



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 57 Beverly Hills Dr

<b>Date:</b>	June 8, 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>	2009EY028

### **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 the former City of North York Sign By-law No 30788 to erect a new illuminated double-sided third-party advertising sign on the south side of the property at 57 Beverly Hills Drive.

The request comes from Rick Taddeo with Super Sign Kappa Inc. for Joseph and Joan Fanton for approval of the variances 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 variances not 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,
- (3) MTO (Ministry of Transportation) approval will be required. Contact Ken Sherbanowski at (416) 235-5560 and

- (4) Toronto Regional Conservation Authority approval will be required. Contact TRCA at (416) 661-6600

### **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 MC(H) - Industrial Zone. The property also is located on lands subject to approval from the Toronto Regional Conservation Authority.

### **COMMENTS**

The proposed sign will be located in the rear yard of 57 Beverly Hills Dr. There is a single family dwelling at this address. The rear yard abuts Highway 401. The sign is proposed to be 13.72 m (45.0 ft) high and will have two illuminated faces.

The proposed sign will be adjacent to other third party illuminated roof signs that are located just to the east. There are 3 roof signs within 60 metres of the proposed ground sign that are located on the roofs of 55 Beverly Hills Dr. (which will be approximately 9 metres from the proposed sign) and at 51 Beverly Hills Dr. (which has 2 signs on the roof). The roof signs made reference to have been illegally converted from first party to third party signs and are presently being investigated by Municipal Licensing and Standards.

To the west at 59 Beverly Hills Dr. there is a single family dwelling that sits vacant.

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

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
2.9 Off premise (third party) ground sign is not permitted.	A third party illuminated ground sign is proposed	To permit a third party illuminated ground sign.
5.3.2 - Ground signs No ground sign shall be permitted on an inside lot which has a street frontage of less than 24.4	A third party illuminated ground sign is proposed on a lot having street frontage of 15.24 m (50.0 ft).	To permit a third party illuminated ground sign on a lot having street frontage of 15.24 m (50.0 ft) in lieu of the minimum 24.4 m (80.0 ft).

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
m (80.0 ft).		
7.2.2 - Height above grade No ground sign shall exceed 7.7 m (25.0 ft).	Proposed third party illuminated ground sign height is 13.72 m (45.0 ft)	To permit a third party illuminated ground sign height of 13.72 m (45.0 ft) in lieu of the maximum 7.7 m (25.0 ft).

The proposed ground sign will cast a shadow over the rear elevations of the existing house at 57 Beverly Hills Dr and will have some impact on the house at 59 Beverly Hills Dr. In addition there will be impact on these two houses from the illumination of the sign. There may also be impact on the traffic moving in both directions on Highway 401 which will need to be assessed by the Ministry Of Transportation.

Our recommendations are that the required variances be refused.

