

Sign Variance - 1169 Weston Road

Date:	October 16, 2008
To:	Etobicoke York Community Council
From:	Director, Toronto Building, Etobicoke York District
Wards:	Ward 11 – York South-Weston
Reference Number:	2008EY027

SUMMARY

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

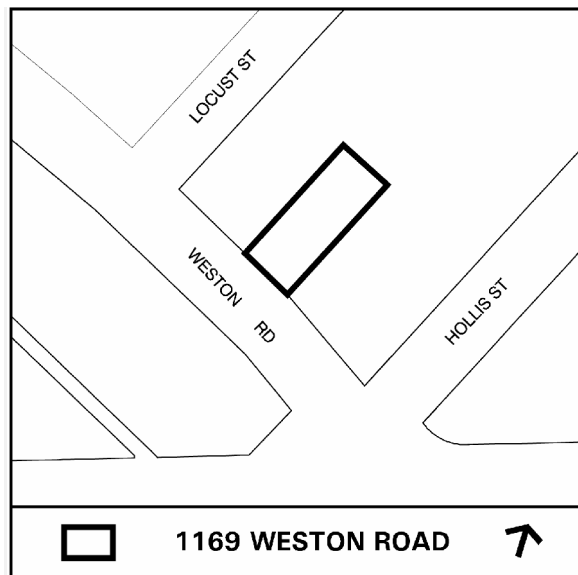
This report reviews and makes recommendations on a request by Mr. Lorne Persiko, on behalf of Toronto Parking Authority, for approval of variances from York Zoning By-law 1-83 and By-law 3369-79, of the former Municipality of York to replace, for third party advertising purposes, an existing Four-Sided Illuminated Pedestal sign with a newly designed Two-Sided Illuminated Ground sign at 1169 Weston Road.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Etobicoke York Community Council approve the request for variances to replace, for third party advertising purposes, an existing four-sided illuminated pedestal sign located along the Weston Road frontage of the property with a



newly designed two-sided illuminated ground sign at 1169 Weston Road on the condition that energy efficient lights be used; and

2. Etobicoke York Community Council direct the City Clerk's Office to advise the applicant, upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The city owned property is located south of Locust Street, on the east side of Weston Road in a “LCR” zone. The Toronto Parking Authority is operating a “Green P” public Parking lot on this property. A four-sided illuminated pedestal signs, for third party advertising purposes, is located along the Weston Road frontage of the property. The design of existing sign is dated and bulky. The Toronto Parking Authority intends to upgrade their parking lots throughout the city and have worked very closely with planning and building staff in developing plans to upgrade the signs and landscape on the parking lots. The intent is to upgrade the overall aesthetics of the parking lots, replace the existing signs by reducing the overall square footage of the advertising space and make landscape improvements to the parking lots. With this application, the applicant is seeking permission to replace, an existing four-sided illuminated pedestal sign, located along the Weston Road frontage of the property with a newly designed two-sided illuminated ground sign at 1169 Weston Road.

The sign does not comply with By-law 3369-79 of the former Municipality of York in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. By-law 3369-79.16.2.4.	The replacement third party ground sign is located less than 91m from other existing third party sign facing the same traffic flow.	A third party ground sign located less than 91m from other third party sign facing the same traffic flow is not permitted.

COMMENTS

The variances are required because the proposed two sided illuminated ground sign, for third party advertising purposes, does not meet the required separation distance of 91m from other third party sign facing the same traffic flow. In this case, the proposal is to replace an existing third party sign with a newly designed two-sided illuminated third party ground sign along the Weston Road frontage of the property. This proposal results

the replacement of the existing sign and no additional signage is proposed at this location. In fact the overall advertising area on the sign would be reduced.

In light of this being a replacement sign and not an additional sign, the maximum cap of 177 third party advertising sign locations is not being affected.

