



STAFF REPORT ACTION REQUIRED

Sign Variance Report 45 Woodbine Downs Blvd

Date:	October 19, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sruga, Director and Deputy Chief Building Official
Wards:	Etobicoke North, Ward 1
Reference Number:	2009EY042

SUMMARY

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 Chapter 215, Signs, of the former City of Etobicoke Municipal Code to erect double sided, illuminated, first party pylon directory sign on east side of existing commercial building which faces Highway 27 at 45 Woodbine Downs Blvd.

The request comes from Morris Prychidny, Vice-President of Woodbine Downs Ltd for the owners Woodbine Downs Ltd. for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

RECOMMENDATIONS

It is recommended that:

- (1) The request for variances be approved for the reasons outlined in this report with the following conditions that prior to the approval of a sign permit that the temporary sign for "Shoe Time Outlet" be removed and that the removal of the illuminated business identification pylon sign for "Value Village" form part of the sign permit and

- (2) The applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permit and
- (3) The applicant is required to obtain approval from Transportation, Road Allowance Protection (Contact Tamara Macdonald at 416-394-8348) because the proposed ground sign will be fronting Highway 27.

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 CL Limited Commercial Zone (CL) and is also subject to By-laws 2969; 1981-167; 1985-171 and 1986-135.

The proposed "Double-Sided Illuminated Business Identification Ground Sign" will serve as a directory sign and will be facing Highway 27 which has a road allowance greater than 26.0 m in width. The properties on the east side of Highway 27 are commercial and industrial zoned properties. The sign will have a height of 24' -5" (7.44 m) and a sign display area of 185 sq. ft. (or 17.19 sq. m). The proposed sign will comply with permitted maximum height, sign display area and the 61.0 m separation distance requirement between two (2) or more signs and fronts a street.

There are presently 2 pylon signs along what is known to be 35, 45 and 55 Woodbine Downs Blvd. One illuminated directory pylon sign is in front of 35 Woodbine Downs Blvd, an illuminated business identification pylon sign for "Value Village" which is in front of 45 Woodbine Downs Blvd and the illuminated directory pylon sign in front of 55 Woodbine Downs Blvd approved under permit 09 139724 SGN has not yet been erected. It should be noted that presently some one has erected a non-illuminated business identification sign for "Shoe Time Outlet" without a permit.

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

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Commercial Zones: Special Occupancies - Shopping Centres: 215-20.J.(4)(a) - One (1) ground business identification sign (which may include a tenant directory) may be erected for the general	The proposed "Double-Sided Illuminated Business Identification Ground Sign" at 45 Woodbine Downs Blvd., would make for a total of three (3) ground signs for the Hwy 27 street frontage	To permit 3 illuminated ground business identification signs when the existing street frontage of 284.13 m, along Highway 27 will only permit a maximum of two (2) business identification ground signs for this frontage.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p>identification of a shopping centre. Where a shopping centre abuts a road allowance having a minimum of twenty-six (26) metres in width, one (1) business identification ground sign (including a tenant directory) may be erected for every two hundred (200) metres of street frontage, or part thereof, measured at the street line of the property. A minimum of sixty-one (61) metres shall be required between any two (2) signs erected on the same street frontage.</p>		

The proposed signs will be located in an area consisting of commercial and industrial zones. The proposed sign is in keeping with other signage in the area therefore there the proposed sign should have minimal impact on the area.

Staff recommends approval of the application with conditions since the variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

