



STAFF REPORT ACTION REQUIRED

Sign Variance Report 451 Attwell Drive

Date:	September 24, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke North, Ward 2
Reference Number:	2009EY037

SUMMARY

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

Toronto Building received a request from Rick Taddeo of Supersign Sigma Inc., on behalf of 1531206 Ontario Inc. for approval of variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to permit an installation of a double face illuminated third-party ground sign at 451 Attwell Dr.

RECOMMENDATIONS

It is recommended that:

1. the request for variance be refused for the reasons outlined in this report.

Financial Impact

There are no financial implications resulting from the adoption of this report.

COMMENTS

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 Class 2 Industrial Zone (IC2), and is also subject to By-law 8540.

The properties surrounding the site are all industrial uses. The north property line abuts CP Railway lands and the west property line abuts Highway 427. Approvals from the Ministry of Transportation (MTO) for the erection of the proposed third party ground will be required.

The property at 451 Attwell Drive is a one storey industrial building. The proposed third-party ground sign will be erected at the south end of property facing the northbound traffic along Highway 427.

The proposed double face ground sign will have a display area of 37.2 square meters for each face (3.05 m x 12.19 m). Ground signs in industrial zones are permitted to have a maximum signage area of 28 sq. m. on lots having frontage over 60 meters. The proposed signage area will exceed the maximum permitted area by 9.2 sq. m. or 32%.

The overall height of the proposed ground sign is 15.24 meters whereas the maximum permitted height of a ground sign is 7.7 meters and will be twice the permitted height.

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

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
215.12.D No standardized outdoor advertising ground sign shall exceed 7.7 meters vertically	To erect a third party illuminated ground sign that is 15.24 metres (50'-0") in height.	To permit a third party illuminated ground sign to have a height of 15.24 metres (50'-0") in lieu of 7.5 metres (24'-7").
215- 22.C(3)(a) The maximum standardized outdoor advertising area of signage is 28 sq. m on lots over 60 meters in frontage.	To erect a third party illuminated ground sign that has 37.2 sq. m. in the total signage area.	To permit a third party illuminated ground sign to have a signage area of 37.2 sq. m. in lieu of 28 sq. m. permitted.

Based on the above facts, staff is of the opinion that the request for variances are not minor in nature and recommends that Community Council refuse the variances requested for 451 Attwell Drive.

