



STAFF REPORT ACTION REQUIRED

Sign Variance Report 25 Vickers Rd

Date:	April 16, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke-Lakeshore, Ward 5
Reference Number:	2009EY011

SUMMARY

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

The purpose of this report is to review and make recommendations on a request by Mr. Edward Yongberg, of International Neon, on behalf of the property owners, The Great Atlantic & Pacific, for an Approval of Variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to permit installation of one Illuminated Roof Sign, and one Incidental Sign along the front entrance to the “Metro Produce Distribution Centre” located at 25 Vickers Road.

RECOMMENDATIONS

It is recommended that:

- (1) The request for variances be approved for the reasons outlined in this report.
- (2) The applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permit.
- (3) The approval from MTO (Ministry of Transportation) be obtained.

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.C1/IC2 Zone. The property at 25 Vickers Road consists of a number of warehouse buildings and is used as a Product Distribution Centre for Metro. The proposed roof sign will be an illuminated channel letters sign “METRO” installed along one side of the existing roof top mechanical enclosure, facing highway 427. The overall dimensions of this sign will be 10.34m long by 2.27m high (33’-11 x 7’ -5”) with a total sign area of 23.52 sq.m(253.12 sq.ft). Chapter 215, Signs, of the former City of Etobicoke Municipal Code does not permit roof signs.

The proposed sign is located within 400 meters of the Ministry of Transportation property limits and will be required to obtain an approval from the Ministry.

The applicant is also proposing to remove four (4) existing incidental signs and replace them with one new incidental sign “METRO Produce Distribution Centre” installed along the front elevation of building “B”. The proposed sign will have a total area of 3.11 sq.m . whereas the maximum permitted area of an incidental sign is 3.00 sq.m.

The signs do not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following way(s):

Sign By-law Section & Requirements	Applicant’s Proposal	Required Variance
<p>215-15. F. Roof signs are not permitted in any zone unless incorporated into the architectural cupola, tower structure or parapet wall design of a building.</p> <p>215.22. D. (2)b). The maximum permitted display area for the incidental sign to indicate the “Product Distribution Centre” is 3.0 sq.m.</p>	<p>The proposed roof sign to be installed on a side of an existing roof-top mechanical enclosure.</p> <p>The proposed incidental sign will have an area of 3.11 sq.m.</p>	<p>To permit a roof sign.</p> <p>To permit an incidental sign to exceed the maximum permitted area by 0.11 sq.m.</p>

COMMENTS

In view of the layout of the subject property and the set back of the building compared to the adjacent streets and other buildings the proposed roof sign will provide sufficient visibility and identification for the Metro Produce Distribution Centre. The area by which the proposed incidental sign will exceed the maximum permitted is insignificant and will not have any impact on any surrounding properties.

CONTACT

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The Etobicoke York District

ATTACHMENTS

Attachment 1 – Aerial View

Attachment 2 – Site Plan

Attachment 3 – Detail of Roof Sign

Attachment 4 – Detail of Incidental Sign