## **CONTACT**

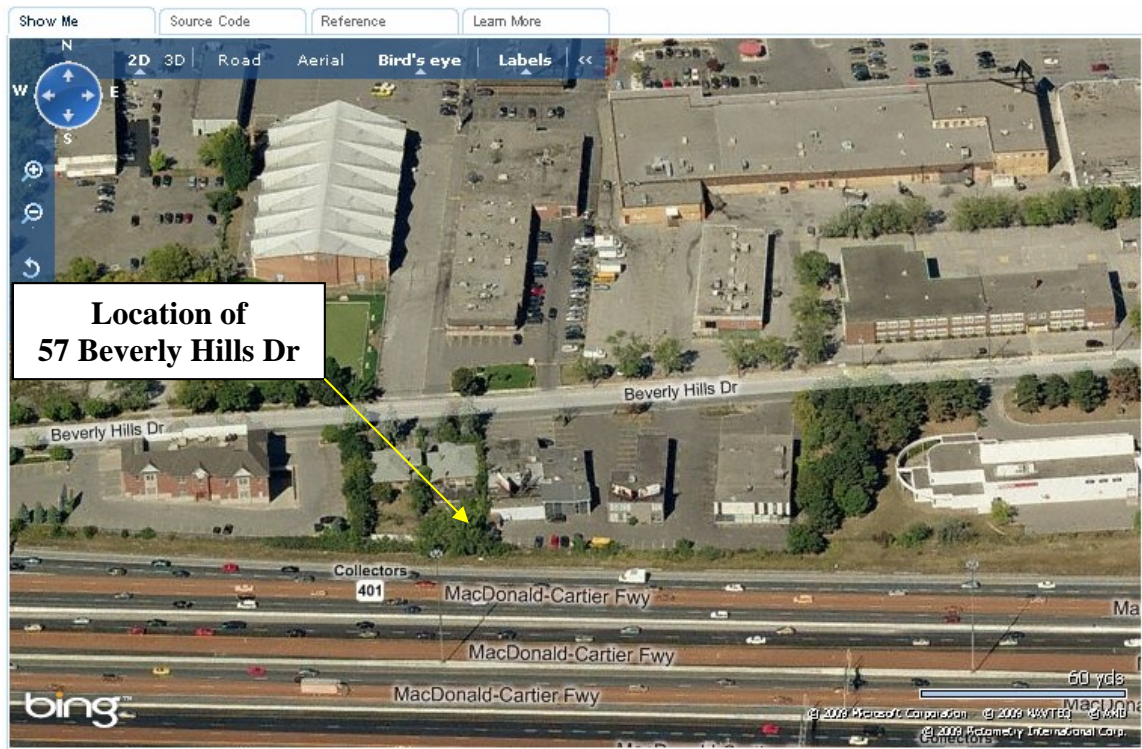
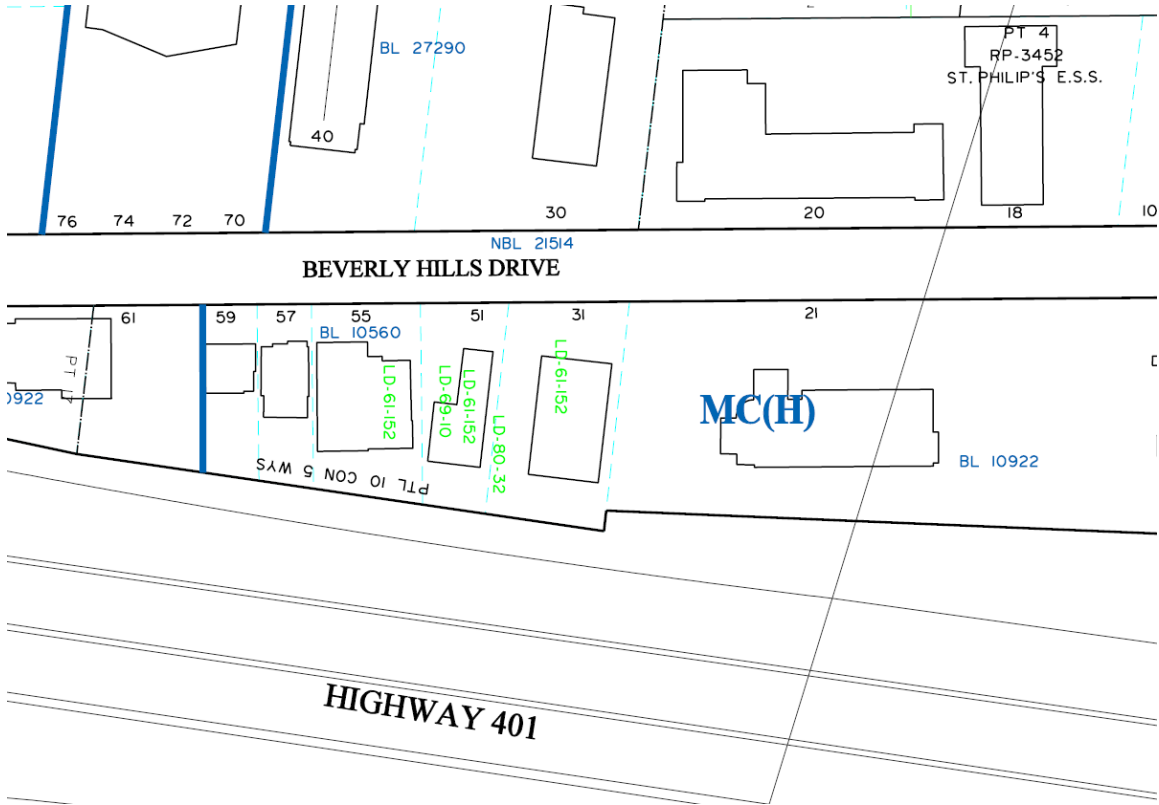
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Mark Sraga  
 Director of Building and  
 Deputy Chief Building Official  
 The Etobicoke York District

## **ATTACHMENTS**

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







Front (north) elevation of 57 Beverly Hills Dr.





Rear yard ( behind the fence and shed is Highway 401)



Illegal third party roof sign at 55 Beverly Hills Drive that is seen from rear yard of 57 Beverly Hills Drive the location of proposed ground sign

Applicant:  
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