



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 1593B – 1615 Wilson Ave

<b>Date:</b>	February 17, 2009
<b>To:</b>	Chair and Members, The Etobicoke York Community Council
<b>From:</b>	Mark Sruga, Director and Deputy Chief Building Official
<b>Wards:</b>	York West, Ward 7
<b>Reference Number:</b>	2009EY005

### SUMMARY

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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 John David Adam with Zip Signs Ltd., for Madison Properties Inc., for approval of a variance from the former City of North York Sign By-law 30788, to install one first party illuminated wall sign for " TD Canada Trust" on the north elevations at 1593B – 1615 Wilson Avenue.

### RECOMMENDATIONS

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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 and
- (3) MTO (Ministry of Transportation) approval will be required since the signage is within 400 metres of any limit of a controlled access highway. Contact Ken Sherbanowski at (416) 235-5560.

## 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 7625, as amended. Based on Zoning By-law 7625, the property is zoned C3(1)-Commercial Zone.

The property has a strip mall on it that is one storey in height except for a portion on the east side that is 2 storeys in height.

Directly across the street there is another C3 commercial zone and on those lands Sheridan Mall is located.

## COMMENTS

Proposed first party illuminated sign for "TD Canada Trust" on the north elevation will have an area of 29.64 metre square. The proposed fascia sign is going to be attached to an architectural steel element on the front north elevation.

The sign bylaw permits a cumulative sign area for all wall signs on a building to 20% of the wall area of the first storey that is visible from any direction. The north elevation first storey area has been calculated as 694.78 m<sup>2</sup>. Therefore, the maximum permitted cumulative sign area is 138.95 m<sup>2</sup> based on 20% of the wall area, whereas the proposed cumulative sign area is 145.3 m<sup>2</sup>. The sign area of 145.3 m<sup>2</sup> is based on the area of 8 existing signs plus the proposed TD Canada Trust sign.

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 Sign Cumulative sign area of wall signs shall be limited to 20% of the wall area visible from any direction for the first storey.	To erect on the north elevation of the first storey a first party illuminated fascia sign for " TD Canada Trust"	Maximum permitted cumulative sign area for all signs on the first storey north elevation is 138.95 m <sup>2</sup> (20%), whereas proposed cumulative sign area is 145.3 m <sup>2</sup> .

The proposed illuminated fascia sign will have very little impact at this location. The lands that are most affected by these signs are the commercial properties directly across the street. This sign will only be visible from Wilson Ave and the commercial properties

that are located 160 m across the street. It is for this reason the recommendation is that the proposed sign be approved.

## **CONTACT**

Algimantas Jasinevicius, Manager, Plan Examination

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Mark Sraga  
Director of Building and  
Deputy Chief Building Official  
The Etobicoke York District

## **ATTACHMENTS**

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

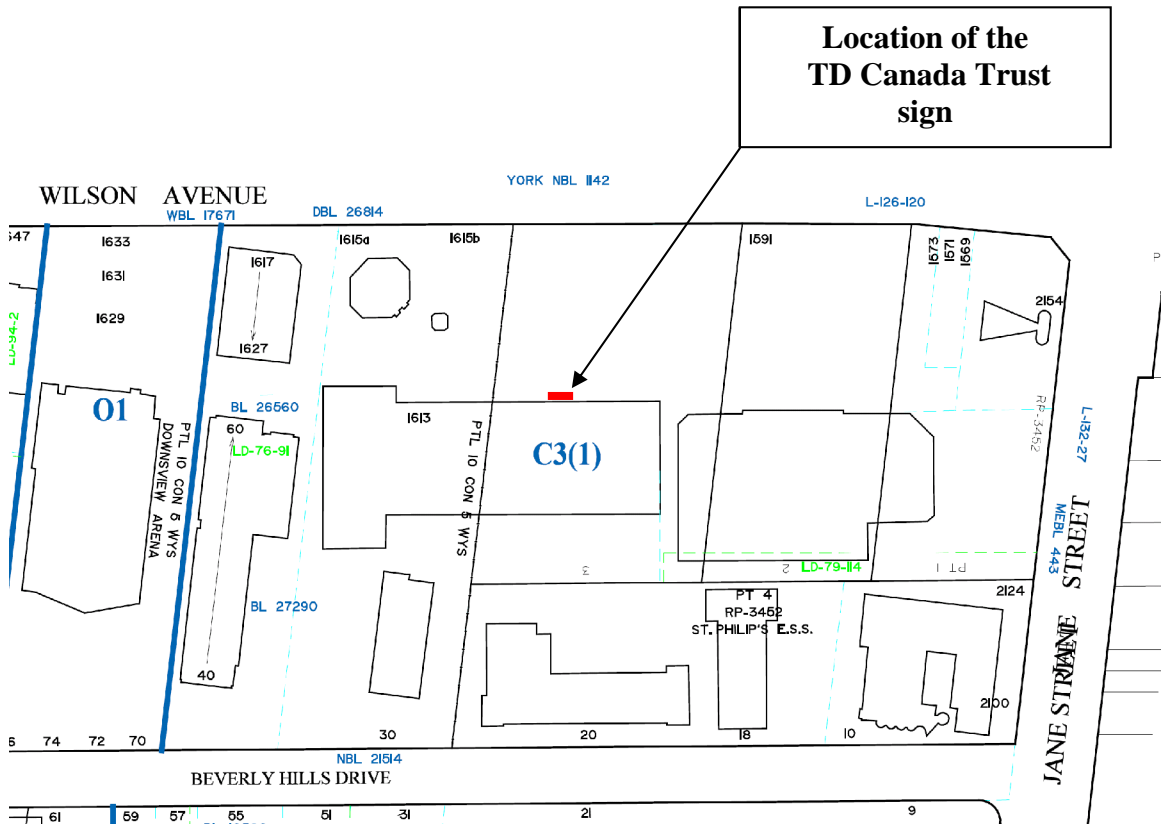
**APPLICANT:**

Zip Signs Ltd  
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Temporary banner sign marks the location of proposed illuminated first party Canada Trust Sign