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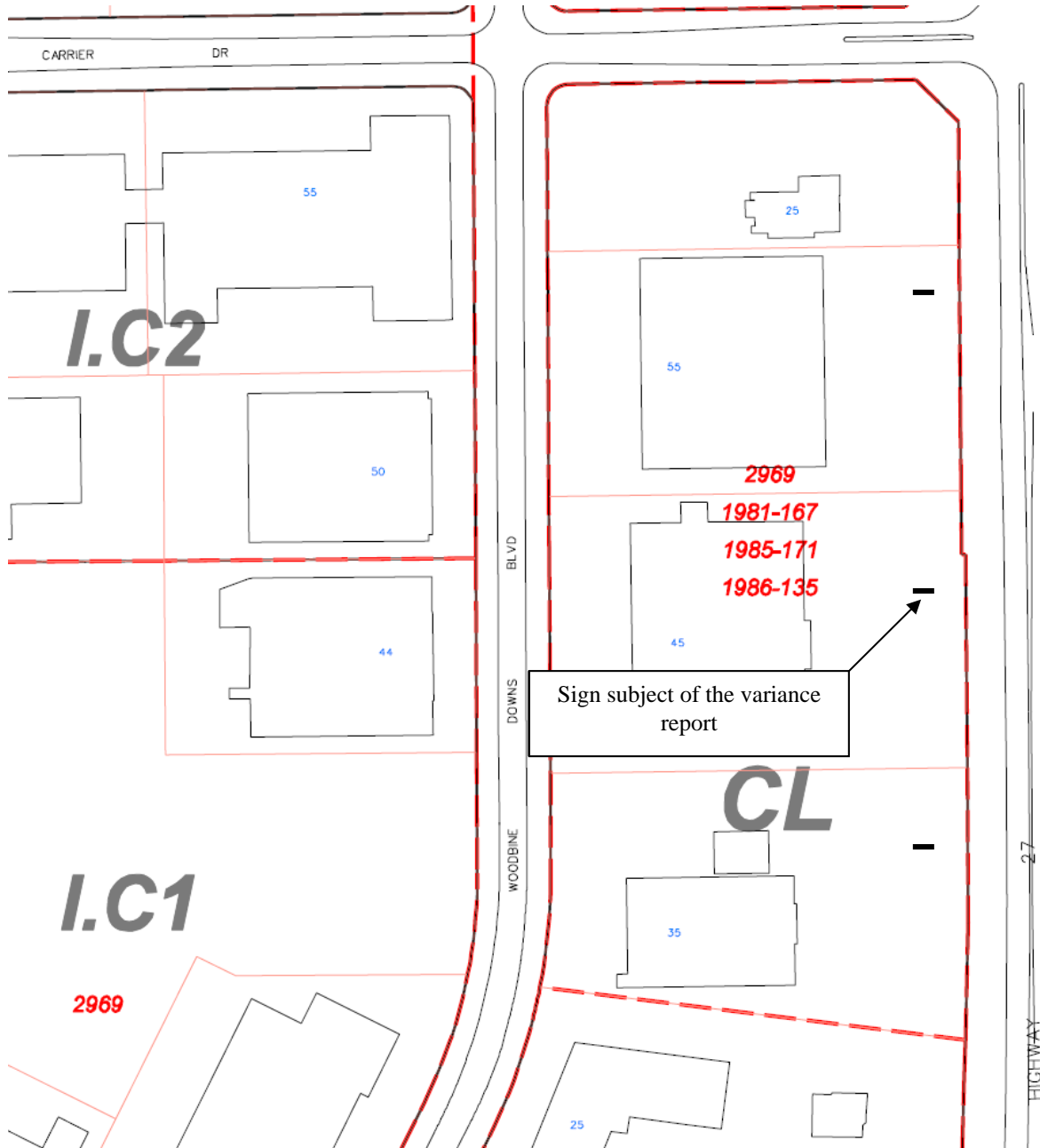
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Mark Sraga
 Director of Building and
 Deputy Chief Building Official
 The Etobicoke York District

ATTACHMENTS

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





East elevation of 45 Woodbine Downs Blvd



Looking north from 45 Woodbine Downs Blvd.
In the background, to the right is Hwy 27



The temporary sign for “Shoe Time Outlet” at 55 Woodbine Downs Blvd that is subject of the conditions.



Feeder road running the length of 35 to 55 Woodbine Downs Blvd running parallel to Hwy 27



The illuminated business identification pylon sign for “Value Village” (red sign) at 45 Woodbine Downs Blvd that is subject of the conditions

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