CONTACT

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ATTACHMENTS

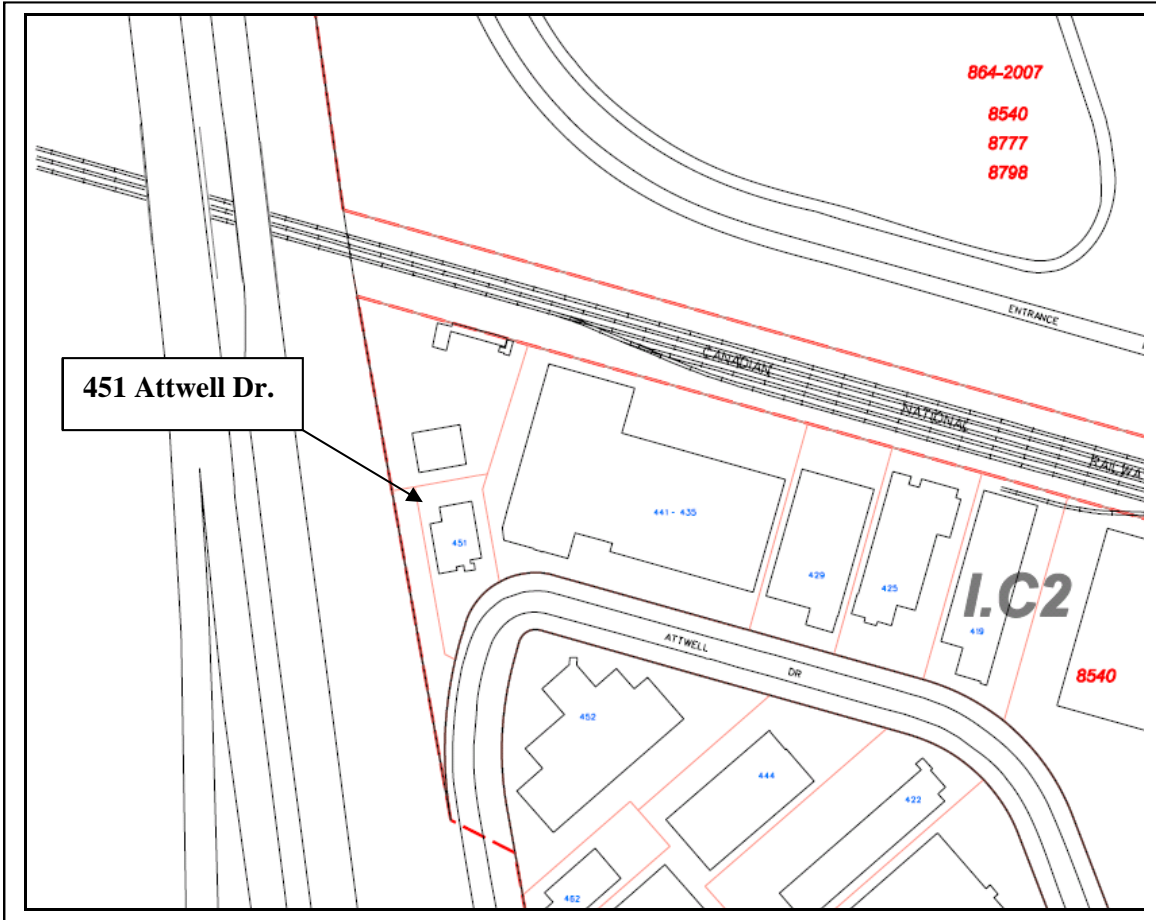
Attachment 1 – Zoning Map

Attachment 2 – Aerial Map