It is staff's opinion that the newly designed replacement ground sign together with the improved landscape on the parking lot at this location would help enhance the property and it would not adversely impact the property, surrounding uses or the streetscape.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

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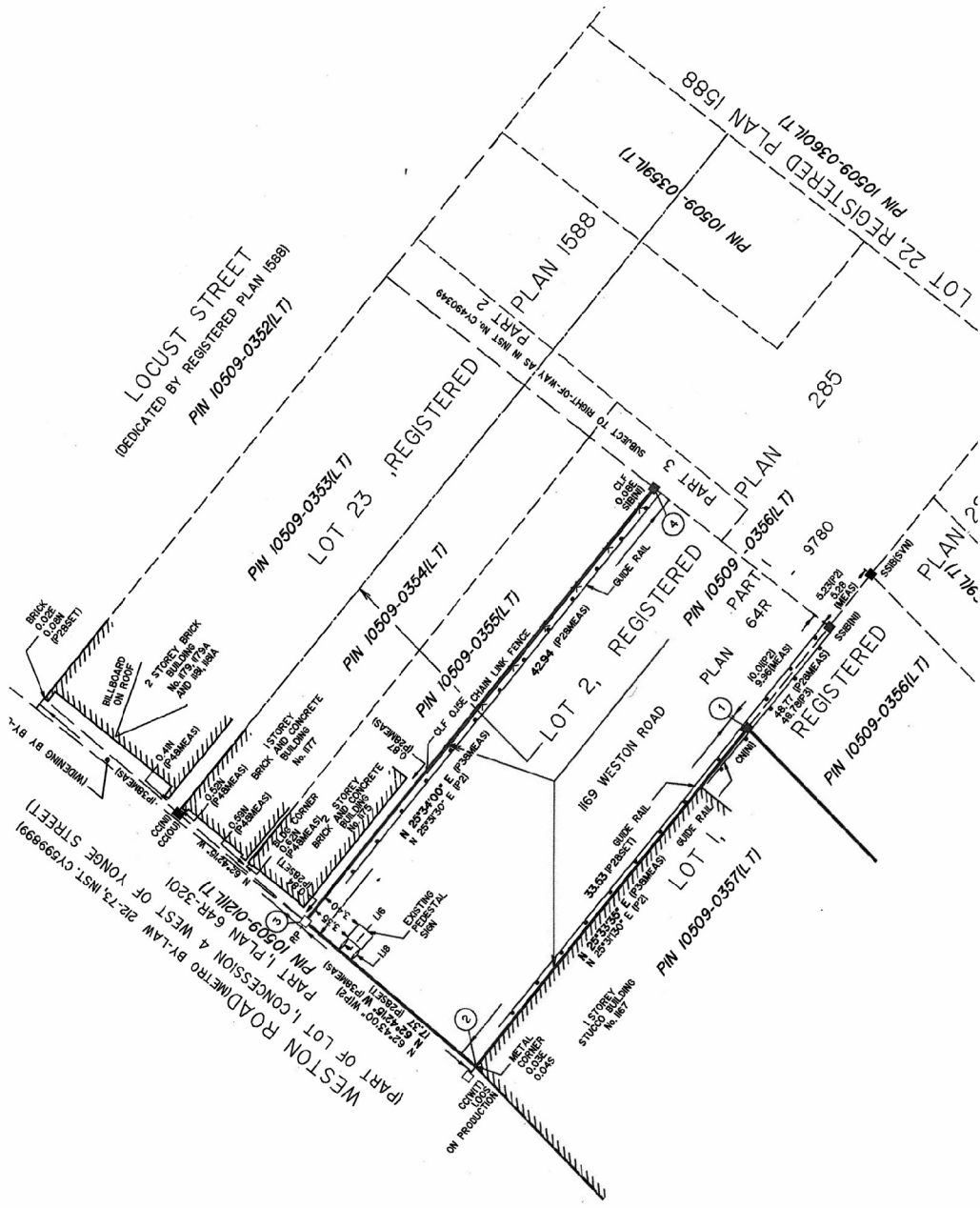
SIGNATURE

Edward Tipping, Deputy Chief Building Official and Director, Toronto Building
Etobicoke York District

