



STAFF REPORT ACTION REQUIRED

Sign Variance Report 355 Carlingview Dr

Date:	November 12, 2007
To:	Chair and Members, The Etobicoke York Community Council
From:	Building and Deputy Chief Building Official
Wards:	Etobicoke North, Ward 2
Reference Number:	2007EY033

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 one illuminated double sided First Party business ground sign World Automotive Warehouse at 355 Carlingview Dr.

The request comes from Craig Cooper with Technisigns Inc for Angela Park with Menkes Development for approval of the variance(s) 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; and
- (2) the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permit,

- (3) that the temporary sign for World Automotive, that has been erected along the north property line be removed before any construction starts on the proposed signs and
- (4) that the temporary leasing sign be either removed or reduced in area to the maximum allowable area of 2.4 sq m (25.8 sf).

Financial Impact

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

ISSUE BACKGROUND

Your 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 Class 2 Industrial Zone (IC2) and is also subject to By-laws 1061 and 1990-142.

COMMENTS

The property known as 335 to 355 Carlingview Drive is one lot. This property has 3 buildings on it. Each of the buildings has been given a number. 355 Carlingview Drive is Building B and is located at the rear of this lot.

335 to 355 Carlingview Drive is surrounded on all sides by other industrial properties. The proposed ground sign will be the second ground sign along the front property line. The existing ground sign is for the identification of all 3 buildings that are located on this lot. The proposed ground sign is for the identification of a specific tenant "World Automotive" found in a building to the rear of the property that is not easily seen from the street. This building was given the address of 355 Carlingview Drive.

The proposed illuminated first party ground sign will be located at the north entrance to the property. The sign will be approximately 5' high by 9.5 ft wide. The other ground sign that exists on the same property will be approximately 90 m away.

On October 29, 2007 a site visit was conducted and at that time a temporary sign for "World Automotive" was seen on the front yard along the northern property line. In addition an oversized leasing sign was observed.

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
215-22.B.(4) - On any multi-tenant industrial building, there may be erected one fascia, ground, awning, canopy or vertical sign per street frontage for the general identification of the building	The proposal is for two (2) ground signs (one existing and the other is proposed) on a site that has only one street frontage	To permit: <ul style="list-style-type: none"> • 2 ground signs in lieu of the maximum of one ground sign and • the proposed ground sign to identify a single tenant as opposed to the general identification of the whole building at the rear.

Due to the relatively small size of the proposed sign and that surrounding area is industrial in nature there will be very little impact by this sign on the area. Our recommendations are that the required variances be approved.

CONTACT

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

ATTACHMENTS

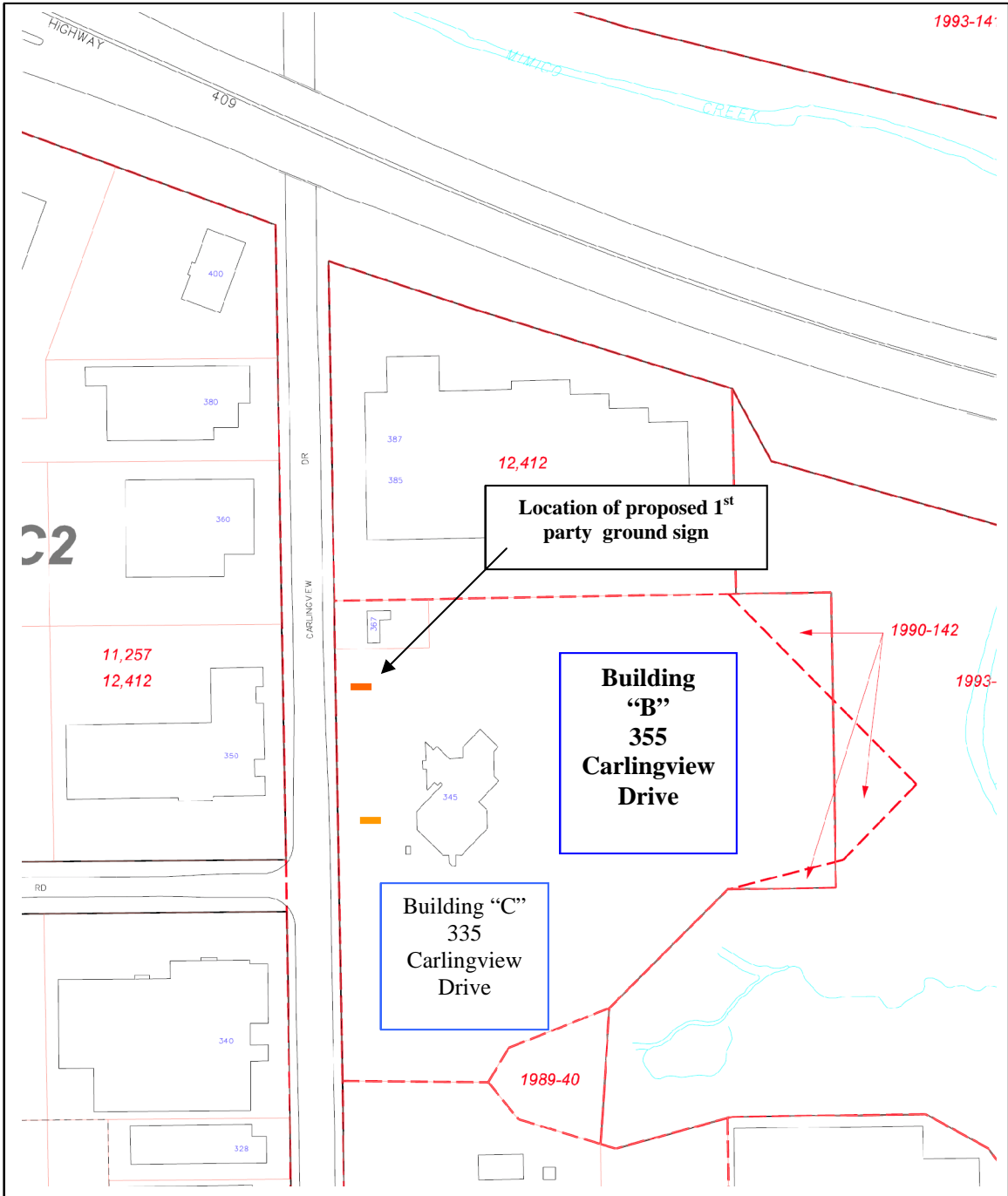
- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan

APPLICANT:

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Looking west along Carlingview Drive towards the western entrance where the proposed sign will be located



Looking east along Carlingview Drive towards the eastern entrance and 335 Carlingview Drive (Building “C”). In the picture one sees the over sized leasing sign and existing ground sign that identifies the 3 buildings found on the property.