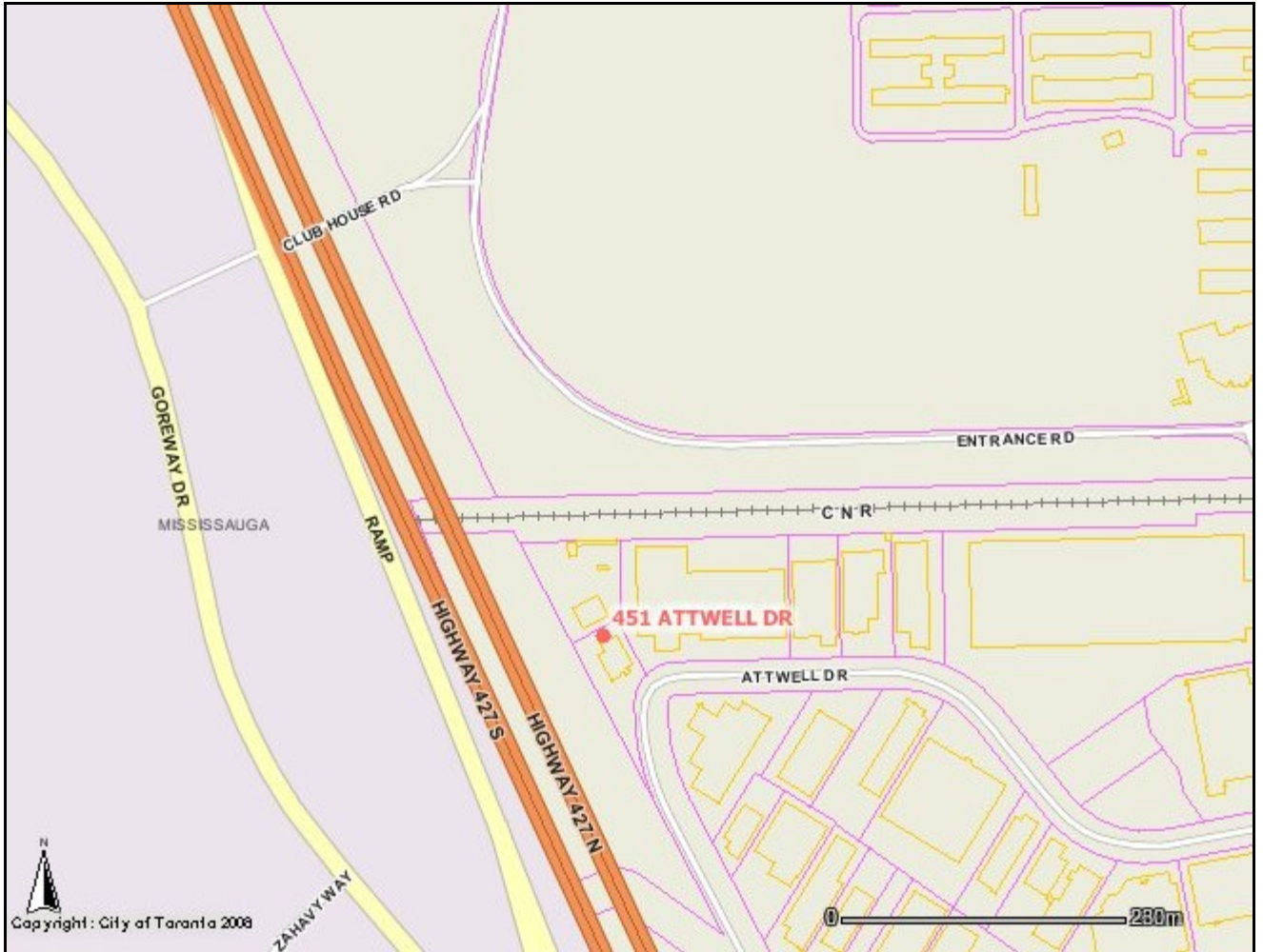
Attachment 3 – Site Plan

Attachment 4 – Sign Details

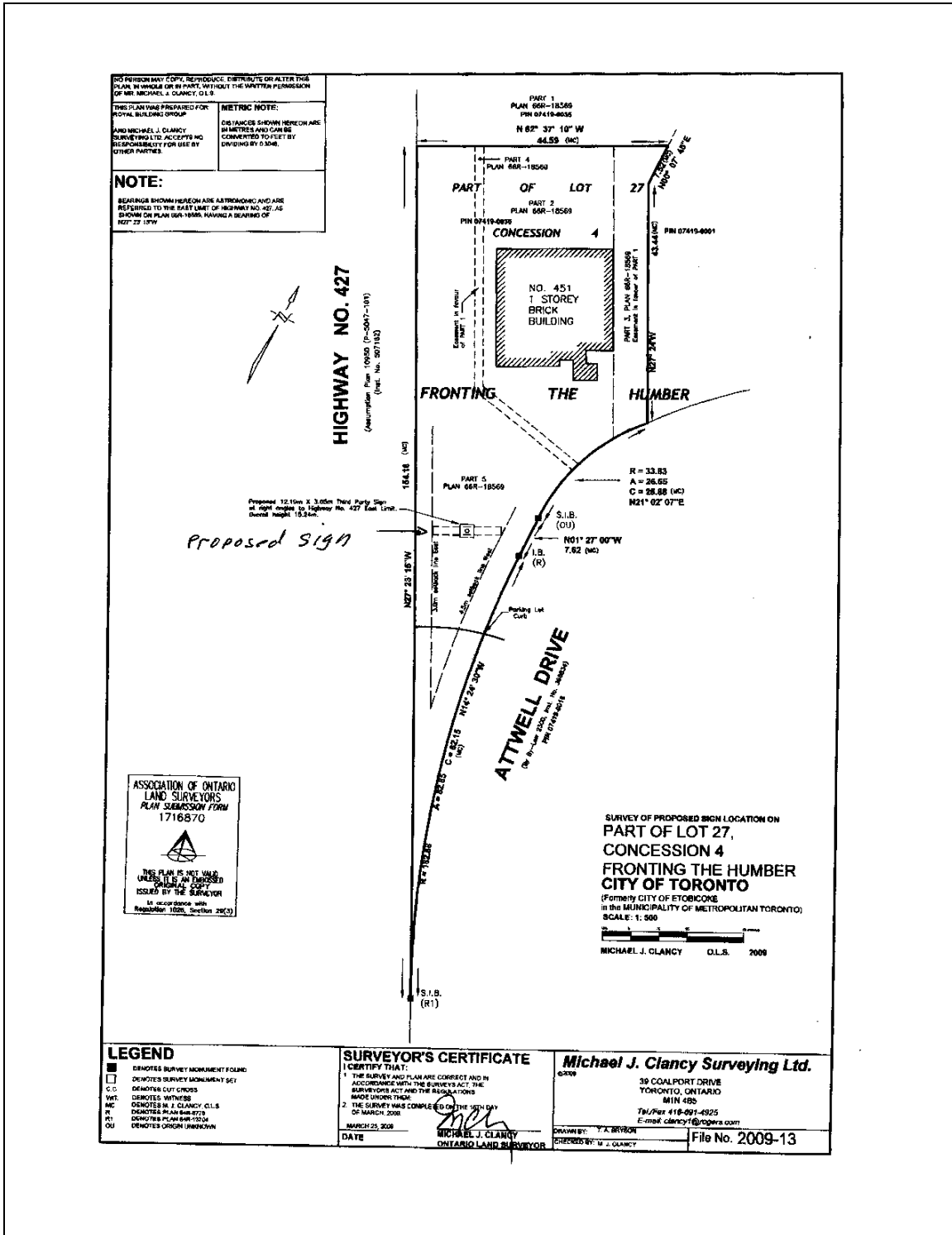
Attachment 1 – Zoning Map



