



STAFF REPORT ACTION REQUIRED

Sign Variance Report 5322 Dundas St W

Date:	October 20, 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:	2009EY043

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 for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code from Isabella Cerelli with Pride Signs Ltd., for the owners of Obelysk Inc., attention Kevin Salsberg, to install one First Party Illuminated Ground Sign for "Royal Bank of Canada" at 5322 Dundas Street W.

RECOMMENDATIONS

It is recommended that the request for variances not be approved 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 City of Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code, the property is zoned EC2 (Etobicoke Centre Secondary Plan Area, Bylaw 1088-2002) and is subject to Bylaws 1773 and 9501. The properties to the east, west and south of 5322 Dundas Street W. are also zoned EC2. To the north of 5322 Dundas Street W., there is an existing residential development that is buffered by a fairly large parking area with fencing.

The proposed sign is for the RBC bank building which is located on the same lot as a restaurant (KFC/Taco Bell) and will not impact the residential area. Both buildings and their uses were approved under permits issued in 2008 and 2002 respectively. Immediately to the east there is a radio station that has an identification sign that is approximately the same size as the proposed identification ground sign for the bank. However, the proposed sign and the radio station's sign will be approximately 2 to 3 metres apart.

The proposed 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
215-20J(6)(b) A stand-alone bank is permitted one (1) business identification ground sign.	Proposal is for a business identification ground sign for a bank on a site that is also occupied by a restaurant with an identification sign.	To permit a second identification ground sign on the same lot that will be for a bank that is not the only building on the same lot.

The proposed sign will be erected in a commercial zone and will be approximately 2 to 3 metres from the illuminated ground sign on the adjacent property which will obscure the advertising on the existing sign. This also means there will be 3 illuminated ground signs within a distance of approximately 65 metres.

Staff recommend not approving the application. The variances are not minor and are not within the general intent and purpose of the Municipal Code.

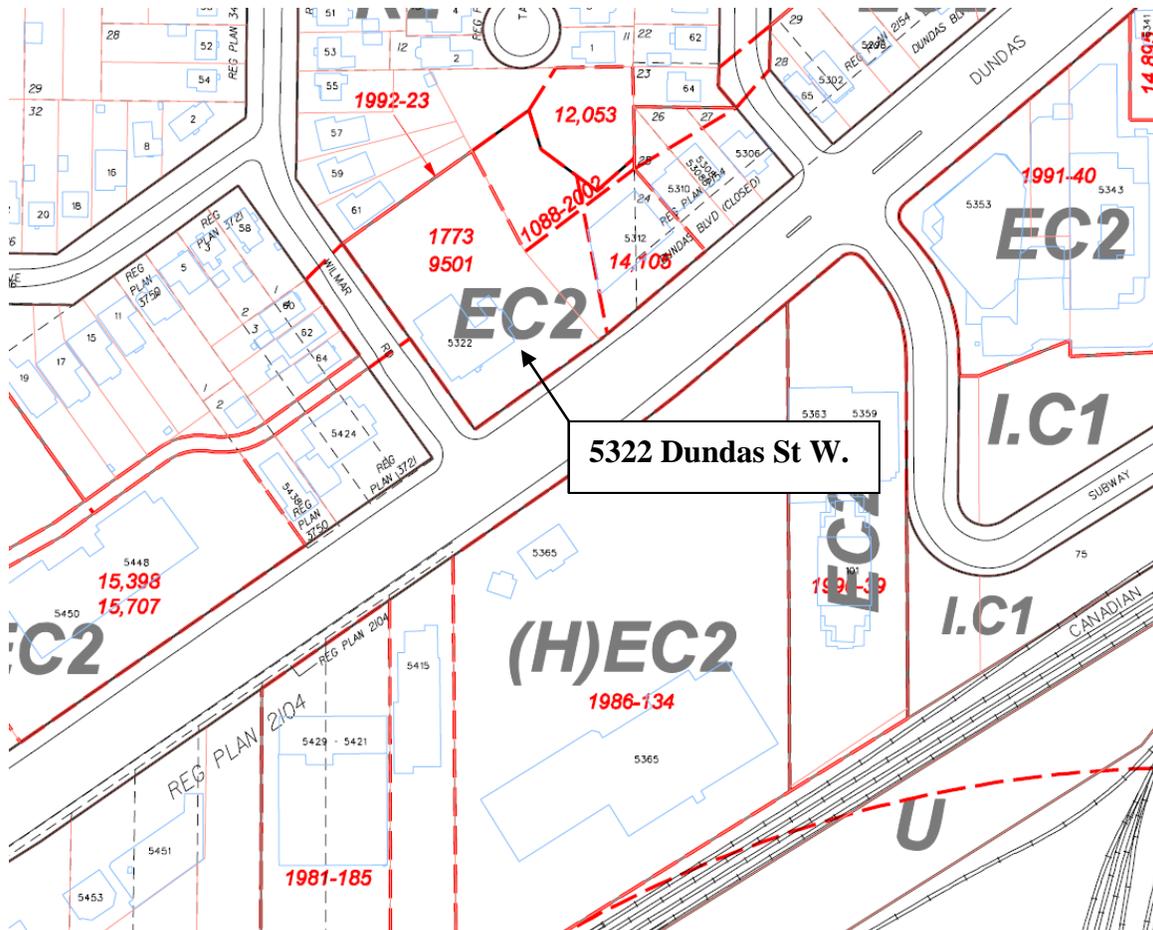
CONTACT

Algimantas Jasinevicius
Manager, Plan Examination
Tel: (416) 394-8046
Fax: (416) 394-8209
E-mail: ajasinev@toronto.ca

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

ATTACHMENTS

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





The west & south elevations of the bank building. The red canopy in the back ground is the existing radio station. The radio stations illuminated ground sign can be seen in the background.



KFC/Taco Bell restaurant at the corner of Dundas St W and Wilmar Rd



West elevation of RBC bank building

APPLICANT:

Pride Signs Ltd
Attn.: Isabella Cerelli
255 Pinebush Rd
Cambridge, Ontario
N1T 1B9

Phone: 1-877-551-5529-236
Fax : 1-519-622-4031
Cell : 416-518-3556

e-mail icerlli@pridesigns.com