



STAFF REPORT ACTION REQUIRED

Sign Variance Report 2 Paxman Road

Date:	September 24, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke Lakeshore, Ward 5
Reference Number:	2009EY036

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 Vergo Inc., on behalf of Kroupa Holdings Ltd. for an 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 2 Paxman Rd.

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).

The property at 2 Paxman Rd. is a one storey industrial building. The proposed third-party ground sign will be erected at the north front line of the property facing the southbound 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 19 sq. m. on lots having up to 60 meters in frontage. The proposed signage area will exceed the maximum permitted area by 18.2 sq. m. or 100%.

Ground signs are not permitted to be placed within the minimum required set-back for the building the proposed ground sign will be fully erected within 4.5 meters of minimum required set-back.

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 properties surrounding the site are all industrial uses. The proposed sign will be located within 46 meters from the Highway 427. Approvals from the Ministry of Transportation (MTO) for the erection of a third party ground will be required.

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 19.0 sq. m on lots up to 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 19.0 sq. m. permitted.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
215- 22.C(3)(b) No ground sign shall be erected closer to a property line than the minimum set-back distance for a building as required by the Etobicoke Zoning Code	To erect a third party illuminated ground sign within the minimum 4.5 m required set-back from the north front line.	To permit a third party illuminated ground sign to be erected at north front property line and within the 4.5 meters of required set-back.

Based on the above identified 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 2 Paxman Rd.

CONTACT

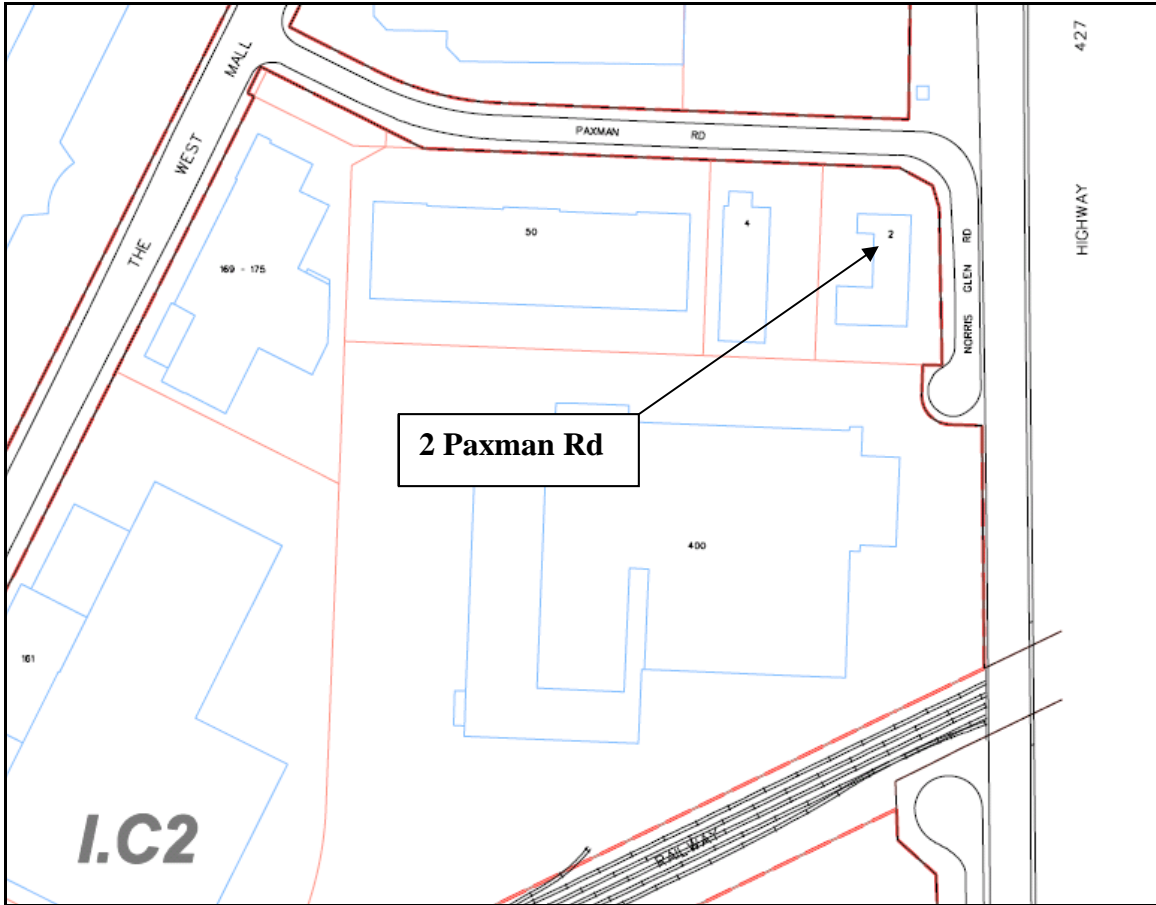
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Mark Sraga, Deputy Chief Building Official and Director, Toronto Building
 Etobicoke York District

