ave W are separated by Humberline Drive. The distance of separation is approximately 30 m between lot lines. To the south there is a park with soccer fields that is zoned residential, therefore there is the potential at some future date that these lands could be developed. To the north there are commercial and industrial lands. Directly across the street, Finch Ave W the commercial properties are vacant lots for future development. To the east there are residential properties approximately 120 m away. These residential properties are separated from 6897 Finch Ave W by vacant land that is zoned residential; therefore there could be future development.

The proposal is for a total of 13 signs of varying type and size. The 2 ground signs that will be located on the site are permitted by the sign bylaw. The ground signs will be illuminated and are approximately 7.88 m (26 ft) high and approximately 2.5 m wide (8'-3") wide. The remaining signs are fascia type signs located on the various buildings and structures to identify their use.

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
<p>215-20.B.(2) - Any occupant located in the corner unit of the first storey of a building situated on a corner lot may erect fascia signs for each street frontage in accordance with Subsection B(1) and (4), provided that any such sign on the wall of a building flanking a residential street shall not exceed that area of the sign fronting the commercial street, but in no case shall such flanking sign exceed five (5) square metres in display area when located closer than fifty (50) metres to a residential zone.</p>	<p>The proposed illuminated - "On the Run" fascia sign (on the West Elevation of the Convenience Store/ Gas Bar) will be 1.708 m. x 4.357 m. or 7.44 sq. m. and located closer than 50 m. to a Residential Zone.</p>	<p>Permit a fascia sign that will be 7.44 sq. m in lieu of the maximum 5.0 sq. m and will be located 30 m from a residential zone to the west in lieu of 50 m.</p>
<p>Special Occupancies - Service Stations: 215-20.J.(1)(f) – In addition to the foregoing signs, not more than 2 business identification signs may be erected on the weather canopy</p>	<p>Three (3) illuminated fascia signs are proposed on the weather canopy...Each at a size of .60 m. x 2.50 m. or 1.50 sq. m., but only two (2) comply</p>	<p>Permit 3 illuminated fascia signs in lieu of 2 on the weather canopy</p>
<p>Special Occupancies - Service Stations: 215-20.J.(1)(a) - Fascia sign(s) in accordance with 215-20.B. of this section and one (1) business identification ground sign for each street frontage.</p> <p>Therefore:</p> <p>215-20.B.(3) - A business with a side wall facing an interior lot may erect one</p>	<p>The proposed two (2) illuminated fascia signs (on the East elevation of the Convenience Store/ Gas Bar) : "On the Run" - at a size of 2.343 m. x 14.091 m. or 33.01 sq. m. and "Partner Sign" - at .98 m. x 1.938 m. or 1.90 sq. m.</p>	<p>To permit:</p> <ul style="list-style-type: none"> • 2 fascia signs in lieu of 1 • illuminated signs in lieu of non-illuminated and • an aggregate area of 34.91 sq m in lieu of the maximum 4 sq m

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
(1) non-illuminated side wall sign. If the wall is set back three (3) metres or more from the lot line the sign may have a display area of four (4) square metres.		
<p>Special Occupancies - Car Washes: 215-20.J.(3)(a) - Car washes operating in combination with retail gasoline outlets may erect signs in accordance with 215-20J.(1).</p> <p>Therefore:</p> <p>215-20.B.(3) - A business with a side wall facing an interior lot may erect one (1) non-illuminated side wall sign. If the wall is set back three (3) metres or more from the lot line the sign may have a display area of four (4) square metres.</p>	<p>The proposed illuminated fascia sign (on the West Elev. of the Car Wash) : "Touchless Car Wash" - at a size of 1.921 m. x 9.887 m. or 18.99 sq. m.</p>	<p>To permit:</p> <ul style="list-style-type: none"> • illuminated signs in lieu of non-illuminated and • an area of 18.99 sq m in lieu of the maximum 4 sq m
<p>Special Occupancies - Car Washes: 215-20.J.(3)(a) - Car washes operating in combination with retail gasoline outlets may erect signs in accordance with 215-20J.(1).</p> <p>Therefore:</p> <p>215-20.J.(1)(e) - Non-illuminated incidental fascia signs not exceeding one and five-tenths (1.5) square metres in area may be erected to identify the wash and lubrication entrance,</p>	<p>The proposed two (2) illuminated incidental fascia signs (on the North and South Elevations of the Car Wash) : "Entrance" and "Exit" - each at a size of 1.012 m. x 2.845 m. or 2.88 sq. m.</p>	<p>To permit:</p> <ul style="list-style-type: none"> • signs to be illuminated in lieu of non-illuminated and • to permit the signs to be 2.88 sq. m in area in lieu of the maximum 1.5 sq. m

On the north side of Finch Ave W., there is predominantly industrial commercial buildings therefore, illuminated signage is something that is expected to be seen for present and future businesses. On the south side there is a substantial amount of residential development which can be impacted by all the proposed illuminated signs.

