



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 2382 Keele St

<b>Date:</b>	April 23, 2009
<b>To:</b>	Chair and Members, The Etobicoke York Community Council
<b>From:</b>	Mark Sraga, Director and Deputy Chief Building Official
<b>Wards:</b>	York South – Weston, Ward 12
<b>Reference Number:</b>	2009EY013

### 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 variance from the former City of North York Sign By-law No 30788 to erect one 10'-9" x 20'-11" Third Party one sided illuminated ground billboard sign with trivision panels at 2382 Keele St.

The request comes from Sid Catalano with Pattison Outdoor for 1412707 Ontario Inc. for approval of the variance from the former City of North York Sign By-law No 30788.

### RECOMMENDATIONS

---

It is recommended that the request for variance not be approved for the reasons outlined in this report

#### 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 No. 7625, as amended. Based on Zoning By-law No. 7625, the property is zoned RM4 - Residential Zone. Directly across the street the properties are zoned various types of commercial zones. Just to the south at 2380 Keele St the property is zoned commercial but to the south of 2380 Keele St the properties are zoned residential. To the north the properties are zoned as mixed use.

## COMMENTS

The proposed sign will be located in the front yard of an existing one family dwelling. The front yard is approximately 19 ft deep. This sign will be 30 ft high, have a sign face of approximately 21 ft by 11 ft cantilevered towards the house which will also extend over the front portion of the roof of this house.

The sign does not comply with the former City of North York Sign By-law No 30788 in the following way:

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
2.9. Prohibited Signs, Off premise (i.e third party) signs are not permitted in residential zone.	To erect a 3 <sup>rd</sup> party sign in a residential zone.	To permit a 3 <sup>rd</sup> party sign in a residential zone.

The proposed sign face will cantilever over the existing front portion of the roof of the house located on the same property. Due to the location of the sign there is the probability that the existing chimney will experience back drafts and that there may be increases in snow accumulation on the roof that the roof was never designed to carry. Even though the sign will not be directly in front of the windows of the house the sign will reduce the natural light by casting a shadow over the front portion of the house, obstructing the view in front of the house and in the evenings the illumination from the sign will impact the residents in the house.

For all these reasons the recommendation is that the required variance be refused.

## CONTACT

Algimantas Jasinevicius, Manager, Plan Examination

Tel: (416) 394-8046

Fax: (416) 394-8209

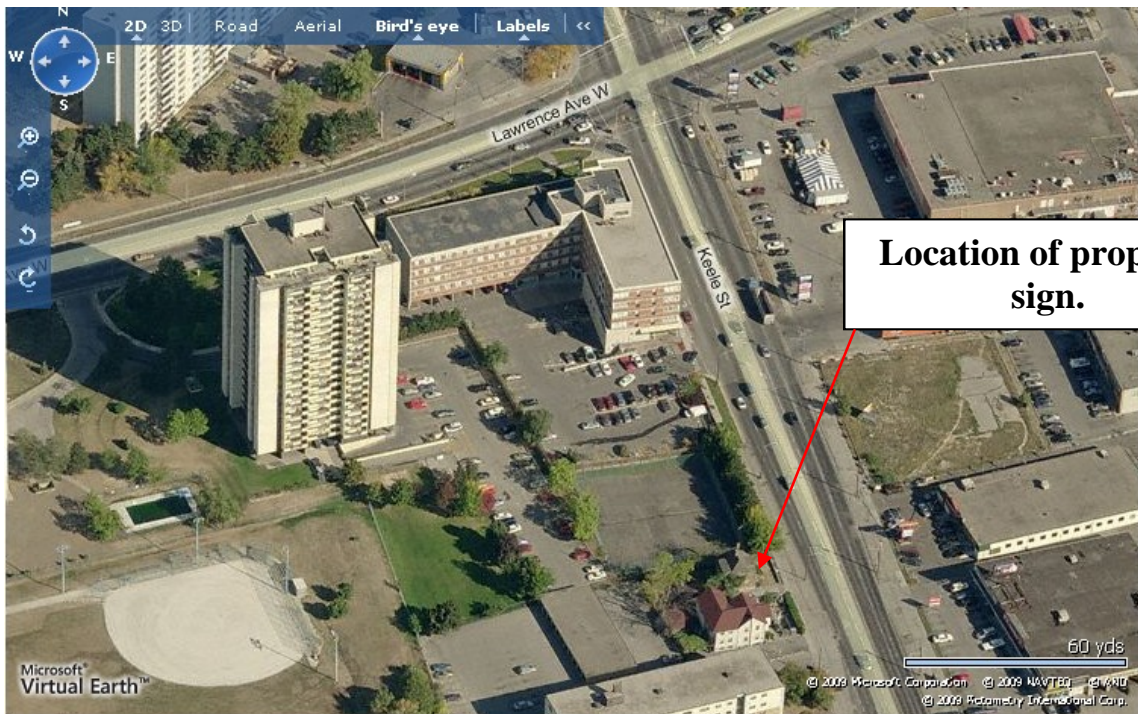
E-mail: [ajasinev@toronto.ca](mailto:ajasinev@toronto.ca)

