



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
1411 Lawrence Ave W**

Date:	February 24, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	York South – Weston, Ward 12
Reference Number:	2009EY006

SUMMARY

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

Tornoto Building received a request from Catherine Quesnel-Dupras with International Neon for Metro Ontario Services, for approval of a variance from the former City of North York Sign By-law 30788, to replace an existing First Party Illuminated Fascia wall sign for "METRO" on the east elevations at 1411 Lawrence Ave W.

RECOMMENDATIONS

It is recommended that:

- (1) the request for variance 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.

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, on the south east corner of Lawrence Ave W and Keele St and is subject to Zoning By-law 7625, as amended. Based on Zoning By-law 7625, the property is zoned commercial, “C2”. Across the street there are low rise residential buildings which are located more than 80 metres from the grocery store.

COMMENTS

The proposed sign will be replacing an existing first party logo sign that is located on an existing grocery store that is being re-branded from “Dominion” to “Metro”. The sign in question has been erected without a permit and is located on the east elevation of the grocery store.

There are presently new signs erected on the north elevation of the grocery store under Permit 08 225794 SGN.

The sign does not comply with the former City of North York Sign By-law 30788 in the following way:

Sign By-law Section & Requirements	Applicant’s Proposal	Required Variance
5.2.3.1. Wall Signs The maximum cumulative sign area of walls signs, per storey of a building, shall be limited to 20% of the wall area.	Replace existing first party illuminated logo sign with a new larger first party illuminated sign consisting of individual channel letters.	To permit a first party illuminated sign consisting of individual channel letters on the east elevation that will be 27% of the wall area in lieu of 20% of the wall area.

The proposed “METRO” sign should have very little impact on the surrounding area because the sign faces east and to the east is there the existing mall. The sign being proposed will be at right angles to the existing low rise residential buildings and approximately 80 metres away.

Our recommendation is that the required variance be approved.

CONTACT

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Mark Sraga
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The Etobicoke York District

ATTACHMENTS

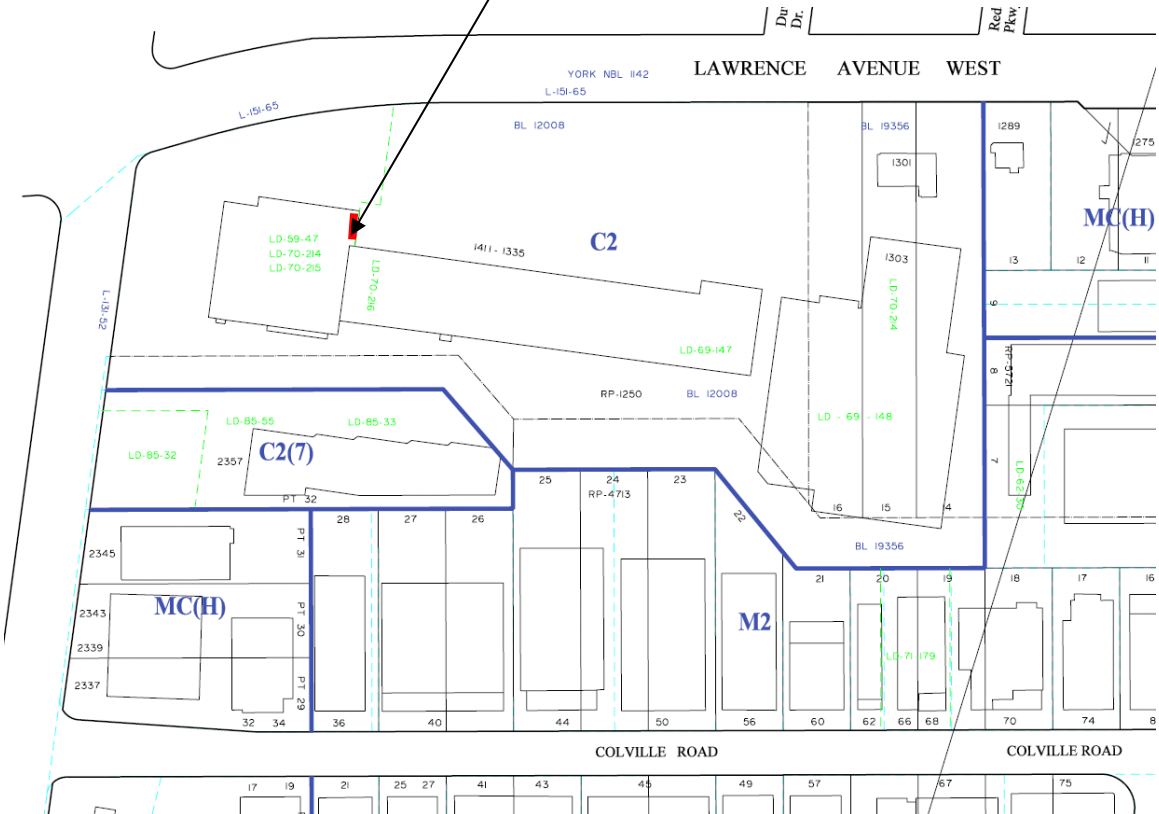
- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan

Applicant:

International Neon
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Location of the new first party illuminated sign for METRO





East elevation of the grocery store. The “METRO” sign is the subject of this report.