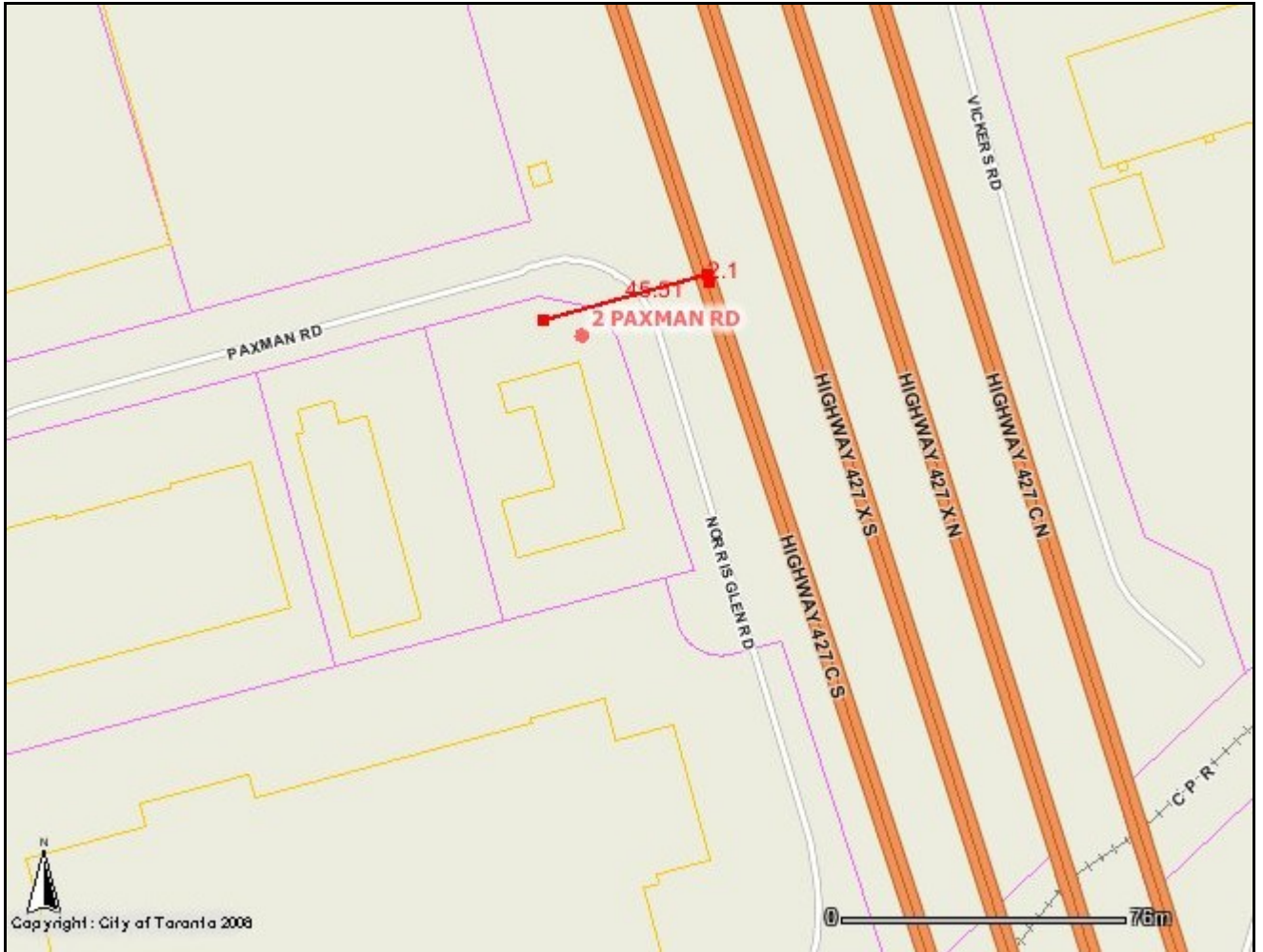
ATTACHMENTS

- Attachment 1 – Zoning Map
- Attachment 2 – Aerial Map
- Attachment 3 – Site Plan
- Attachment 4 – Sign Details

