



**STAFF REPORT
ACTION REQUIRED**

**192 Bridgeland Ave.
Sign Variance Request**

Date:	April 17, 2007
To:	Chairman and Members, North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 15, Eglinton - Lawrence
Reference Number:	File No: 2007NY015 Folder No. 07 – 114886 ZSV 00 ZR

SUMMARY

This staff report is about a matter that the community council has delegated authority to make a final decision provided it is not amended so that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Mark MacLean of Kaboom Fireworks Inc., on behalf of the property owners Bridgecorp Canada Inc., for an approval of variances from former City of North York Sign By-law No. 30788, as amended to permit installation of one illuminated, double faced ground sign on the north end of the property perpendicular to Highway 401 and one illuminated, wall sign on the north wall of the building facing the highway with a sign area of 13.16 sq.m.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. North York Community Council approve the request to permit one ground sign located at the north end of the property and a wall sign with an area of 13.16 square meters be erected on the second storey, north elevation at 192 Bridgeland Avenue: and

2. The applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit from the Chief Building Official and necessary approvals from the Ministry of Transportation.

Financial Impact

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

COMMENTS

The subject property is a two storey industrial/commercial building located in an Industrial-Commercial (MC) zone. The building has recently been renovated and is now occupied by a retail store “Kaboom Fireworks Inc”.

The neighbouring properties along Bridgeland Avenue are zoned MC. The north end of the subject property is facing Highway 401.

Abutting uses are as follows:

North – Highway 401; South/East/West - Industrial-Commercial - (MC).

The proposed 7.47 m (24.5 ft) high, double faced, illuminated ground sign with a total of 18.73m² (201.7 sq. ft) in sign area will be erected on the north side of the property, opposite to the front of the building and will be only visible to the traffic along Highway 401.

The proposed 13.16 m² (141.66 sq. ft) illuminated wall sign will be erected on the north side wall, second floor and will be visible only to the traffic along Highway 401.

The proposed signs are located within 400 meters of the Ministry of Transportation property limits and will be required to obtain an approval from the ministry. The applicant has submitted the proposal to the Ministry of Transportation and received a positive response (Attachment 4). The ministry will issue a permit pending municipal approvals.

The owner in his letter dated April 12, 2007 (Attachment 1) states that the signs are essential to the success of the business, and that the owners hope to gain the same significant visibility as their immediate neighbours to the East.

Proposed signage does not comply with the City of North York Sign By-law 30788 as amended, in the following ways:

Sign By-law Section Requirements	Applicant's Proposal	Required Variance
<p>Section 5.3.2.1 No ground sign shall be permitted on an inside lot or a corner lot which has a street frontage of less than 24.4 m (80.0 ft)</p>	<p>To erect a ground sign in the rear yard facing Highway 401, on a property having street frontage 19.51 m (64.0 ft)</p>	<p>To allow a ground sign on a lot having frontage less than 24.4 m.</p>
<p>Section 5.3.3.1 Cumulative sign area of a wall sign, per storey of a building shall be limited to 20% of the wall area visible from any direction for the first storey and 15% for other storeys.</p>	<p>To erect a wall sign on the rear wall of the building with an area of 13.16m² which exceeds the 5.57m² (15%) permitted.</p>	<p>To allow the area of the wall sign to exceed 15% (5.57m²) of the second storey wall area (north side).</p>

CONTACT

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SIGNATURE

Steve Franklin P. Eng
Director of Building and
Deputy Chief Building Official
North District

ATTACHMENTS

- Attachment 1 Letter from Applicant
- Attachment 2 Zoning Map
- Attachment 3 Site Plan
- Attachment 4 Ministry of Transportation Approval
- Attachment 5 Proposed ground sign details
- Attachment 6 Proposed wall sign details

Attachment 1



Mark MacLean
Chief Operations Officer
Kaboom Fireworks Inc.
192 Bridgeland Ave.
Toronto, ON M6A 1Z4

April 12, 2007

To the honourable membership of the Community Council of North York,

I submit this application for a sign variance for 192 Bridgeland Avenue for a ground sign and building fascia sign on behalf of Bridgecorp Canada Inc. representing Bridgecorp Canada inc. as designated agent and employee through the associated retail operation of Kaboom Fireworks Inc.

It is our understanding that By-law 5.3.2.1 was designed to address signage issues on Bridgeland Avenue and not provincial Highway 401. Our desire is to erect a ground sign and corresponding building fascia sign on the opposite end of the property from Bridgeland Avenue (North) to benefit from the traffic on Highway 401. These signs will be essential to the value of both our property and the success of our retail outlet in our community.

We hope to benefit from this significant visibility for our business in the same fashion as our immediate neighbour to the East. Accordingly, we have sought and received complete approval from the Ministry of Transportation of Ontario in the person of Corridor Management Officer, Ken Sherbanowski, for the proposed signage. We respectfully submit this package for your review.

I would like to thank you for your consideration of our application.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Mark MacLean", written over a white background.

Mark MacLean

