



STAFF REPORT ACTION REQUIRED

Sign Variance Report 2 – 6 Eva Rd

Date:	January 14, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Srage, Director and Deputy Chief Building Official
Wards:	Etobicoke Centre, Ward 3
Reference Number:	2010EY019

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 (8) first party, non-illuminated signs on that portion of existing exterior walls of 6 Eva Rd that will be the sales office, one 36 ft by 12 ft illuminated first party ground sign at the north end of the property, one 12 ft by 18 ft non-illuminated first party/directional banner sign hung off the west elevation of 6 Eva Rd and a first party/directional double sided non-illuminated ground sign at the main entrance off Eva Rd at 2-6 Eva Road.

The request comes from Gouled Osman with Deltera Inc. for the owners Evral Properties Limited 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 for 2 – 6 Eva Road be approved for the reasons outlined in this report; and

- (2) The applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permit and
- (3) MTO (Ministry of Transportation) approval will be required. Contact Ken Sherbanowski at (416) 235-5560.

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 R6 Sixth Density Residential Zone (R6) and is also subject to By-law 600-2009. This site is borders Highway 427 on the east side, the offices for the Toronto District School Board on the north side, highrise apartment buildings to the west and to the south across Eva Rd a similar commercial complex and low rise apartment buildings.

It should be noted that despite the R6 zoning designation; bylaw 600-2009 permits "Temporary Sales Offices" as an accessory use therefore it is the departments practice to review these types of signs under section 215-20. - Commercial Zones. The sales office will be located in a portion of an existing building known as 6 Eva Rd at the north end. There are 3 buildings located at 2 to 6 Eva Rd that are existing 2 storey office buildings that will be demolished when the residential development starts. Presently the majority of the commercial units are empty. The sales office that is named "West Village Presentation Centre" is for a residential development that will take place on this site that is presently going through planning approvals.

The following signs are being proposed for the sales office selling condominium units for a future development on this site. The signs are as follows:

East Elevation of 6 Eva Rd.

1. Condo-Tower Mural - 12'-0" x 15'-0" = 180.0 sq. ft. or 16.72 sq. m.
2. Westvillage Etobicoke Sign - 5'-9" x 26'-0" = 149.50 sq. ft. or 13.89 sq. m.
3. Three (3) Murals (over Sales Office entrance) - Each @ 7'-1" x 7'-2" = 50.76 sq. ft. or 4.72 sq. m.
4. Welcome (sign over entrance) - 0'-9" x 4'-0" = 3.0 sq. ft. or 0.28 sq. m.
5. Tridel Built for Life Sign - 1'-7" x 4'-2" = 6.60 sq. ft. or 0.61 sq. m.

North Elevation 6 Eva Rd.

1. Tridel (sign on canopy) - 1'-2" x 5'-0" = 5.83 sq. ft. or 0.54 sq. m.

Signage that will be located on the lot but not on the building at 6 Eva Rd

1. Non-illuminated Entrance Directional Sign: (Non-illuminated Double-sided Ground Sign) @ 8'- 0" x 12'- 0"H with a sign display area of 96 sq. ft. per side. Note the proposal is for "0 ft " setback to the property line,
2. Illuminated Parking Lot Sign: (Non-illuminated Single-sided Ground Sign) @ 36'- 0" x 12'- 0"H with a sign display area of 432 sq. ft.
3. Non-illuminated Building Banner: (Non-illuminated) @ 12'- 0" x 18'- 0" with a sign display area of 216 sq. ft.

