



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 2277 Keele St

<b>Date:</b>	October 27, 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 South – Weston, Ward 12
<b>Reference Number:</b>	2009EY051

### 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 "V" shaped illuminated tri-vision third party roof sign at 2277 Keele St.

The request comes from Sid Catalano with Pattison Outdoor Advertising for Rac Capital Ltd 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 requested variances be denied by Community Council as they are not minor in nature.

### 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 M2 - Industrial Zone.

## COMMENTS

There is currently an existing 1<sup>st</sup> party ground sign located at this property which appears to have been erected without a sign permit (see image on page 5).

The proposed "V" shaped illuminated tri-vision roof sign will consist of two sign faces in a "V" configuration. Each sign face will be 10 ft x 20 ft which equals an area of 18.59 m<sup>2</sup> (200 sf). The top of the sign will be approximately 10.67 metres above the adjacent grade.

Directly across the street (West) of this property there are two commercial properties, each of which have 3<sup>rd</sup> party roof signs (see images on page 6). Our records indicate that only the roof sign at 2266 Keele St. has a sign permit to authorize its erection. To the north and south of these commercial properties and directly behind these properties there are residential properties that are zoned R4 and RM4.

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

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Section 5.2.1.1 / 5.3.1.1 A roof sign in Industrial Zones, including an off premise sign, not exceeding 23.3 m <sup>2</sup> (250.8 sf) in sign area may be erected on the roof of a commercial building provided that no such roof sign shall be less than 229.0 m (750 ft) from another roof sign on the same side of the street.	A "V" shaped illuminated tri-vision third party roof sign that will be 147 m away from another roof sign at 2291 Keele St.	To permit a "V" shaped illuminated tri-vision third party roof sign to be 147 m in lieu of 229.0 m away from another roof sign

**It is recommended that Council deny the requested variances as the variances are not minor in nature.**

## PROPOSED NEW SIGN BY-LAW

A new harmonized Sign By-law will be introduced to the Planning and Growth Management Committee at its next regular meeting on November 4, 2009. The following is an evaluation of this particular sign variance application against the new draft Sign By-Law requirements that would govern this particular sign. This evaluation has been done to assist Council in understanding how this proposed sign would compare to the new regulatory requirements contained in the proposed Sign By-law.

One of the main features of the proposed Sign By-law is that the regulations governing signs are based upon the "Sign District" in which the sign is located. These Sign Districts align with the underlying land uses as envisioned in the Official Plan and will classify every property into a "sign district" and utilizes a series of maps to identify the various sign districts throughout the City. This approach is similar to the one being utilized by the new proposed City-wide Zoning By-law mapping.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as an "E- Employment Sign District".

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
694-15 Prohibited signs.  694-15.B. The following are expressly prohibited:  (2) A roof sign	Proposal is for a 3rd-party double faced illuminated tri-vision roof sign, in addition to the existing illegal 1 <sup>st</sup> party ground sign on this property.	To permit a roof sign that is expressly prohibited by the By-law.

