



STAFF REPORT ACTION REQUIRED

Sign Variance Report 500 Browns Line

Date:	January 15, 2008
To:	Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Etobicoke-Lakeshore, Ward 6
Reference Number:	2008EY004

SUMMARY

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

Request for Approval of Variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install a Third Party Illuminated Roof Sign with a display area of 18.58 square metres at 500 Browns Line, which is a residential zone.

The request comes from the applicant, Mr. Peter Azman, on behalf of 492581 Ontario Ltd, the owner of the property, for Approval of the Variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

RECOMMENDATIONS

Toronto Building recommends that

1. the request for variance be refused for the reasons outlined in this report.

FINANCIAL IMPACT

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

COMMENTS

The applicant is proposing an Illuminated Roof Sign that has a display area of 18.58 square metres (200 square feet) and is located at 500 Browns Line. The property is zoned residential as well as all the properties to the south, north, east and west.

The Sign does not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following way:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
1. 215-21(D) does not permit any Standardized Outdoor Advertising Signs in residential zones.	Applicant is proposing a Standardized Outdoor Advertising Roof Sign in residential zone.	A Standard Outdoor Advertising Roof Sign is proposed in a residential zone where none is permitted

The Applicant is proposing an Illuminated Third Party Standard Outdoor Advertising Roof Sign that will be located in a residential zone where the Sign Code does not permit any such sign. Presently, the site is occupied by an existing legal non-conforming service station. It has a first party ground sign as well as several fascia signs on each elevation. Some of these existing signs appear to be more than what the Sign Code permits. Municipal Licensing and Standards Section of the City is informed of the situation and they are investigating. The site is located in a residential zone and the existing building is surrounded by houses on all four sides.

The Sign Code commercial zone requirements deal with business identification signs for service station and public garages. Third party roof signs are not permitted in commercial zones. The only area that third party roof signs are allowed under the Sign Code is in industrial zones. Clause 215-22 (C)(4)(c) of the Sign Code requires "the minimum distance from any residential zone to the site on which the standard outdoor advertising roof sign erected shall be 61 metres." In this instance, this distance is zero at the north and west lot line and there is only road between residential zones to the east and south.

Staff is in the opinion that the requested variances are not minor in nature, therefore, the proposed sign variance should be refused.

CONTACT

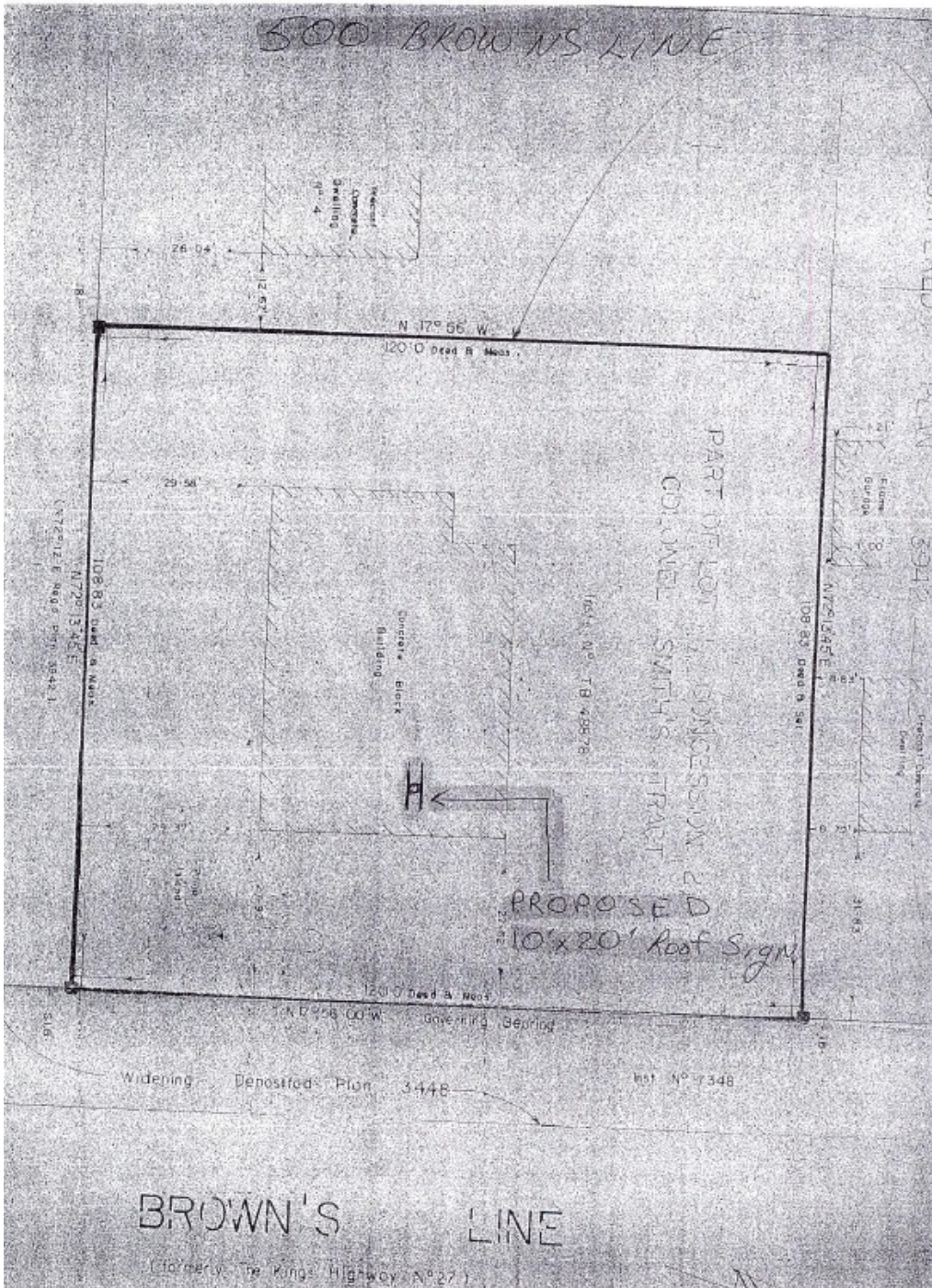
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Folder 07-283954

ATTACHMENTS

1. Site Plan
2. Pictures



Site Plan



South Elevation



East and North Elevation

Applicant Information

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