Similar signs at different service stations have been approved by City Council but the amount of residential properties being impacted by such signs would have been much lower. Therefore, the proposed variances should be granted only on the condition that devices are installed on all fascia signs facing residential properties or lands zoned residential with a device that would turn off the illumination at dusk. Note that the ground signs would still be permitted to be illuminated which would signal to customers that the service station is open.

CONTACT

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

ATTACHMENTS

- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan

APPLICANT:

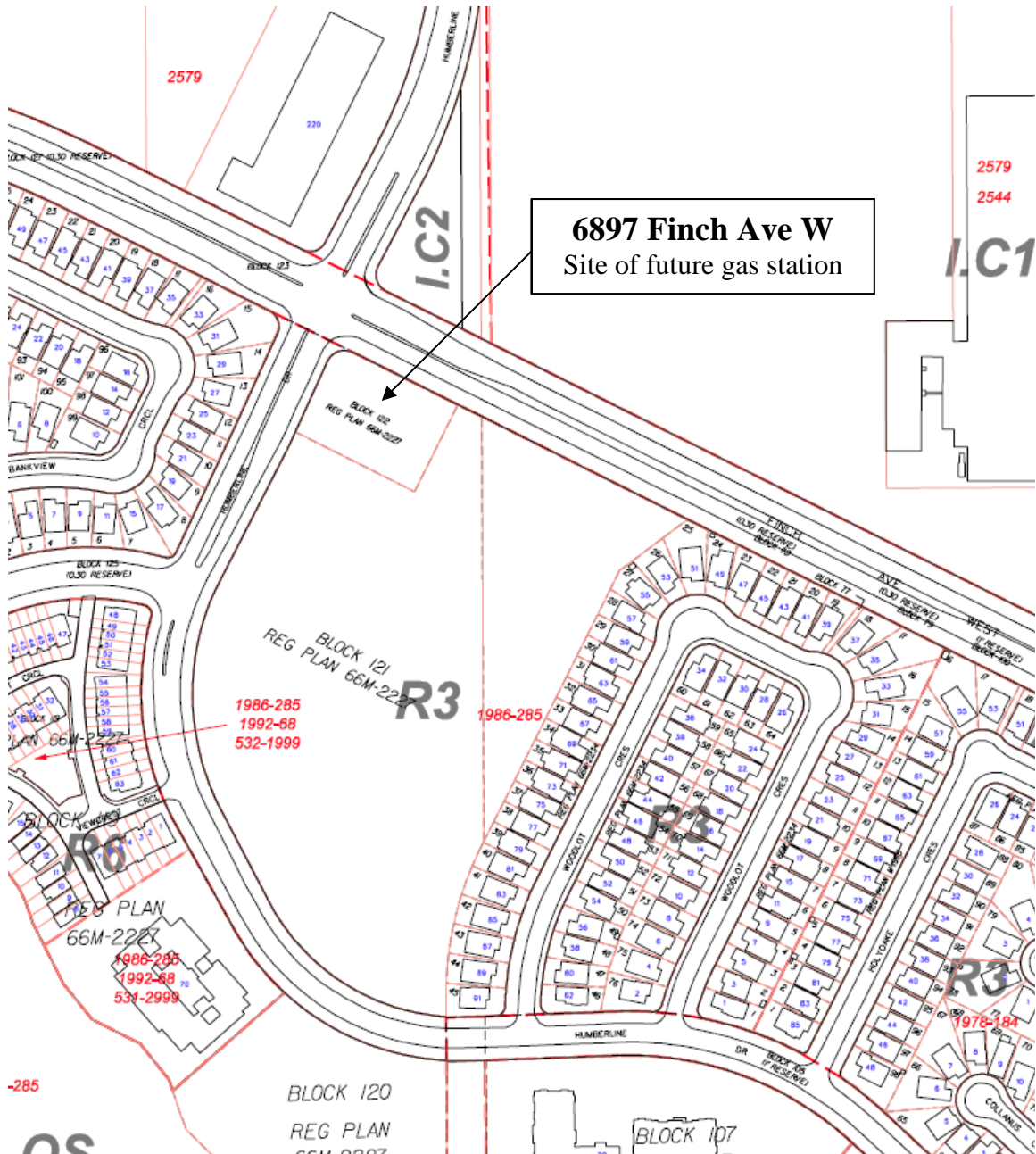
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Future gas station with a coffee shop/convenience store and a car wash



Looking north along Humberline Dr towards future site of gas station with a coffee shop/convenience store and a car wash.



Looking north along Humberline Dr towards future site of gas station with a coffee shop/convenience store and a car wash. The lights are at the intersection of Humberline Dr and Finch Ave W

Future site of gas station with a coffee shop/convenience store and a car wash.





Looking south from future site of gas station with a coffee shop/convenience store and a car wash.



Looking south along Humberline Dr from future site of gas station with a coffee shop/convenience store and a car wash.