## CONTACT

Algimantas Jasinevicius, Manager, Plan Examination

Tel: (416) 394-8046

Fax: (416) 394-8209

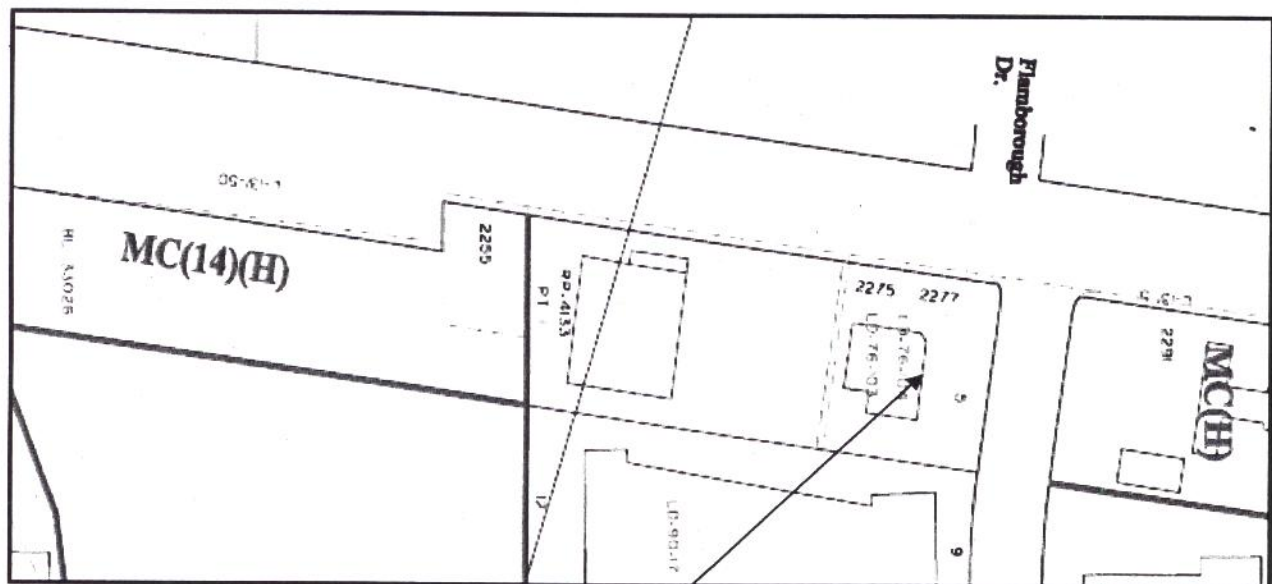
E-mail: [ajasinev@toronto.ca](mailto:ajasinev@toronto.ca)



Mark Srage  
Director of Building and  
Deputy Chief Building Official  
Etobicoke York District

