



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 135 Queens Plate Dr

<b>Date:</b>	November 3, 2008
<b>To:</b>	Chair and Members, The Etobicoke York Community Council
<b>From:</b>	Director, Toronto Building, Etobicoke York District
<b>Wards:</b>	Etobicoke North, Ward 2
<b>Reference Number:</b>	2008EY030

### 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 variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install 3 illuminated third party fascia signs on the walls of the existing mechanical penthouse that reads \*Corona Extra\* with a logo at 135 Queens Plate

The request comes from John David Adam of Zip Signs Ltd for 1254115 Ontario Ltd. for approval of the variance 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 and
- (3) a survey be submitted to the City that shows the distances to all 3<sup>rd</sup> party signs located within 61m of the proposed signs.

## **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 Class 1 Industrial Zone (IC1) and is also subject to By-law 1990-96.

To the north, south and west of 135 Queen's Plate Dr there are industrial and commercially zoned lands. To the east there is a utility corridor separating this property from a residential zone.

## **COMMENTS**

The proposed signs on the mechanical penthouse are composed of individual illuminated channel letters with a logo of a crown above the phrase "Corona Extra". The area of this sign, on each elevation of the mechanical penthouse has been calculated to be 16.32 m<sup>2</sup> (175.7 sf). The signs are going to be located on the south, east and west elevations of the mechanical penthouse.

The proposed illuminated 3<sup>rd</sup> party fascia signs are for a tenant in the building. The tenants name is Modelo Molson Imports. A letter from the president of Modelo Molson Imports, advised that the phrase "Corona Extra" with a crown above these words is part of their legal corporate identity. The definition for "Business Identification Sign" requires the name of the company, Modelo Molson Imports, to form part of the sign which it does not. Since the sign does not meet the definition for a "Business Identification Sign" it is not a first party sign but a third party sign, therefore variances are based on the signs being third party "signs.

Chapter 215, Signs, of the former City of Etobicoke Municipal Code does not permit a 3<sup>rd</sup> party sign to be within 61 m of any other 3<sup>rd</sup> party sign on the same side of the street and requires a 3<sup>rd</sup> party sign to be located a minimum 40 m from a residential zone. (Section 215-22.C. and 215-22.C.(1) ). In this case there are no other 3<sup>rd</sup> party signs within 61 m of any other 3<sup>rd</sup> party sign on the same side of the street and the 3<sup>rd</sup> party sign facing in part the residential zone is at least 70 m from the residential zone to the west.

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

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
215-22.C.(3) (a) No sign shall exceed 28m <sup>2</sup> on lots over 60m on frontage	Erect 3 illuminated third party fascia signs on the south, east and west walls of the existing mechanical penthouse that reads *Corona Extra* with a logo. Each sign will be 16.32 m <sup>2</sup> and cumulatively the 3 signs will be 48.96 m <sup>2</sup> .	Permit the 3 illuminated third party fascia signs on the mechanical penthouse walls to have a cumulative area of 48.96 m <sup>2</sup> in lieu of the permitted 28 m <sup>2</sup> .
215-22.C.(3) (c) No fascia standardized outdoor advertising sign erected on a street elevation shall .... or be erected above the first storey	Erect 3 illuminated third party fascia signs on the south, east and west walls of the existing mechanical penthouse that reads *Corona Extra* with a logo.	Permit the 3 illuminated third party fascia signs on the mechanical penthouse walls to be located above the first storey.

The proposed illuminated fascia signs will have very little impact at this location. The lands most affected by these signs are the residential properties to the east but none of the signs face in that direction. Since the penthouse is setback these signs are virtually rendered invisible from up close. These signs will only be visible from the main arterial roads from a far away distance. It is for this reason I am recommending the approval of the proposed signs on the mechanical penthouse walls.

## **CONTACT**

Algimantas Jasinevicius, Manager, Plan Examination  
 Tel: (416) 394-8046  
 Fax: (416) 394-8209  
 E-mail: [ajasinev@toronto.ca](mailto:ajasinev@toronto.ca)

---

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

## **ATTACHMENTS**

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

