



STAFF REPORT ACTION REQUIRED

Sign Variance Report 1058 Albion Rd

Date:	January 14, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke North, Ward 1
Reference Number:	2010EY016

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 a third-party, double sided, illuminated, trivision roof sign on existing commercial building at 1058 Albion Rd.

The request comes from Robert Manning with Sign Advice for Rajkumar Nacula with 1505687 Ontario Ltd for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

RECOMMENDATIONS

It is recommended that the request for variances at 1058 Albion road 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 CL Limited Commercial Zone (CL). Directly in behind this property is a R2 residential zone.

The proposed sign will consist of two tri-vision panels configured in a “V” shape. Each panel will be approximately 21 ft x 11 ft. The top of the sign will be approximately 18.6 ft above the roof and approximately 43.6 ft above the adjacent ground level.

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
215-15.F. - Roof signs are not permitted in any zone unless incorporated into the architectural cupola, tower structure or parapet wall design of the building.....	Erect a illuminated double-sided tri-vision third party roof sign in a Limited Commercial Zone.	To permit proposed illuminated double-sided tri-vision third party roof sign where such sign is not permitted in a Limited Commercial Zone.

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

NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that comes into force on April 6, 2010. The following is an evaluation of this particular sign variance application against the new 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 new Sign By-law.

One of the main features of the new 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 a Commercial Residential (CR) District.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
694-15. Prohibited signs. 694-15.B.(2) a roof sign is expressly prohibited	Erect a illuminated double-sided tri-vision third party roof sign in a Commercial Residential (CR) District.	A variance cannot be granted under the new Sign By-law. An amendment to the new Sign By-law would be required as per Section 694-31 due to the fact that the proposed sign is expressly prohibited.

CONTACT

Algimantas Jasinevicius, Manager, Plan Examination

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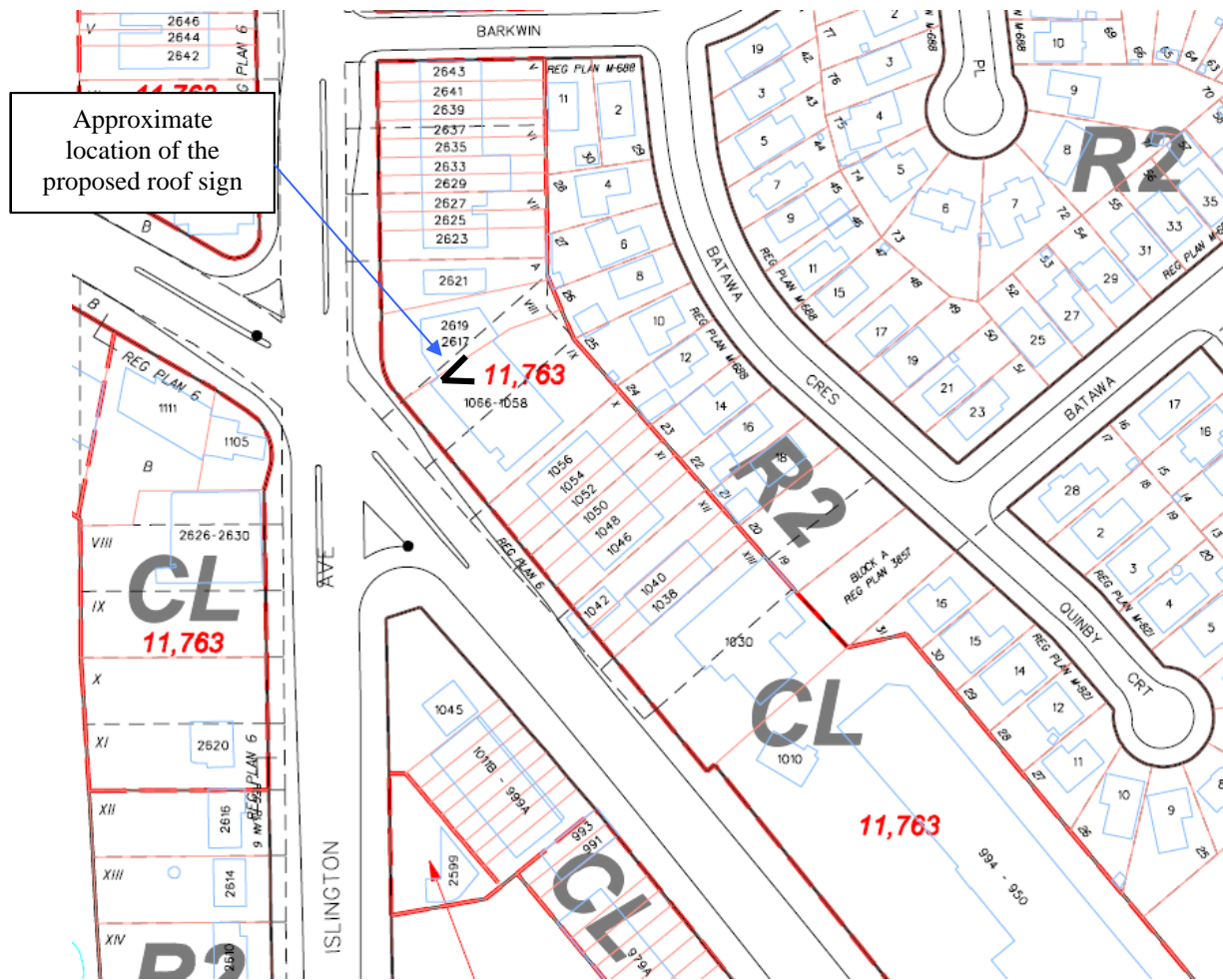
Fax: (416) 394-8209