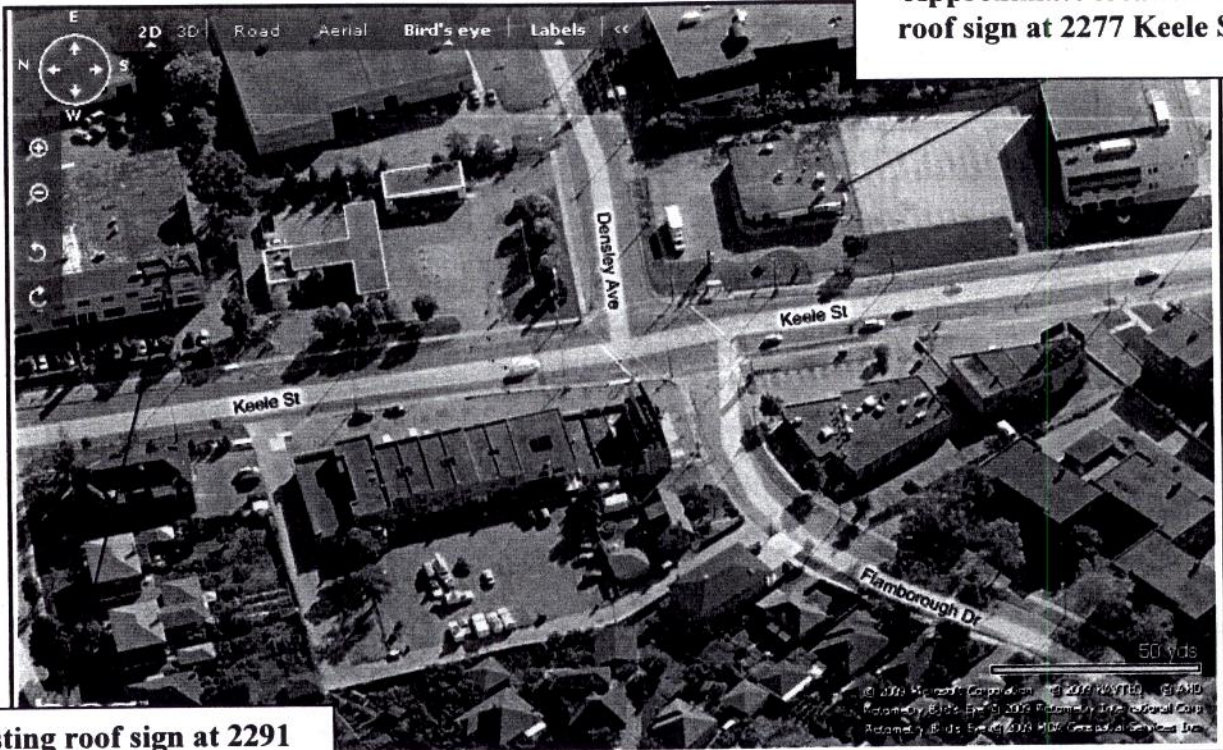
## ATTACHMENTS

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



**Location of 2277 Keele  
St where the proposed  
tri-vision illuminated  
roof sign is to be located.**

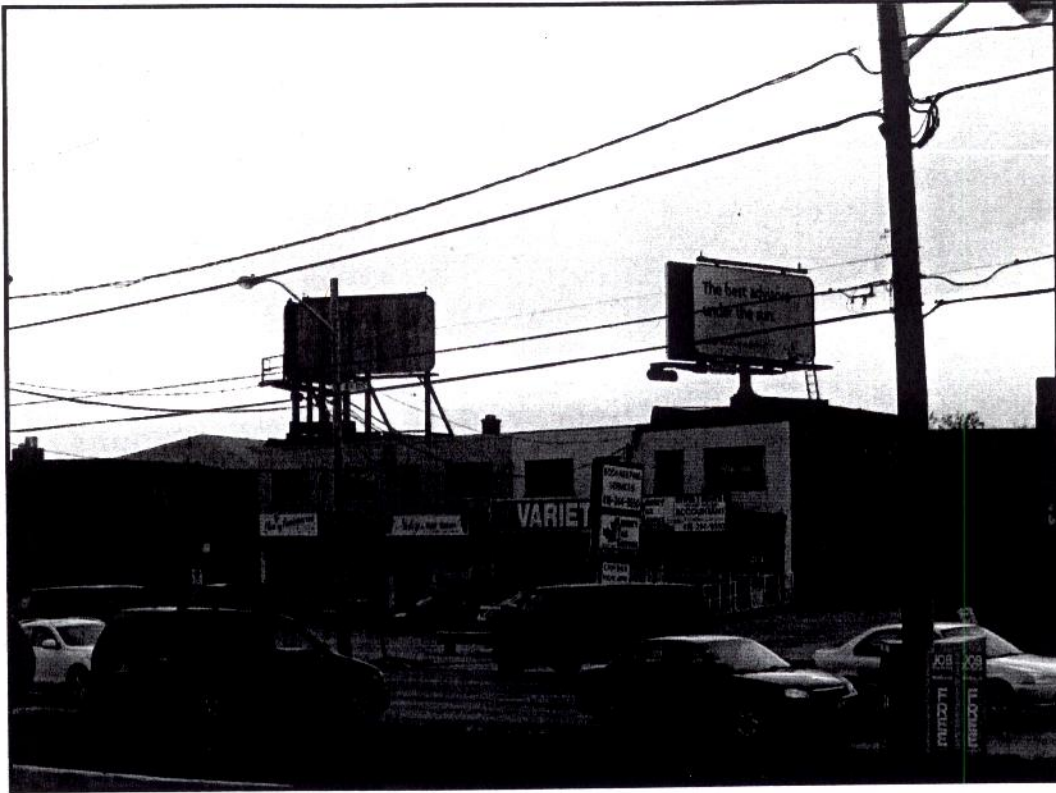
Approximate location of  
roof sign at 2277 Keele St



Existing roof sign at 2291  
Keele St located 147 metres  
north of proposed sign



View of existing ground sign at 2277 Keele St (roof sign at 2291 Keele St. can be seen in the background)



Existing roof signs at 2262 - 2266 Keele St. -West side (across the street from 2277 Keele St).