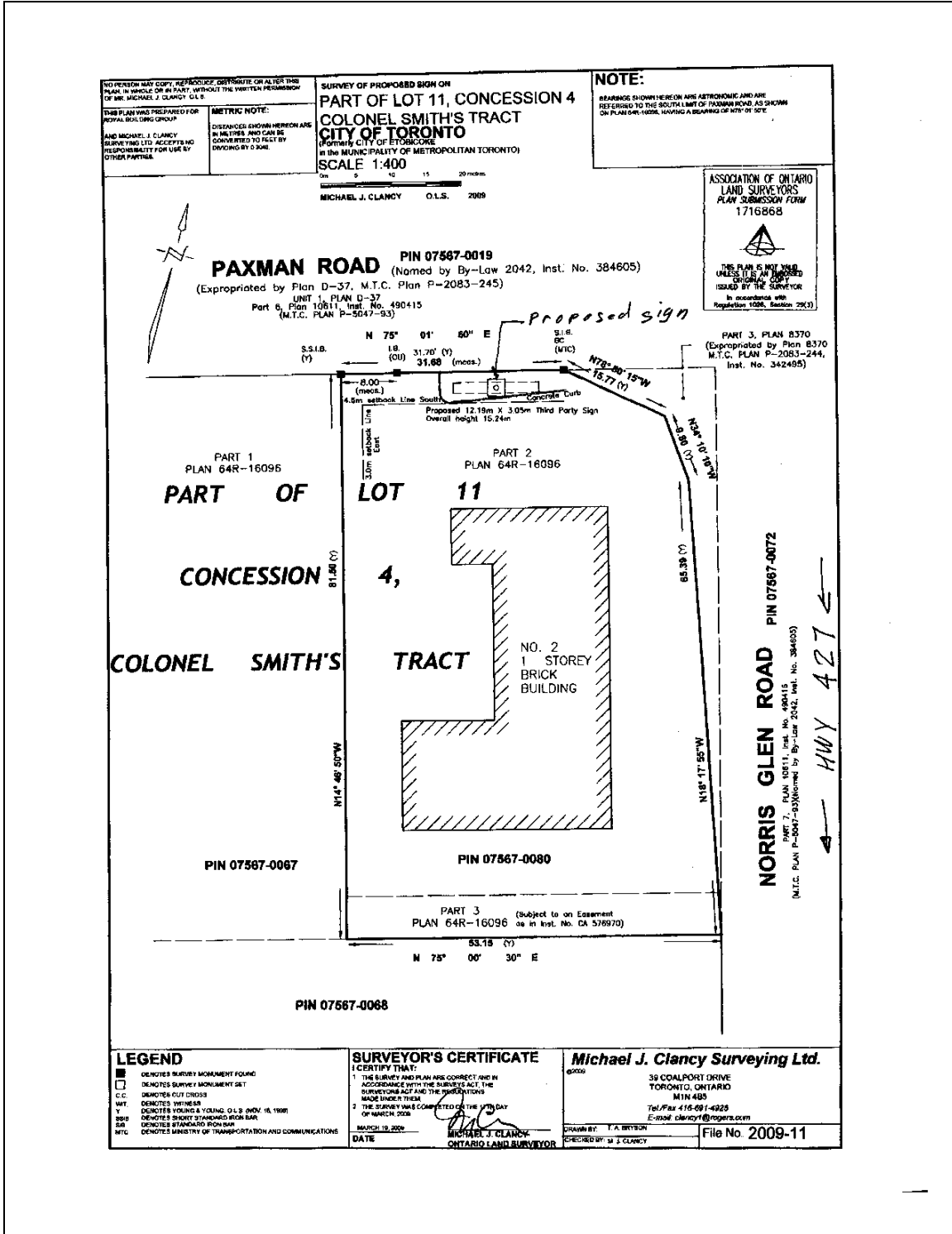
Attachment 1 – Zoning Map



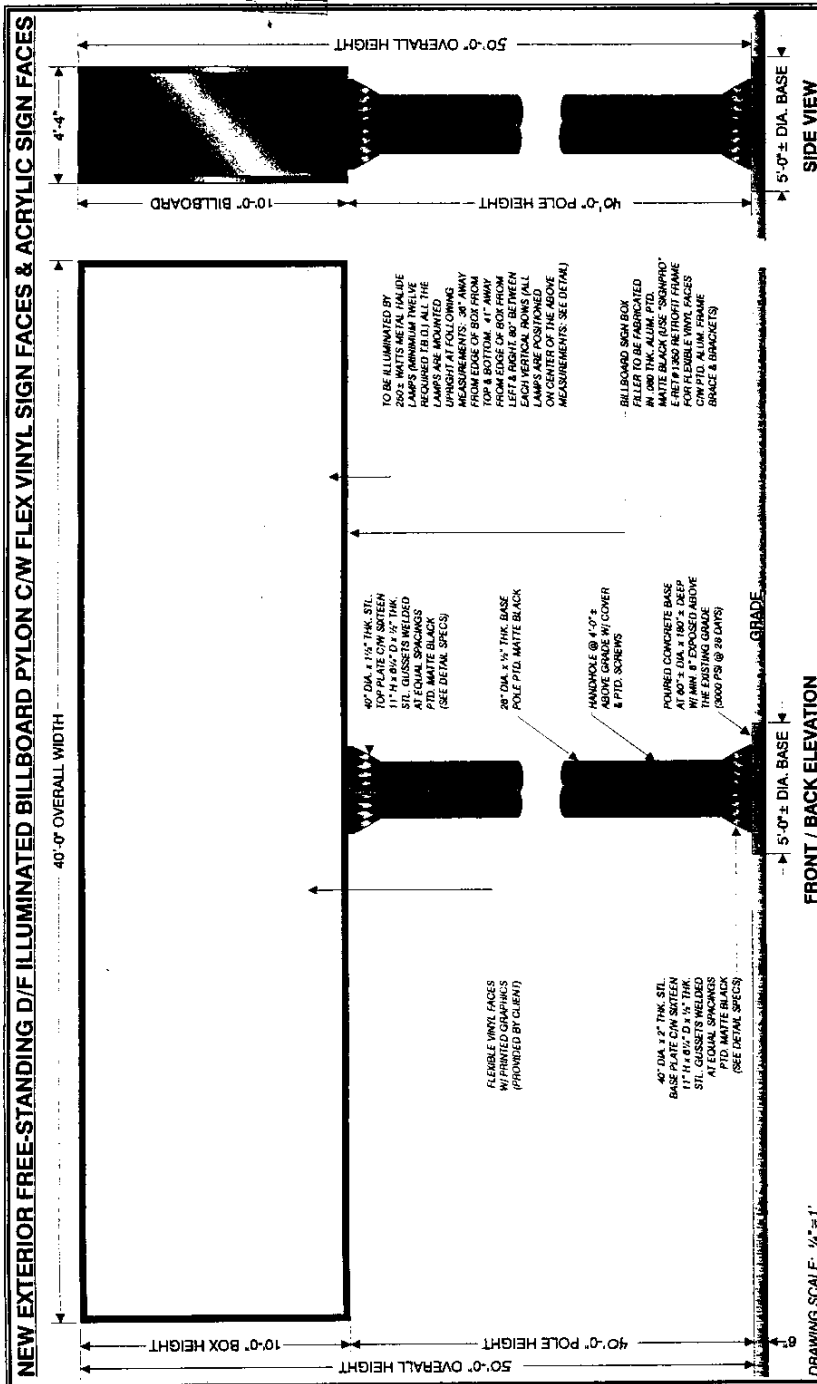
Attachment 2 – Aerial Map



Attachment 3 – Site Plan



Attachment 4 – Sign Details



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