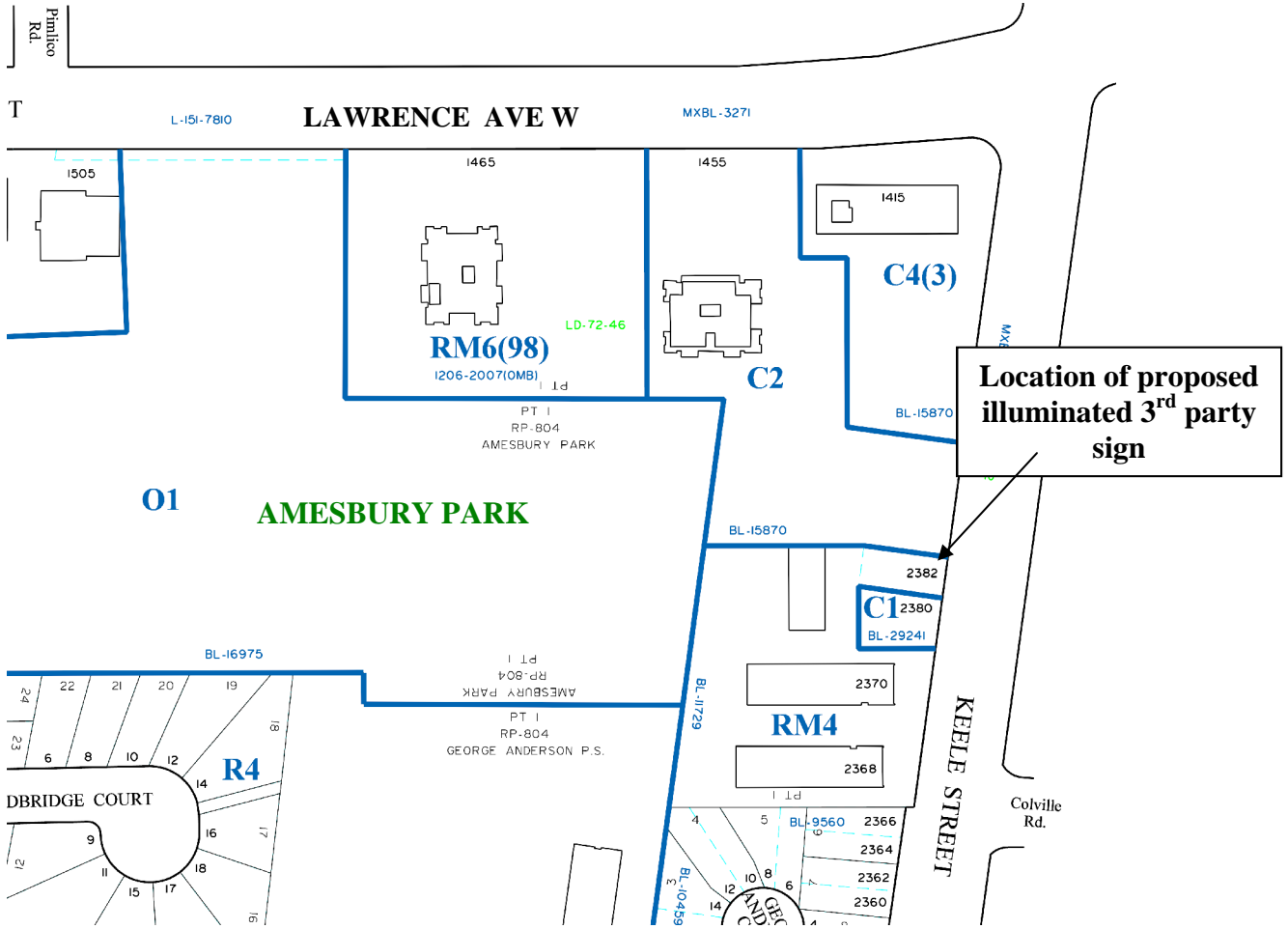
---

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

## ATTACHMENTS

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







East elevation of 2382 Keele St



2380 Keele St that is zoned C1 and then the low rise apartments to the south of this property.



Commercial properties directly across the street from 2382 Keele Street