



STAFF REPORT ACTION REQUIRED

120 Wicksteed Avenue Sign Variance Request

Date:	May 20, 2008
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Don Valley – Ward 26
Reference Number:	File No. 2008NY012 08-115534 ZSV 00 ZR

SUMMARY

This report is about a matter that the Community Council has delegated authority to make a final decision provided that 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 Ryan Gaul of Steel Art Signs, on behalf of Instorage REIT for a variance from the East York Sign By-law No. 64-87, as amended to permit a fascia sign which is larger than permitted on the west face of an existing industrial building.

RECOMMENDATIONS

The Toronto Building North York Division recommends that:

1. The request for variance be approved; and
2. The applicant be advised of the requirement to obtain the necessary permits.

Financial Impact

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

BACKGROUND

This property is located on the east side of Brentcliffe Road south of Wicksteed Avenue and on the north side of Research Road. The rear of the property abuts Clarke Street. The land on which the building is located is zoned M2, Industrial, in the Leaside Community Zoning By-Law No.1916 and is developed with a self storage facility, which is a permitted use at this location. The owner wishes to install a fascia sign on the front wall of the building facing west on Brentcliffe Road, which will replace the existing wall sign which is used for the purpose of first party advertising.

The building was previously owned and was purchased by Instorage REIT in 2007. There were three existing fascia signs located on the building of which two were removed and not replaced. The third existing sign located on the front west wall of the building will be removed and replaced with the proposed new sign, if approved. There is an existing ground sign which was installed by permit.

Properties surrounding the site are:

North: zoned M1(4) Industrial containing an industrial building with a parking area

South: zoned M1(9) Industrial containing big box retail buildings (Home Depot)

East: zoned M2 Industrial vacant land

West: zoned M2 (Industrial) with small two storey commercial/industrial buildings

COMMENTS

In his letter dated March 13, 2008 (Attachment 4 to this report) the applicant has indicated that the subject property has a land area of approximately 1.54 acres and the building located thereon is large in scale and proportion.

The wall area of the west elevation is 334.4 square meters or approximately 3600 square feet. The proposed sign area is 9.44 square meters or 111.62 square feet and represents 2.82% of the area of the front wall.

The sign will not comply with the provisions of the of East York Sign By-law 64-87, as amended in the following way:

Sign By-Law Section & Requirements	Applicant's Proposal	Required Variance
<p>Borough of East York By-law No. 64-87 4.3.1. No person shall erect, display or alter any sign or advertising device in an industrial zone unless in accordance with the following: (b)(i) One facial sign is permitted on the face of each wall abutting a street provided the area of each sign does not exceed 9 square metres and 2 metres in height.</p>	<p>To erect one facial sign on the west face of wall abutting a street in the front yard with (i) a sign area of 9.44 square metres and; (ii) (ii) a sign height of 4.24 meters.</p>	<p>To erect one facial sign on the west face of wall abutting a street in the front yard as follows: (i) with a sign area of 9.44 square metres where 9.0 square metres is permitted, and (ii) a sign height of 4.24 meters where 2.0 meters is permitted.</p>

CONTACT

Diane Damiano; Manager, Plan Review; Tel: 416-395-7651; Fax: 416-395-7589
 e-mial: damiano@toronto.ca