The signs do 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
<p>Chapter 215, Signs:</p> <p>Commercial Zones.</p> <p>215-20.B.(3) - A business with a side wall facing an interior lot may erect one (1) non-illuminated side wall sign. If the wall is set back three (3) metres or more from the lot line the sign may have a display area of four (4) square metres. If less than three (3) metres to the lot line exists, the maximum display area shall be two (2) square metres. Any side wall sign shall not encroach beyond the limits of the property lines.</p>	<p>The following signs are being proposed on a sales office selling condominium units for a future development on this site. The signs are as follows:</p> <p>East Elevation.</p> <ol style="list-style-type: none"> 1. Condo-Tower Mural - 12'-0" x 15'-0" = 180.0 sq. ft. or 16.72 sq. m. 2. Westvillage Etobicoke Sign - 5'-9" x 26'-0" = 149.50 sq. ft. or 13.89 sq. m. 3. Three (3) Murals (over Sales Office entrance) - Each @ 7'-1" x 7'-2" = 50.76 sq. ft. or 4.72 sq. m. 4. Welcome (sign over entrance) - 0'-9" x 4'-0" = 3.0 sq. ft. or 0.28 sq. m. 5. Tridel Built for Life Sign - 1'-7" x 4'-2" = 6.60 sq. ft. or 0.61 sq. m. <p>North Elevation.</p> <ol style="list-style-type: none"> 1. Tridel (sign on canopy) - 1'-2" x 5'-0" = 5.83 sq. ft. or 0.54 sq. m. 	<p>To permit more than one non-illuminated sign to be erected and to permit the sign display area to exceed the permitted maximum of 4 square metres on the sales office as shown on the attached drawings to this report and to permit</p>

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p>Chapter 215, Signs:</p> <p>Residential Zones.</p> <p>215-21.E. - Temporary signs shall be permitted in accordance with Section 215-5.</p> <p>Therefore;</p> <p>215-5.D. - Signs advertising the construction of a subdivision, apartment building, industrial or commercial mall or similar large project, provided that:</p> <p>(1) A maximum of one (1) ground fascia sign for each street frontage abutting the project may be erected....</p> <p>(3) The maximum display area of any sign shall not exceed twenty (20) square metres in display area....</p> <p>(5) Such signs are located a minimum of one and five-tenths (1.5) metres from any street or property line.</p>	<p>Three temporary signs are proposed that will not be located on the sales office. The proposed signs are:</p> <ol style="list-style-type: none"> 1. Non-illuminated Entrance Directional Sign: (Non-illuminated Double-sided Ground Sign) @ 8'- 0" x 12'- 0"H with a sign display area of 96 sq. ft. per side. 2. Illuminated Parking Lot Sign: (Non-illuminated Single-sided Ground Sign) @ 36'- 0" x 12'- 0"H with a sign display area of 432 sq. ft. 3. Non-illuminated Building Banner: (Non-illuminated) @ 12'- 0" x 18'- 0" with a sign display area of 216 sq. ft. 	<p>Permit 3 temporary signs, as shown on the attached drawings attached to this report, for advertisement of a future residential development and for directional information to the sales office which do not comply with the provisions of 215-21.E.</p>

The proposed temporary signage will be located in such a manner that there will be very little impact to the neighbours therefore based on these facts, staff is of the opinion that the request for variances are minor in nature and recommends that Community Council approve the variances requested.

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
694-21.D.(2) A ground sign providing direction erected at a point of vehicular ingress and egress to a premises is permitted provided: (a) The sign face area shall not exceed 0.5 square metres (b) The height of the sign shall not exceed 1.0 metre,	A first party/directional double sided non-illuminated ground sign that will be 4.42 metres in height and will have a sign face 10.78 square metres in area at the main entrance off Eva Rd	To permit a non-illuminated first party/ directional ground sign that will be 10.78 square metres in area in lieu of the maximum 0.5 square metres and to permit the height to be 4.42 metres in lieu of 1.0 metre.
694-21.D.(3) A ground sign is permitted provided: There shall be no more than one such sign erected at each frontage..... The sign face area shall not exceed at which the sign is erected to a maximum of 20 square metres	One 10.98 m (36 ft) by 3.66 m (12 ft) illuminated first party ground sign at the north end of the property having no frontage and a sign face area of 40.19 square metres.	To permit a non-illuminated first party/ directional ground sign that will be 40.19 square metres in area in lieu of the maximum 20 square metres to be located at the rear of the property in lieu of the frontage.

