



**STAFF REPORT  
ACTION REQUIRED**

**Sign Variance Report  
84 - 86 Oakdale Rd**

<b>Date:</b>	June 9, 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 West, Ward 7
<b>Reference Number:</b>	2009EY029

**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 variance from the former City of North York Sign By-law No 30788 to erect a third party illuminated double sided off premise ground sign at 84 – 86 Oakdale Rd.

The request comes from Rick Taddeo with Super Sign Epsilon Inc. for Salvatore Falcone for approval of the variance from the former City of North York Sign By-law No 30788.

**RECOMMENDATIONS**

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It is recommended that:

- (1) the request for variance be approved for the reasons outlined in this report on the condition that the owners submit for approval of the banner sign on the west elevation or alternatively remove the sign prior to the issuance of the permit for the third party illuminated ground sign; 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 North York and is subject to Zoning By-law No. 7625, as amended. Based on Zoning By-law No. 7625, the property is zoned M1(22) - Industrial Zone. To the north and south there are industrial buildings on industrial zoned land. To the east there is a residential neighbourhood. To the west there is Highway 400.

**COMMENTS**

The sign will be located in the rear yard, north-west corner of the property. The sign face will be oriented so that the traffic moving in both directions on Highway 400 can see the signage. Presently there is a bakery located at this site. On the west elevation there is an illuminated banner sign for which no approval has been granted.

The sign will be 12.2 m (40 ft) high and will have a double face with sign face areas of 37.18 sm (400 sf.).

There is a residential zone directly across the street from 84 – 86 OakdaleRd. The sign will be approximately 62 metres from the residential zone.

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>
<b>2.9. Off premise (third party) ground sign is not permitted.</b>	An illuminated double faced off premise (third party) ground sign	To permit an illuminated double faced off premise (third party) ground sign.

The proposed sign will be orientated in such a direction and will be partially shielded by the industrial buildings from the residential buildings that there will be very little impact on the residential neighbourhood from the illumination from the sign.

Our recommendations are that the required variances be approved on condition that the owners submit for approval of the banner sign on the west elevation or remove the sign prior to the issuance of the permit for the third party illuminated ground sign.

## **CONTACT**

Algimantas Jasinevicius, Manager, Plan Examination

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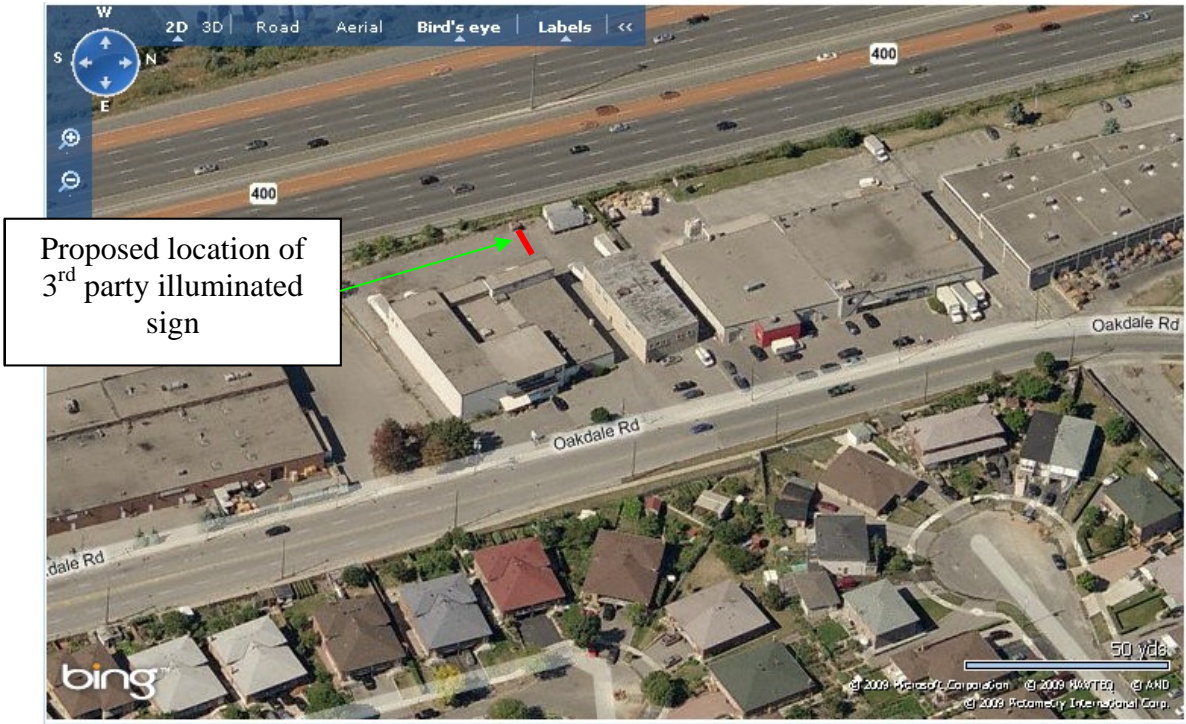
E-mail: [ajasinev@toronto.ca](mailto:ajasinev@toronto.ca)