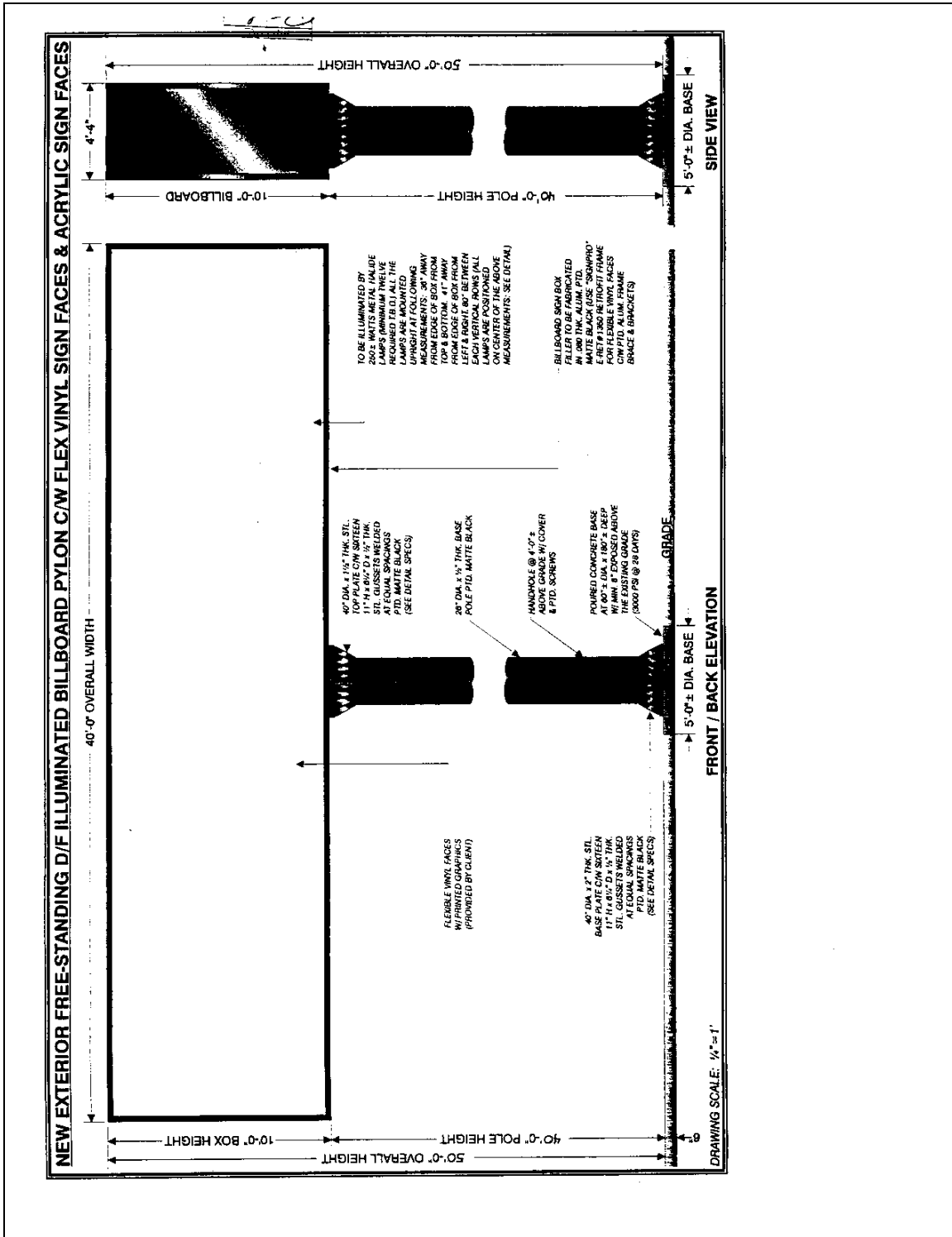
Attachment 2 – Aerial Map



Attachment 3 – Site Plan



Attachment 4 – Sign Details



Applicant:

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