CONTACT

Algimantas Jasinevicius, Manager, Plan Examination

Tel: (416) 394-8046

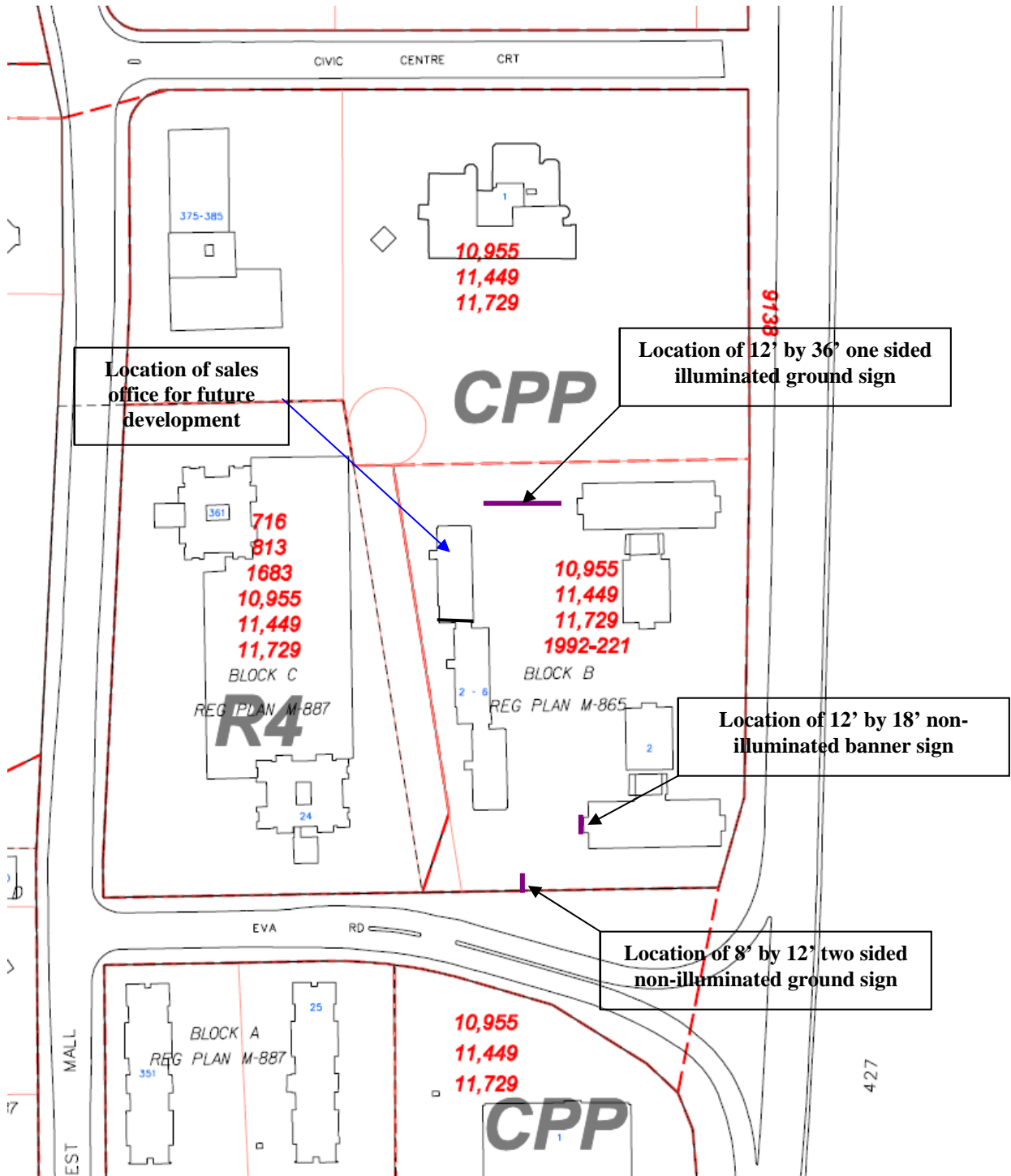
Fax: (416) 394-8209

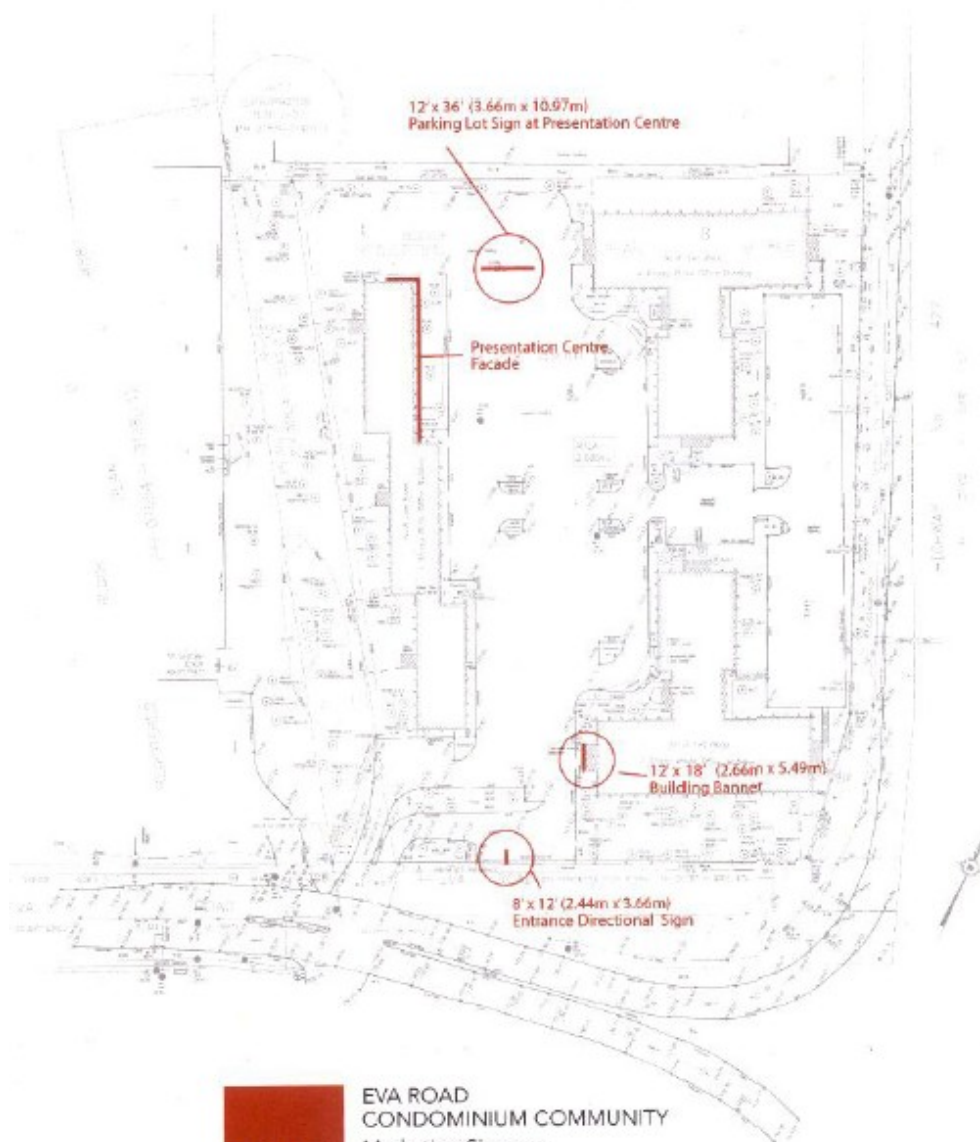
E-mail: ajasinev@toronto.ca