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

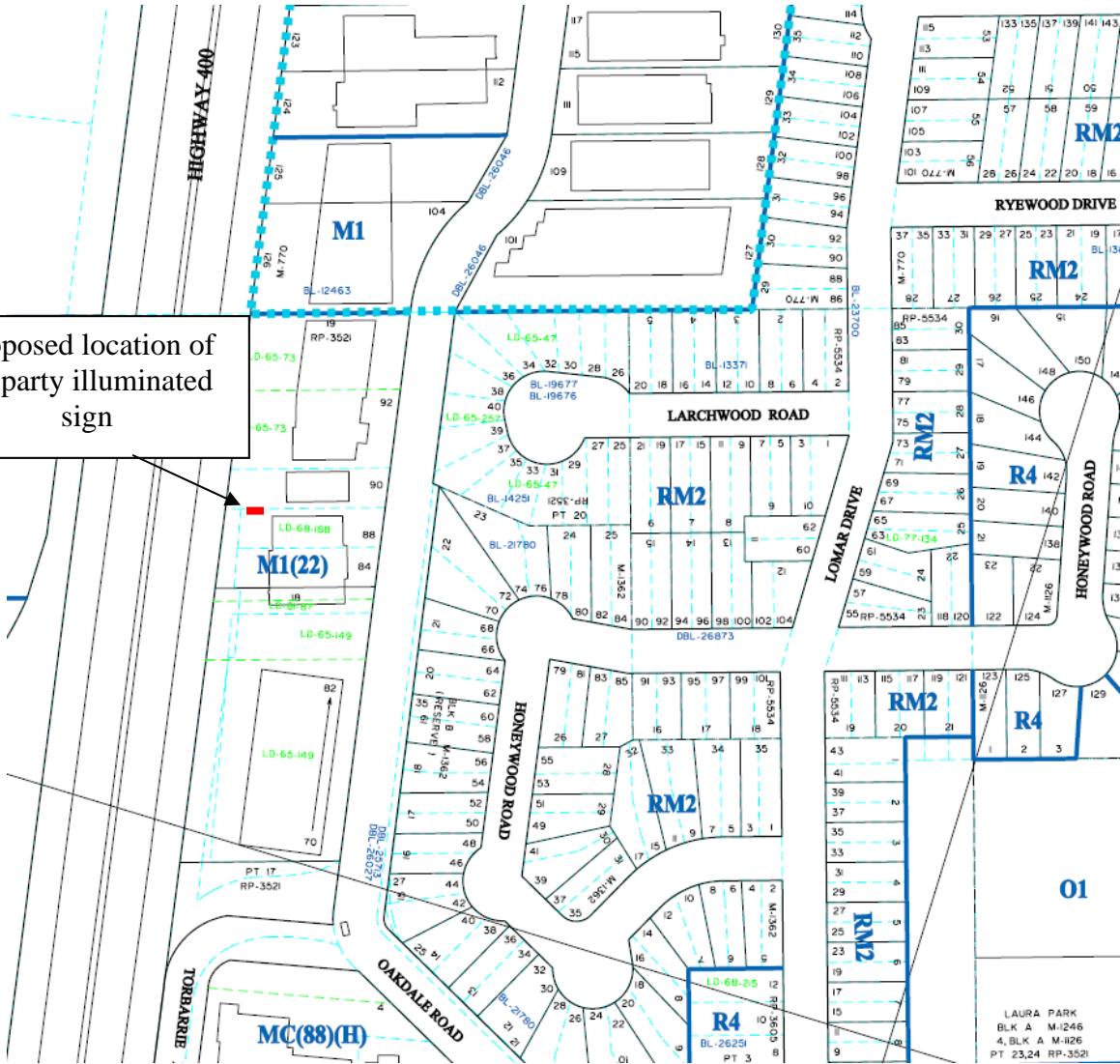
## **ATTACHMENTS**

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



Rear elevation of building at 84 – 86 Oakdale Rd

Proposed location of 3<sup>rd</sup> party illuminated sign







Looking north from 84 – 86 Oakdale Rd. Highway 400 runs parallel to the rear lot line that is on the left hand side of the picture.



Looking north from 84 – 86 Oakdale Rd. Highway 400 runs parallel to the rear lot line that is on the right hand side of the picture.

Applicant:  
Super Sign Epsilon Inc  
Attn.: Rick Taddeo  
6-1500 Upper Middle Rd W, Ste. 122  
Oakville, Ontario