ATTACHMENTS

Attachment 1: Sign Locations
Attachment 2: Elevations
Attachment 3: Elevations and Sign Details

Attachment 1: Sign Locations



Sign Locations

Applicant's Submitted Drawing

Not to Scale
10/06/03



1169 Weston Road

File # 08_200648

Attachment 2: Elevations

1119 Queen St. W – Before



1119 Queen St. W - After



Elevations

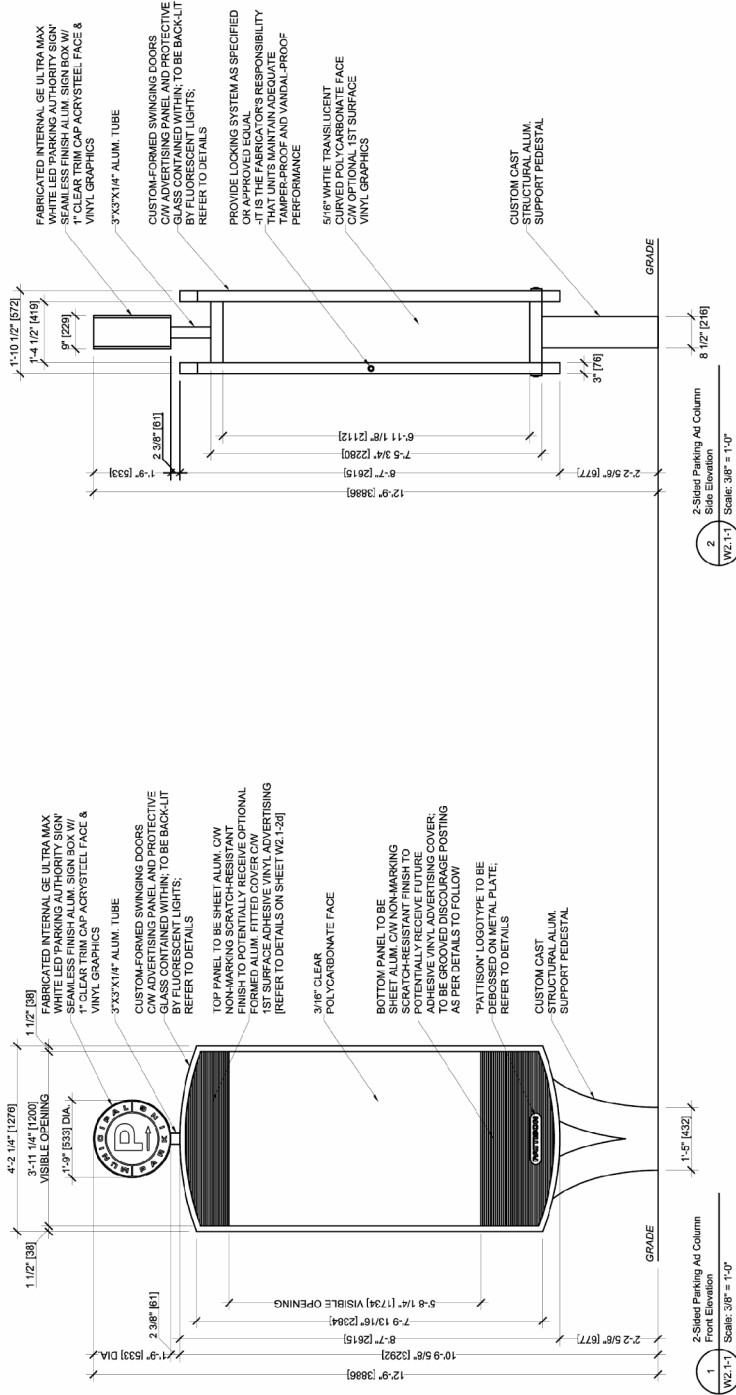
Applicant's Submitted Drawing

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Attachment 3: Elevations and Sign Details



Elevations & Sign Details

Applicant's Submitted Drawing

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