Mark Sraga
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Deputy Chief Building Official
The Etobicoke York District

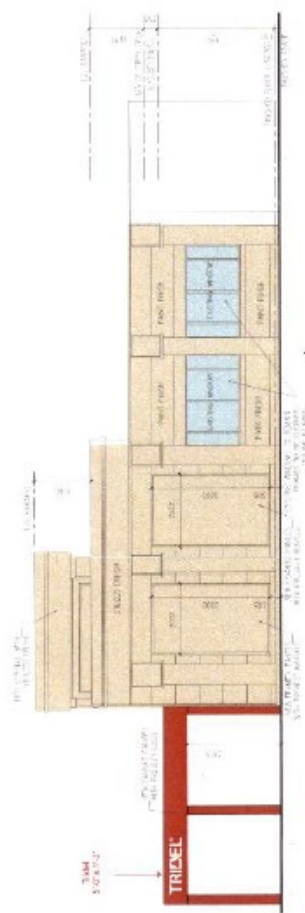
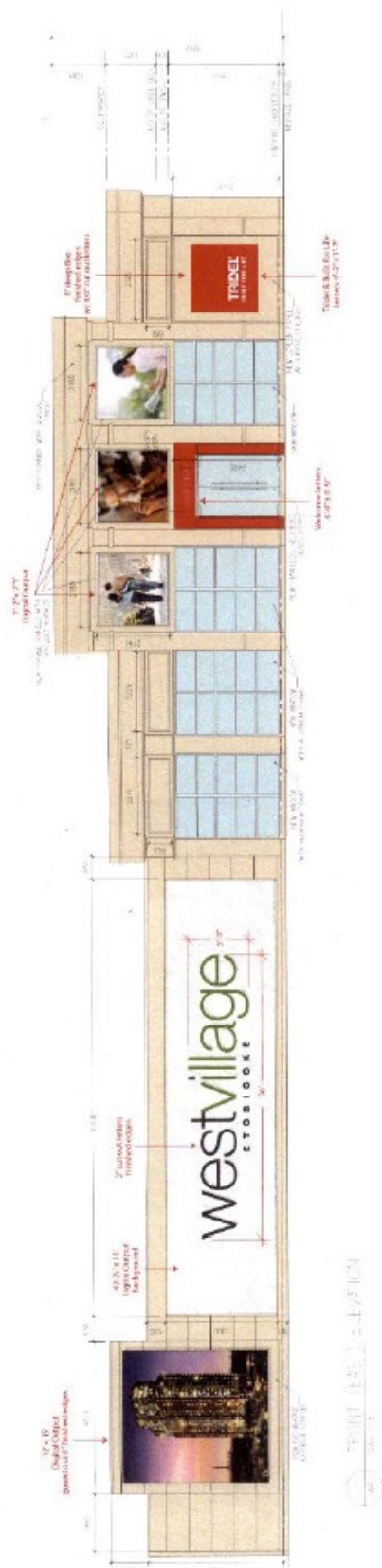
ATTACHMENTS