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





Intersection at Albion Rd and Islington Ave



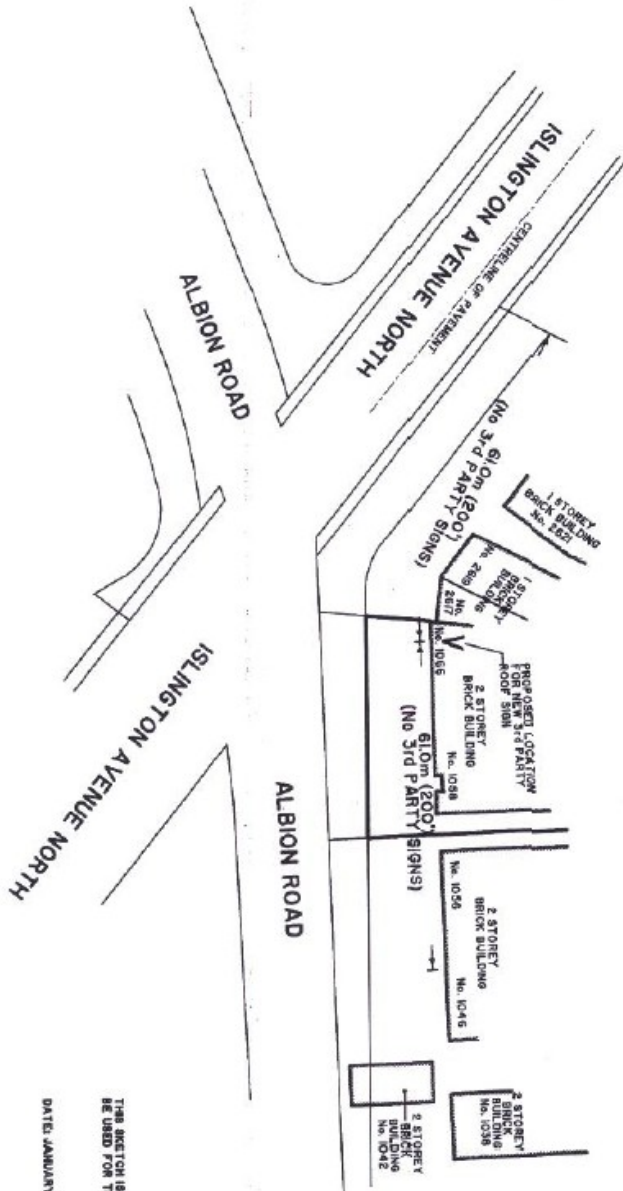
1058 Albion Rd south elevation



Strip mall just to the east of the property where the roof sign is being proposed

MEASUREMENTS SHOWN
IN METRES
CAN BE CONVERTED TO
FEET BY DIVIDING BY 0.3048.

SKETCH SHOWING LOCATION OF PROPOSED THIRD PARTY ROOF SIGN
No. 1066 ALBION ROAD
CITY OF TORONTO
(FORMERLY IN THE CITY OF ETOBICOKE)
SCALE 1:1000



THIS SKETCH IS NOT A PLAN OF SURVEY AND SHALL ONLY BE USED FOR THE PURPOSE INDICATED IN THE TITLE BLOCK.

DATE: JANUARY 11, 2010.