Existing roof signs at 2290 Keele St. – West side (diagonally across the street from 2277 Keele St.)

**SKETCH SHOWING EXISTING BILLBOARDS IN  
PART OF LOT 1  
REGISTERED PLAN 4133  
CITY OF TORONTO  
(FORMERLY CITY OF NORTH YORK)**

**NOT TO SCALE  
VLADIMIR DOSEN SURVEYING O.L.S.**

NO PERSON HAS CONVEYED OR ENDORSED OR ALTOP HAS  
COPIED IN THIS PLAN IN PART WITHOUT THE WRITTEN PERMISSION  
OF VLADIMIR DOSEN O.L.S.

**METRIC**  
DISTANCES SHOWN ON THIS  
PLAN ARE IN METRES AND  
CAN BE CONVERTED TO  
FEET BY DIVIDING BY 0.3048

2290 Keele St.

2260 - 2266  
Keele St.

THIS MAP WAS PREPARED FOR  
POLICE OFFICER AMENDING  
AND THE UNDERSIGNED ACCEPTS NO  
RESPONSIBILITY FOR USE BY  
OTHER PARTIES

**SURVEYOR'S CERTIFICATE**  
L. DOSEN

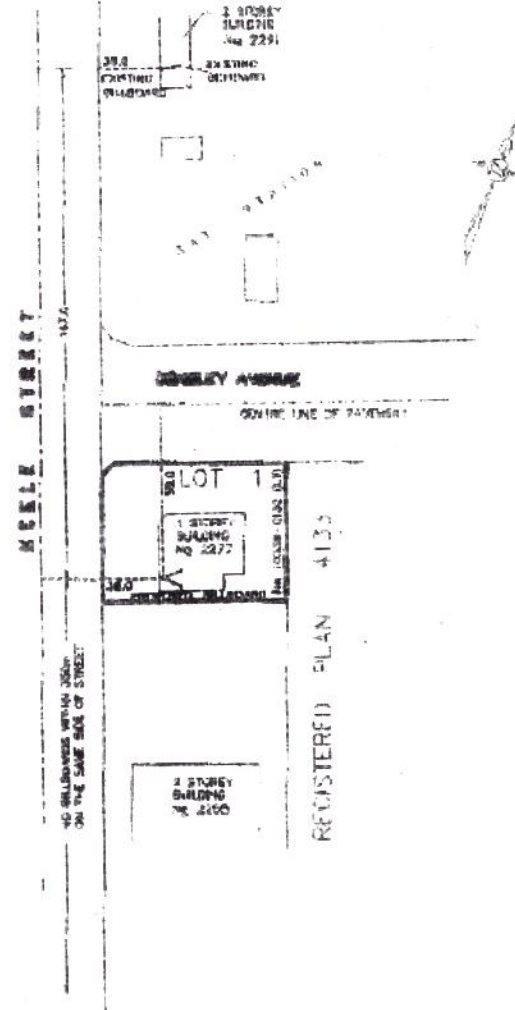
THIS SURVEY WAS COMPLETED ON THE  
10th DAY OF AUGUST 2008

