



STAFF REPORT ACTION REQUIRED

Sign Variance Report 2266 Keele St

Date:	December 17, 2007
To:	Chair and Members, The Etobicoke York Community Council
From:	Building and Deputy Chief Building Official
Wards:	York South-Weston, Ward 12
Reference Number:	2008EY003

SUMMARY

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

Toronto Building received a request from Sid Catalano, Pattison Outdoor, for Vince Nesli of 1412707 Ontario Inc., for approval of the variances from the former City of North York Sign By-law No 30788, to erect one illuminated third party, back-to-back roof sign with display areas of 10'x35' on each face at 2266 Keele St.

RECOMMENDATIONS

It is recommended that the request for a sign variance be refused for the reasons outlined in this report.

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 North York and is subject to Zoning By-law No. 7625, as amended. Based on Zoning By-law No. 7625, the property is zoned (C1). On the east side of the street are commercial and industrial lands. To the south and west there are residential buildings, and to the north on the same side has commercial districts.

COMMENTS

The proposed sign will be erected on the roof at the north end of a two-storey building that consists of commercial uses on the ground floor and residential units on the second floor. This building contains four separate commercial units on the ground floor.

The proposed sign will have a back-to-back illuminated display area of approximately 10 ft by 35 ft. On the roof of the most southerly unit there are two existing Third Party Illuminated Signs, and the proposed sign will be approximately 42.5 ft from these signs.

To the north at 2290 Keele St (corner of Flamborough Dr and Keele St) there are two more existing Third Party Illuminated Signs. These signs will be approximately 218 ft from the proposed roof sign.

The sign does not comply with the former City of North York Sign By-law No 30788 in the following way:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
By-law 30788 Section 5.1.1.1 - No roof sign shall be located within 500 ft. of another roof sign on the same side of the street.	The proposed roof sign will be located within 42.5 ft. from another roof sign to the south and 218 ft to the north on the same side of the street.	To permit a roof sign that will be 42.5 ft and 218 ft from other roof signs on the same side of the street.

If the proposed roof sign were to be approved, there would be 3 roof signs located within approximately 260 feet of each other. Seeing that the Sign Bylaw only permits roof signs to be no closer than 500 ft from one another, this would be a substantial variance from what is permitted. In addition, there are residential properties to the west that will be impacted by the residual illumination off these signs.

Considering that there are already two other illuminated roof signs in close proximity and the impact from the illumination third party sign would be too great, it is the recommendation of Toronto Building staff that the required variances be refused.

CONTACT

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Folder #07-275034

ATTACHMENTS

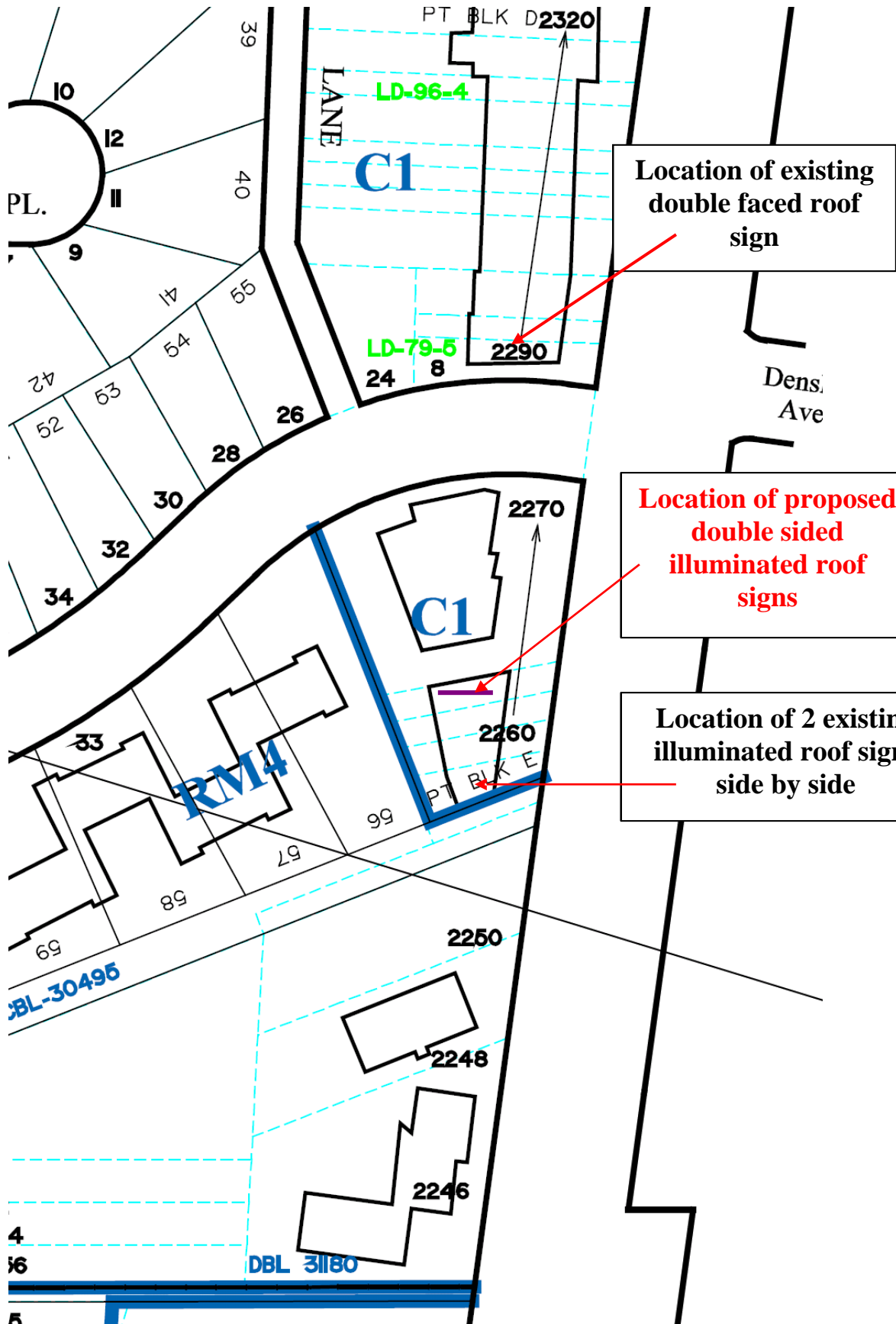
- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan

APPLICANT

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Location of existing double faced roof sign

Location of proposed double sided illuminated roof signs

Location of 2 existing illuminated roof signs side by side



2266 Keele St - North end of a strip of 4 buildings



2260 Keele St - South end of a strip of 4 buildings

Note the 2 roof signs above 2260 Keele St and in the background the 2 roof signs above 2290 Keele St



2260 to 2266 Keele St - A strip of 4 buildings