



STAFF REPORT ACTION REQUIRED

Sign Variance Report 50 Belfield Rd

Date:	April 21, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke North, Ward 2
Reference Number:	2009EY009

SUMMARY

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

Request for approval of variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to relocate the existing Ultramar ground sign at 50 Belfield Rd.

The request comes from Sarkis Jambazian with Ultramar Ltd. for Interwide Investments, attn. Bob Bartko for approval of the variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

RECOMMENDATIONS

It is recommended that:

- (1) the request for variances 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. 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 Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code the property is zoned I.C2 and is also subject to By-law 1983-89.

COMMENTS

The sign that is proposed to be relocated is an existing first party “Ultramar” sign that is illuminated and is presently located on the east side of the property towards the north portion. The applicant is requesting to relocate the existing sign further east on same property. The new location will be adjacent to a City owned access road that leads to a City owned works yard. The roof sign identified in the required variance is an existing sign approved in 2002 under permit no. 02 127690 SGN.

The sign does not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Section: 215.22.B.(2) Maximum of one ground sign is permitted A maximum of one standard outdoor advertising roof sign may be installed in lieu of one identification ground sign....	Relocate an existing first party illuminated ground sign to another part of the same lot that has a multi-tenant industrial building and an existing standard out door roof sign on top of the industrial building.	To permit a first party illuminated ground sign advertising a single tenant as opposed to a directory sign for all tenants and to permit this sign to co-exist with an existing standard outdoor roof sign.

The proposed relocation of the existing first party illuminated ground sign to the new location will have very little impact on the surrounding area. The area is industrial in nature and the sign has not moved significantly enough to adversely impact others. Our recommendation is that the required variances be approved.

CONTACT

Algimantas Jasinevicius, Manager, Plan Examination

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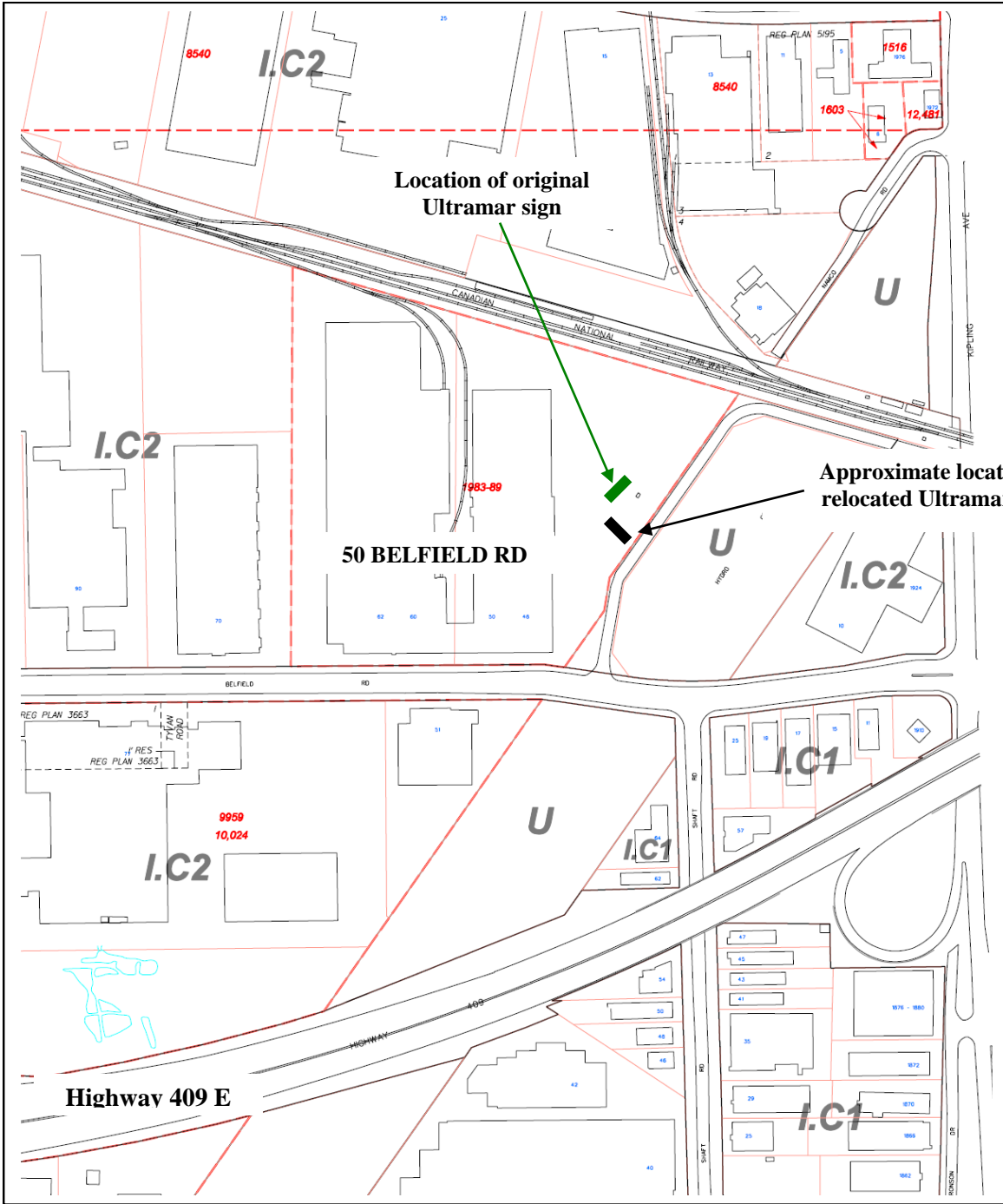
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Mark Sraga
Director of Building and
Deputy Chief Building Official
The Etobicoke York District

ATTACHMENTS

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





Looking north from the front of property at 50 Belfield Rd



Looking west from east side of access road to City's work yard at the present location of Ultramar sign at 50 Belfield Rd



Looking at the east elevation of building at 50 Belfield Rd the front portion on which the roof sign is located.