



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 7 – 21 Richgrove Dr

<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>	Etobicoke Centre, Ward 4
<b>Reference Number:</b>	2009EY012

### 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.

Request for approval of variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to erect temporary signs for a sales pavillion at 7 – 21 Richgrove Dr.

The request comes from Robyn Rabinowitz with Minto Urban Communities Inc. for M Richgrove Corporation, attn. Mark Bales, Development Manger for approval of the variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

### RECOMMENDATIONS

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It is recommended that:

- (1) the request for variances be approved on the condition that:
  - that the number of banner signs is reduced. Banner signs identified on site plan as numbers 1, 5 and 6 are to be removed and
  - all signs that relate to the proposed development be removed prior to the issuance of any new sign permits unless a permit has been granted for the signs or the signs are part of this variance 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 Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code the property is zoned R6 Sixth Density Residential Zone (R6) and is also subject to By-law 1307-2008.

On the north side of Richgrove Dr one finds single family dwellings in a R3 zone. Across the street there is a city park. To the south and west there are existing highrise apartment buildings that are located on same property.

### **COMMENTS**

A sales office has been approved and constructed at the south – west corner of Richgrove Dr and Martin Grove Rd. All the signs that will be identified in this report are for the purpose of variances for temporary signs associated with a sales pavilion to:

- advertise a proposed development coming in the future and
- pre-sell / lease dwelling units while obtaining approval for the proposed development of construct three blocks of stacked townhouses for a total of 88 dwelling units.

Signage has been erected at the north-west driveway off Richgrove Drive in the form of two non illuminated double sided fascia ground signs advertising future house sales that was approved. In addition to these signs the developer has erected additional signs on the sales pavilion that advertise the construction of the townhouses and banner type sales/lease non-illuminated signs have been fastened on the existing chain link fences running along Richgrove Dr and Martin Grove Rd.

Notwith standing the signs being requested by the applicant the developer has had additional signs erected on the site to advertise this development without first obtaining approval for them.

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

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
<p>Temporary Signs. 215-5.A. Sale or Lease signs: maximum of one sign for each street frontage.....</p>	<p>6 banner type sales/lease non-illuminated signs are proposed to be fastened on the existing chain link fences running along Richgrove Dr and Martin Grove Rd.</p>	<p>To permit 6 banner type sales/lease, non-illuminated signs in lieu of the maximum of 2.</p>
<p>Temporary Signs. 215-5.A. Sale or Lease signs: maximum of one sign for each street frontage. Provided that such sign is located on the property being sold or leased and does not exceed 0.6 m<sup>2</sup> in display area for lots up to 30 m in frontage, plus 0.1 m<sup>2</sup> for each additional 10 m on frontage up to a maximum of 3 m<sup>2</sup>.</p>	<p>6 banner type sales/lease non-illuminated signs are proposed to be fastened on the existing chain link fences running along Richgrove Dr and Martin Grove Rd. The aggregate area of 6 banner signs will be 150.4 m<sup>2</sup>.</p>	<p>To permit 6 banner type sales/lease non-illuminated signs to be fastened on to the existing chain link fences running along Richgrove Dr and Martin Grove Rd having an aggregate area of 150.4 m<sup>2</sup> in lieu of the maximum of 3.0 m<sup>2</sup>.</p>
<p>Temporary Signs. 215-5.G. Temporary banners erected by the City of Etobicoke for the purpose of advertising city-related and sponsored events.</p>	<p>6 banner type sales/lease non-illuminated signs are proposed to be fastened on the existing chain link fences running along Richgrove Dr and Martin Grove Rd.</p>	<p>To permit 6 banner type non-illuminated signs to be used for the advertising of sales/lease of town houses for a future development in lieu of advertising city-related and sponsored events.</p>
<p>Temporary Signs. 215-5.D. - Signs advertising the construction of a subdivision, apartment building, industrial or commercial mall or similar large project, provided that:</p> <p>(1) A maximum of one (1) ground fascia sign for each street frontage abutting the project may be erected.....</p>	<p>Erect 4 non-illuminated fascia signs that will cover the whole of each exterior wall of the sales pavilion.</p>	<p>To permit 4 non-illuminated fascia signs in addition to the 2 fascia ground signs that have already been approved. This will bring the aggregate number of fascia signs to 6 in lieu of the maximum permitted 2 fascia ground signs.</p>

The additional signs proposed for the sales pavilion are not illuminated therefore they do not impact the area from an illumination perspective. The number of signs that are proposed though exceeds the maximum number of signs by a substantial amount; therefore it is recommended that the variances be approved on the following conditions:

- that the number of banner signs is reduced. Banner signs identified on site plan as numbers 1, 5 and 6 are to be removed and
- all signs that relate to the proposed development be removed prior to the issuance of any new sign permits unless a permit has been granted for the signs or the signs are part of this variance report..