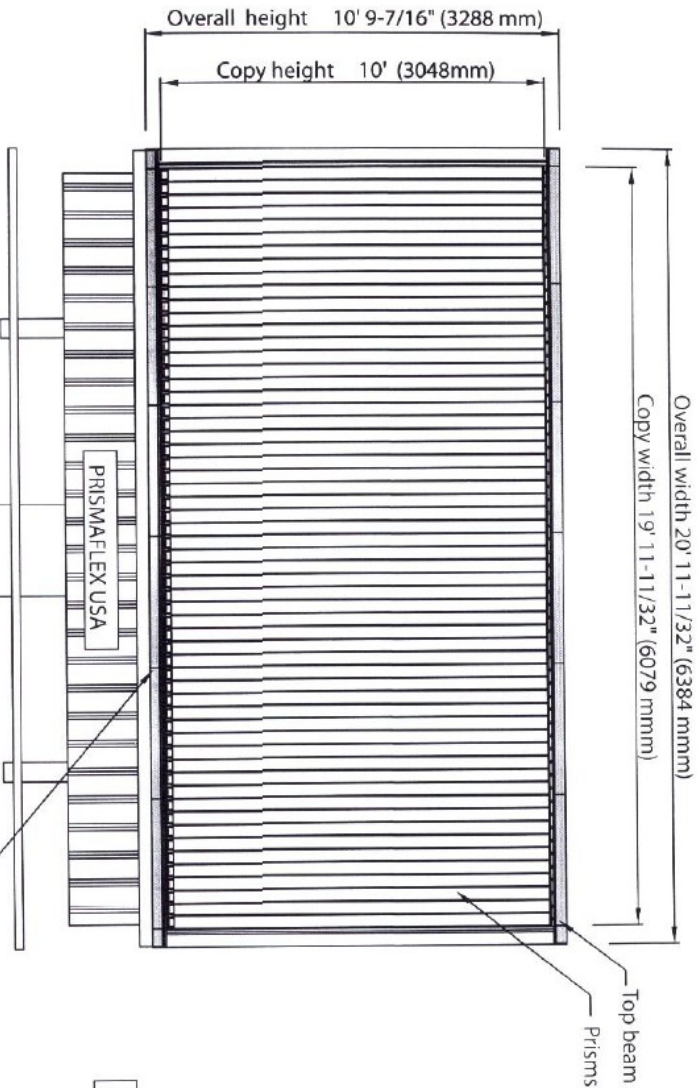
DAN DZALDOY
ONTARIO LAND SURVEYOR

SCHAEFFER DZALDOY BENNETT LTD.
ONTARIO LAND SURVEYORS
 64 JARDIN DRIVE CONCORD, ONTARIO L4K 3P3 TEL: (416) 887-8801

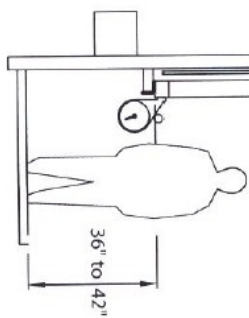
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10' X 20' COPY PRISMAPLUS XT THREE MESSAGE SIGN (Paper posting)

PPWV 58-3048 PPA-125 BOP



Note: If using prismaposting feeder tool, bottom catwalk to be 36" to 42" below three Message Sign drive beam



**PRISMAPLUS XT, THREE-MESSAGE SIGN
10'X20' COPY**

- | | |
|--|--|
| DRIVE SYSTEM: <input checked="" type="checkbox"/> WAVE (BEVEL GEAR) | BASIC OPTION PLUS (FOUR STANDARD PAUSE OPTIONS OF 0, 2, 4, 10 SECONDS) |
| CONTROLLER: <input type="checkbox"/> | PAPER POSTING PPA (Aluminum inner prism / clear outer plex) |
| TYPE OF PRISMS: <input type="checkbox"/> | 58 (Standard gap 104.9) |
| NUMBER OF PRISMS: <input type="checkbox"/> | 10' 9-7/16" X 20' 11-11/32" |
| OVERALL SIZE: <input type="checkbox"/> | 10' X 19' 11-11/32" |
| ADVERTISING COPY SIZE: <input type="checkbox"/> | < 5Amps @ 120VAC |
| ELECTRICAL DEMAND: <input type="checkbox"/> | 1 |
| NUMBER OF MOTOR: <input type="checkbox"/> | 1,059 LBS (479 Kgs) |
| NET TOTAL WEIGHT: <input type="checkbox"/> | |

Monopole (or Multi-column)

Drive beam

Modules			
Motor module 9 Prisms L	Qty 1		
Drive module 9 prisms L	Qty 1		
Drive module 10 prism L	Qty 4		

PRISMAFLEX
INTERNATIONAL

Prismaflex USA, Inc.
113 West Broad Street, Elizabethtown, NC 28337
Toll free: (888) 454-2244 Fax: (910) 862-3785

DRAWING: PRISMAPLUS 10' X 20' (Paper Posting)

DATE: 01/05/06

SCALE: NA