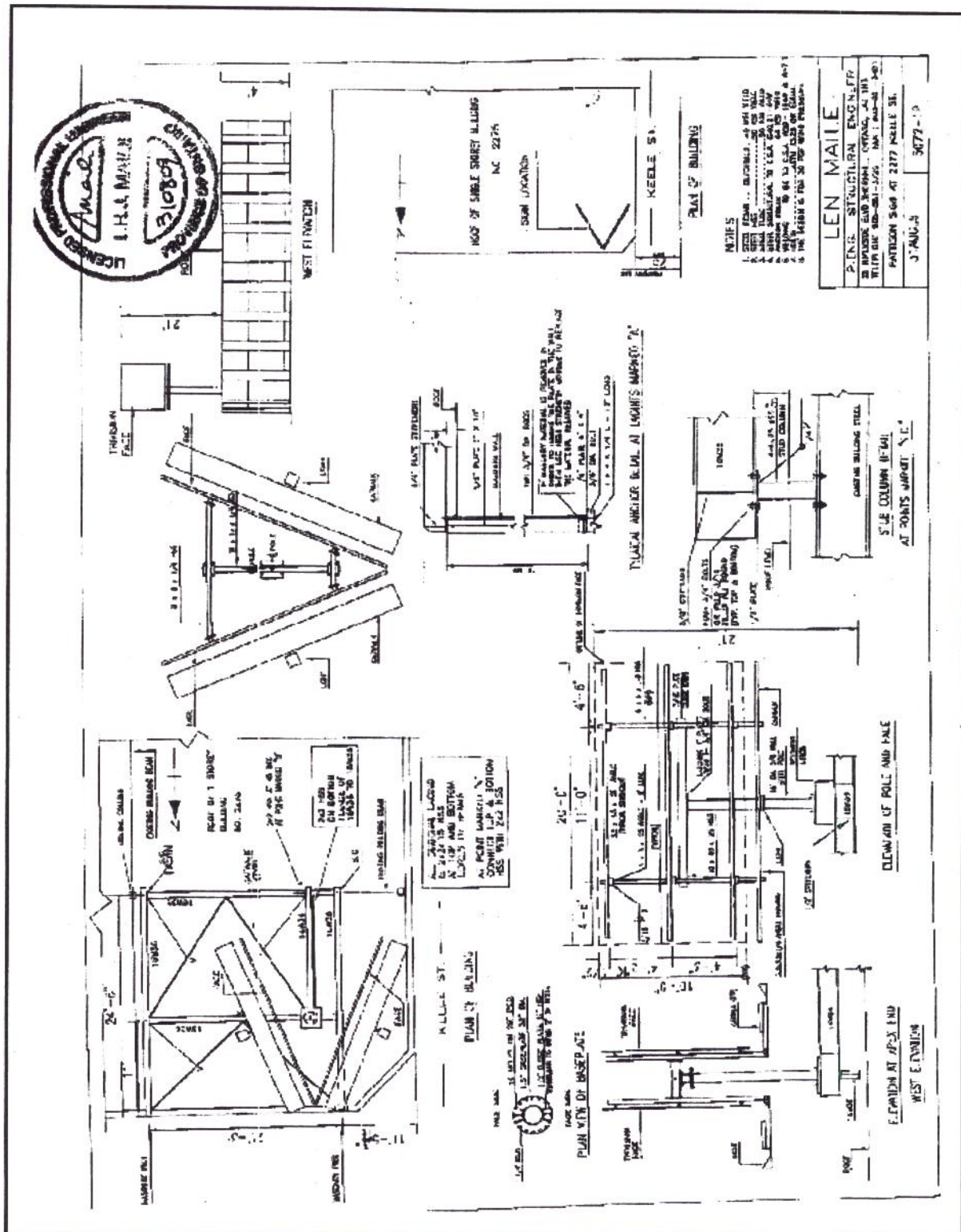
10/12/08

*V. Dosen*

**VLADIMIR DOSEN SURVEYING  
ONTARIO LAND SURVEYORS**

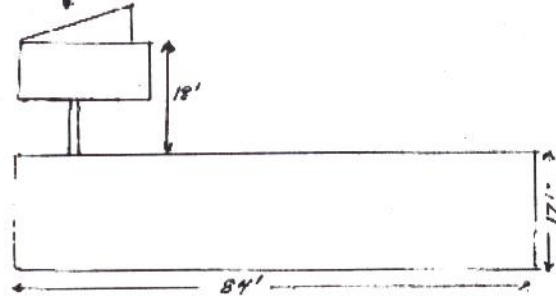
555 DAVISVILLE AVENUE  
TORONTO, ONTARIO M4S 1J7  
PHONE (416) 577-0800 EMAIL: vlad@vldosen.com





KEELE STREET

**DOUBLE FACED ROOF TRI VISION BILLBOARD**  
**10' X 20' EACH FACE**



**SOUTH ELEVATION** – single story building  
2277 Keele St