SIGNATURE

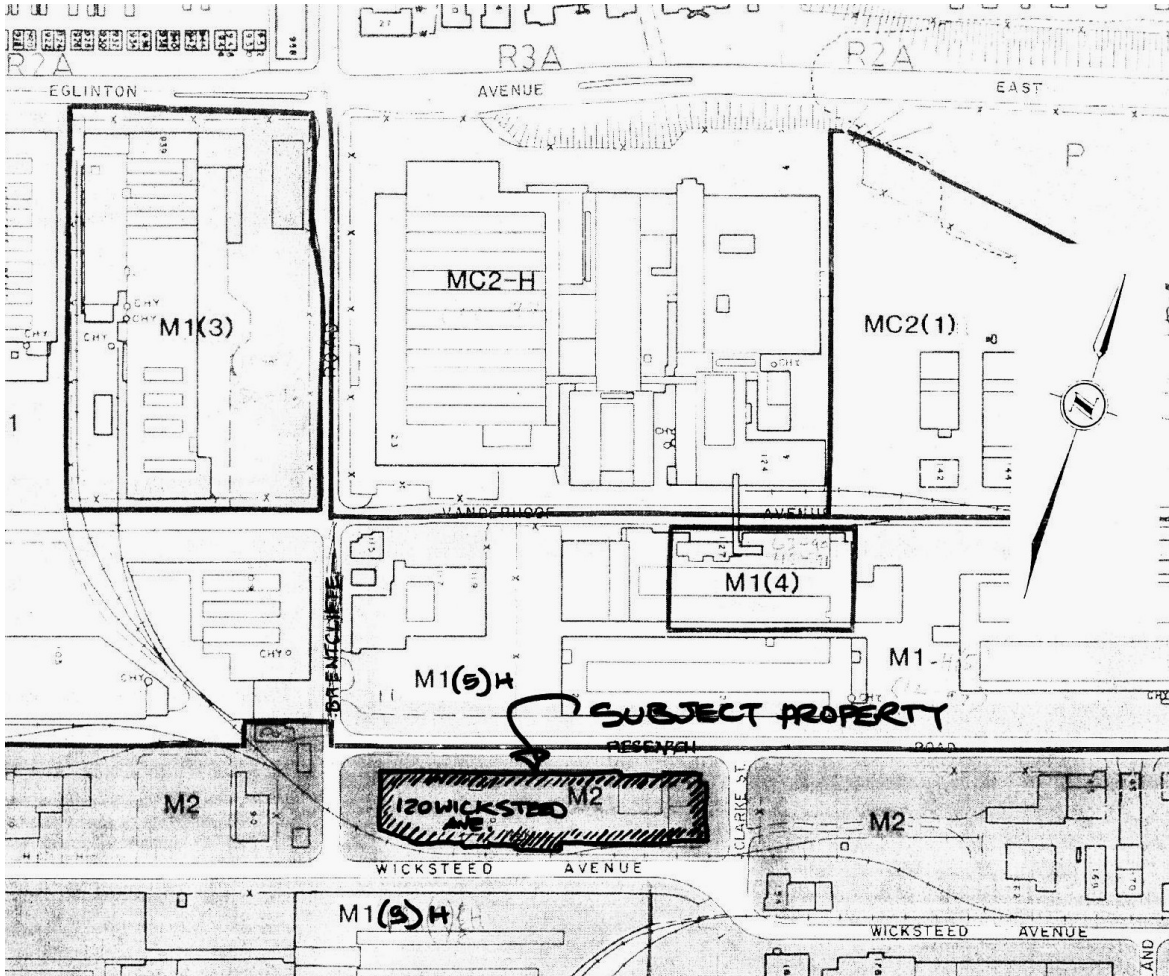
Steve Franklin.
 Director and Deputy Chief Building Official
 North York District

Attachments

1. Zoning Map
2. Elevations
3. Site Plan
4. Applicant's letter

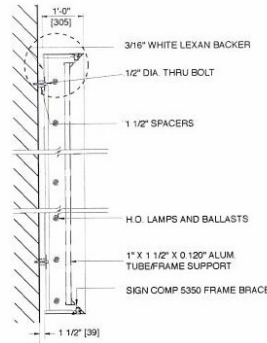
Attachments

1. ZONING MAP



Sign Variance at 120 Wicksteed Ave. Toronto

2. SIGN/WALL ELEVATIONS



steel art signs
 37 Ean
 Park Drv
 Markham
 Ontar
 L3R 1C
 905.474.167
 905.474.051
 www.steelart.co

Client: IN Storage REIT
 Location: 120 Wicksteed Ave Toronto ON
 Project: Corporate Branding
 Sign Type: SF Illuminated Fascia Sign
 Scale: 3/8" = 1'-0"
 Date: 01.14.2008
 Drawing No: KM 08004-B-1
 Revision No: 1

No.	Description	Date
1	-reposition sign	01.29.20



WEST ELEVATION (EXISTING)



WEST ELEVATION (PROPOSED)

4. APPLICANT'S LETTER



37 Esna Park Drive.
Markham, Ontario
L3R 1C9

Fax# (905) 474-0976
Phone# (905) 474-1678 Ext# 230
email# gaulr@steelart.com

To: City of Toronto (North York Civic Centre)

From: Ryan Gaul

Date: March 13, 2008

Attn: Members of Council

REFERENCE: INSTORAGE Self Storage, 120 WICKSTEED AVE. TORONTO (former East York), ON

Sign Variance application # 08 115534 ZSV 00 ZR

Dear council members,

This letter is a request for relief from the East York Sign By-law for the above location. Our customer, "Instorage REIT" would like to have a larger fascia sign than what is allowed under the Sign By-law. The variance is for the height and area. Here are a number of reasons why our request for relief, should be supported.

The North York building division had confirmed that this property falls under Section 4.3.1 for Industrial Zones. One fascia sign per elevation abutting a street is allowed with a maximum size of 2 metres in height and an area of 9 square metres. We are proposing a fascia sign with a height of 4.235 metres with an area of 9.44 square metres on the west elevation.

The subject property has a land area of approximately 1.54 acres with a very large scale building on it. The area of the west elevation is 335 square metres.

The shape of the proposed sign is the standard look for Instorage. If we would comply with the by-law with this shape, the sign would appear very small and would be difficult to identify from a fair distance away. The proposed sign is in proportion with size of the elevation and with the building in general. It would also give better exposure to the new neighboring commercial plaza.

In the past 5-10 years this area has been re-developed to allow a commercial retail shopping centre adjacent to this site (i.e. Home Depot, etc). These stores noticeable have larger signs than what the Instorage site would be allowed.

We have applied for permits for two other fascia signs on two different elevations and one new ground sign, all of which comply with the bylaw. We are asking for relief for only one fascia sign on the main west elevation to increase visibility.

On behalf of our customer, we are requesting for your support to our proposals at your future council committee meeting. If you have any questions please ask and keep me informed of the progress.

Yours truly,

Ryan Gaul
Project Coordinator