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

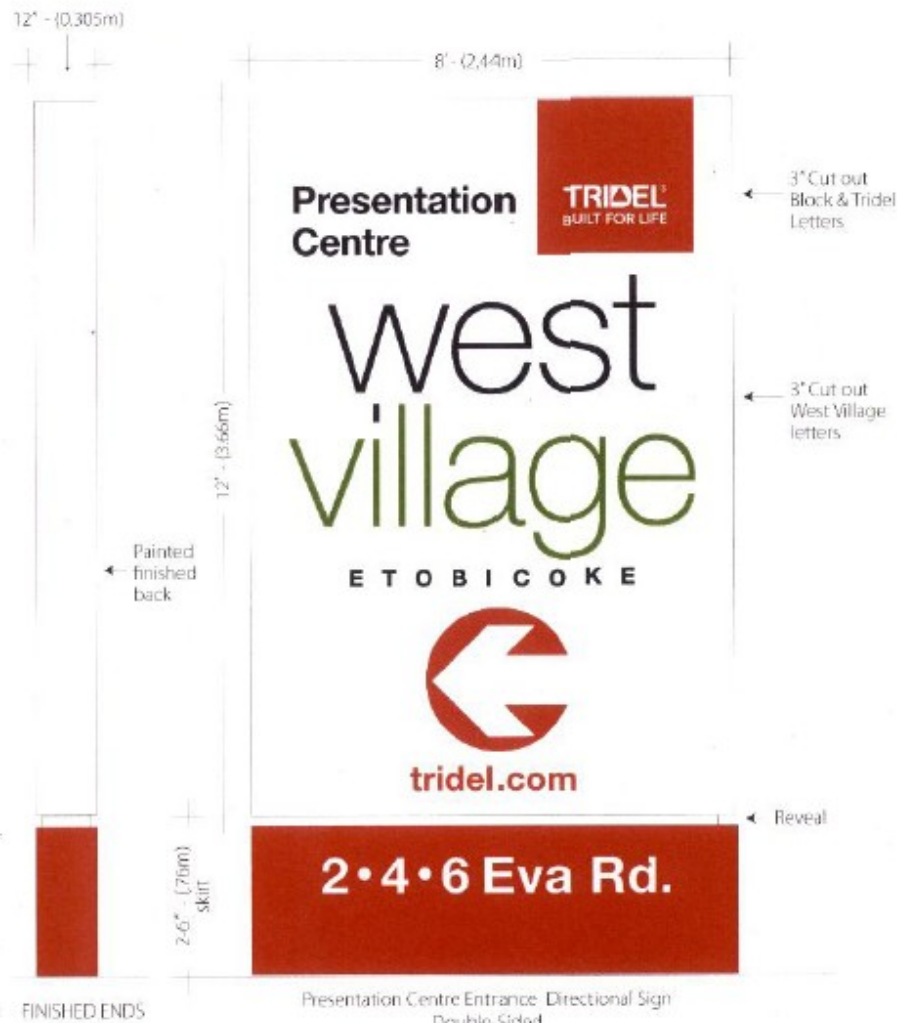




EVA ROAD
CONDOMINIUM COMMUNITY
Marketing Signage
Location
December 8th, 2009



Presentation Centre Exterior Facade
December 7th, 2009
Scale 1/4" = 1'