## **CONTACT**

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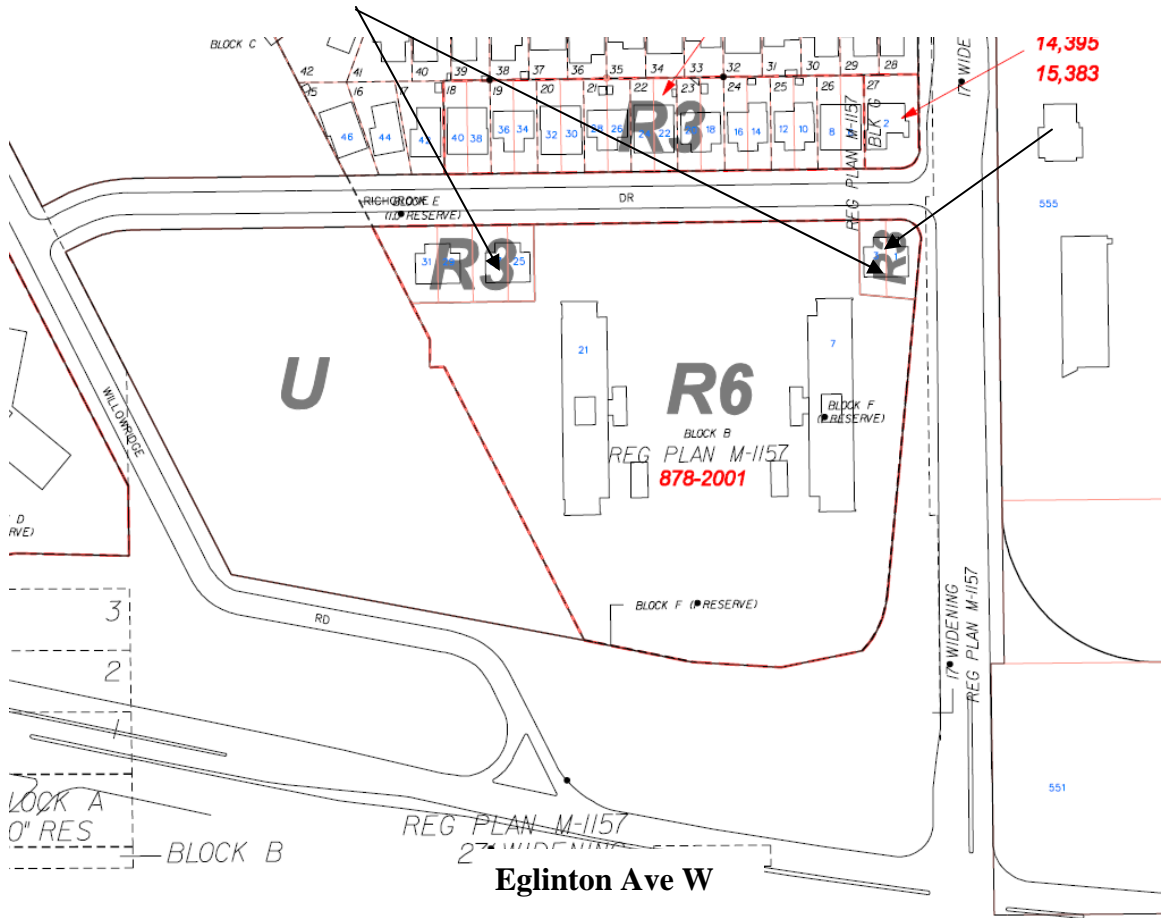
Mark Sraga  
Director of Building and  
Deputy Chief Building Official  
The Etobicoke York District

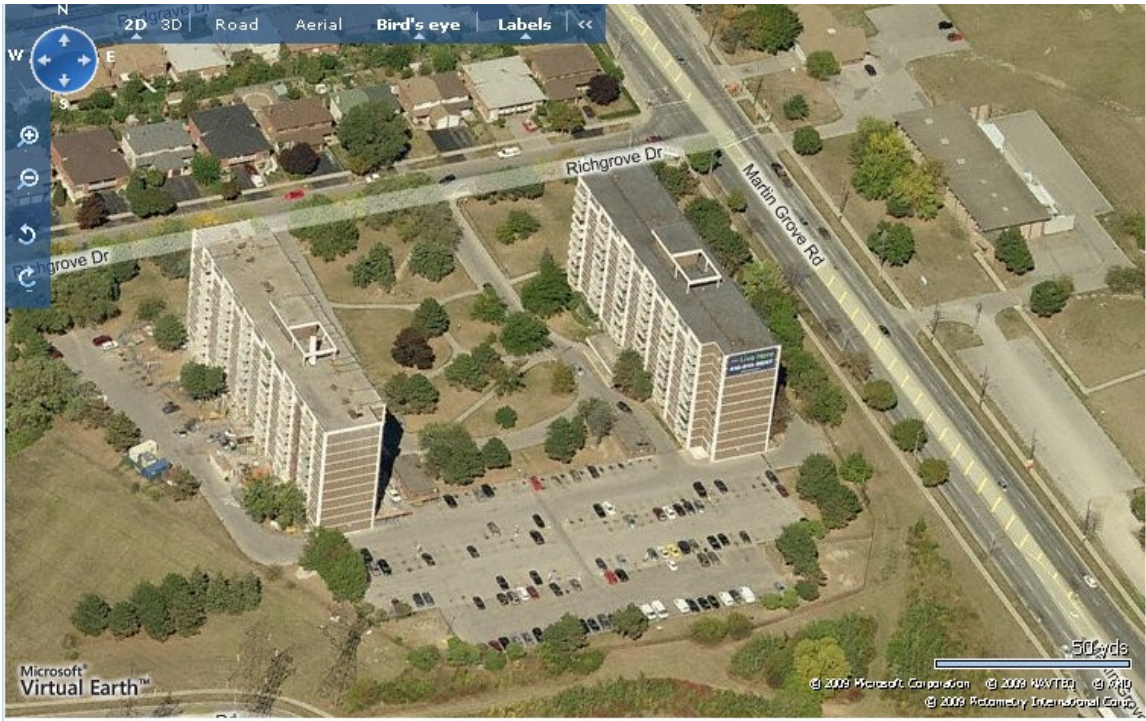
## **ATTACHMENTS**

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

**R3 zones re-zoned to R6  
under by-law 1307 - 2008**

**Location of sales  
pavilion at the  
corner of  
Richgrove Dr and  
Martin Grove Rd**





Banner signs along Martin Grove



Banner signs along Martin Grove



Sales pavilion along Martin Grove Rd.



Banner signs along Richgrove Dr



West elevation of sales pavilion



Applicant:

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