



STAFF REPORT ACTION REQUIRED

1150 Sheppard Ave. West Sign Variance Request for a Ground Identification Sign

Date:	April 12, 2008
To:	Chairman and Members, North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 08, York West
Reference Number:	File No: 2008NY010 Folder No. 08 – 111499 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 Robert Manning of Gregory Signs Ltd., on behalf of the property owners Prudent Financial Services 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 first party ground sign on the southeast corner of Sheppard Ave. West and Kodiak Crescent.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. North York Community Council approve the request to permit one ground sign located at the south lot line along Kodiak Crescent, conditional on the removal of all other signs presently erected illegally on the property, 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.

Financial Impact

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

COMMENTS

The subject property is an existing multi-tenant commercial building located in a Industrial Commercial Zone, MC (H). There is one existing ground sign that will be removed and replaced with the proposed sign. There are also three portable signs along Sheppard Ave West and one ground sign near the entrance from Kodiak Crescent which were erected on the property without the benefit of sign permits and must be removed.

The proposed double face illuminated ground sign will be erected on the southeast side of the property. The sign face is 6.2 m. high by 2.25 m. wide giving a total area 14 m. sq. (20.02 ft. X 7.5 ft. = 150 sq. ft.). The overall height of the ground sign is 8.3m high (27.0 ft) with the lower edge of the sign face being 1.2 m (4.0 ft) above the ground. Refer to Attachment 5.

The Sign By-law 30788 allows ground signs in industrial zones that are erected for identification purposes, provided they do not exceed 7.7m in height. When a property is a corner lot two ground signs may be permitted or alternatively one ground sign can be erected with a maximum of 14.0 sq. m. (150 sq. ft.) in sign area. This property is a corner lot, therefore the proposed sign area is in compliance with the by-law requirements but the height exceeds the maximum permitted height by 0.6 m (2 ft.).

Abutting uses are as follows:

West- Federal Lands – Airport (A)

East – Commercial/ Industrial use MC(H)

South – Commercial/ Industrial use MC(H)

North- Commercial/ Industrial use MC(H)

The proposed sign will replace an existing sign at this site and will be visible to the traffic traveling along Sheppard Ave West and Kodiak Crescent. The sign will be erected entirely on private property and will not obstruct any traffic lights or driveways.

The applicant in his letter, dated February 14, 2008 (Attachment 3) states that in order to provide all the tenants with adequate identification space and to display the property address as well as a clock they would need to increase the overall height of the sign by 0.6 meters (2 feet) bringing the total height of the sign to 8.3 m (27'-0").

Prudent Financial Services Inc. are the owners of 1150 Sheppard Ave. West property and have submitted a letter dated April 14, 2008 in which they stated that all portable signs located on the property will be removed by April 15/08.

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
Section 7.2.2 No ground sign shall exceed 7.7 m (25.0 ft.) in height	To erect a ground sign that is 8.3 m high.	To allow to install a ground sign that is 0.6 m. (2 ft.) higher than permitted.

CONTACT

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SIGNATURE

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

ATTACHMENTS

- Attachment 1 Zoning Map
- Attachment 2 Site Plan
- Attachment 3 Letter from Applicant dated Feb. 14, 08
- Attachment 4 Letter from Prudent Financial Services Inc., dated Apr. 14, 08
- Attachment 5 Proposed Ground Sign Details