Presentation Centre Entrance Directional Sign
 Double Sided
 96 sq.ft. (8.92 m2) per face

Scale 1/2" = 1'

12'

west village

ETOBICOKE

TRIDEL®
BUILT FOR LIFE



18'



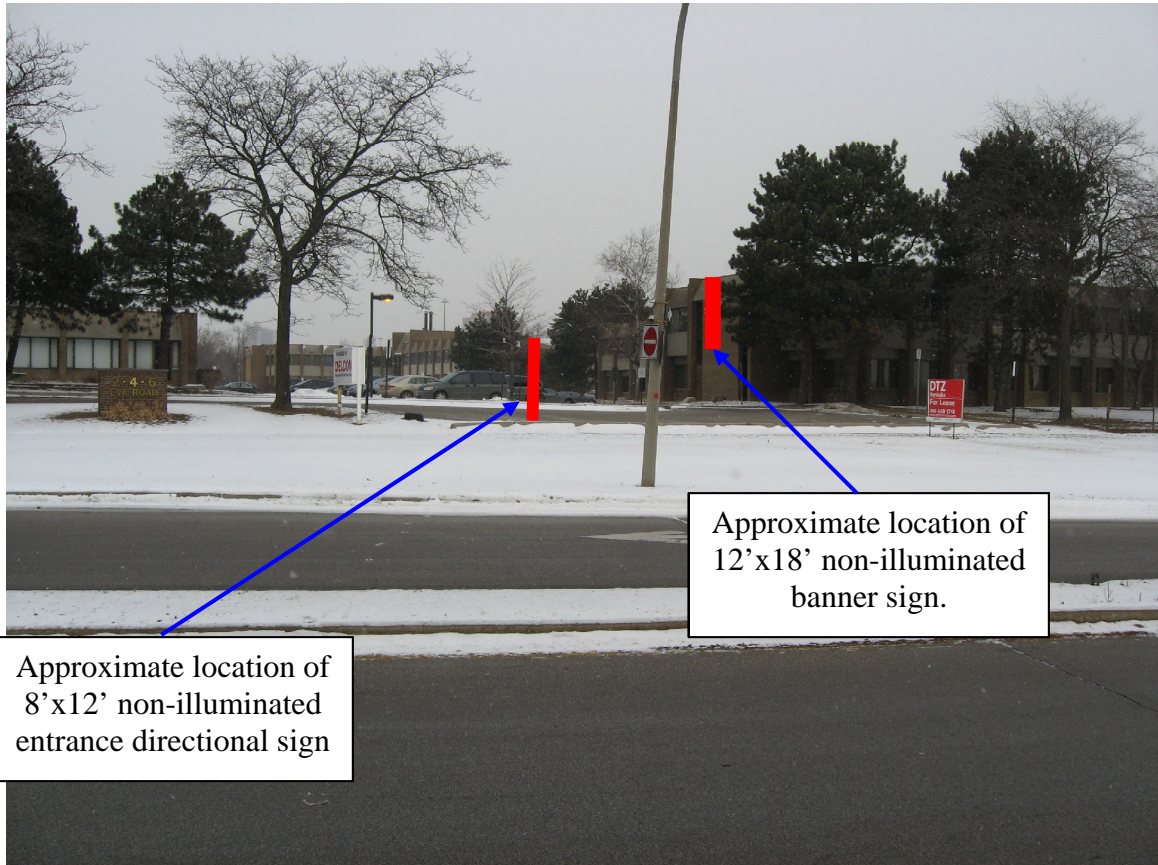
Parking lot sign at Presentation Centre
Scale 1/4" = 1'



Sales office under construction



Looking north at the Toronto District School Board building. The proposed 36' x 12' illuminated ground sign will be located in front of this building with signage only on the south elevation of the ground sign.



Approximate location of
8'x12' non-illuminated
entrance directional sign

Approximate location of
12'x18' non-illuminated
banner sign.