



STAFF REPORT ACTION REQUIRED

Sign Variance Report 0 The West Mall

Date:	January 18, 2010
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:	2010EY009

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 a Variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, from David Ezeard of Landmark Outdoor Inc, on behalf John Znidar of 1528984 Ontario Inc. the property owners. The request is to permit to erect one 3.0m x 6.0m (10'-0" x 20'-0") illuminated double sided third party ground sign with a tri-vision panels on vacant land zoned POS – Private Open Space at the west side of The West Mall north of the railway tracks.

RECOMMENDATIONS

It is recommended that:

1. The request for variance at 0 The West Mall 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 Private Open Space- POS and is also subject to By-law 1983-31.

The proposed ground sign also falls under the Conservation Authorities Act and will require the Toronto Regional Conservation Approval. For additional information applicant is advised to contact TRCA Planning and Development section directly.

The proposed third party ground sign will be an illuminated tri-vision sign erected on the west side of The West Mall on a vacant lot approximately 96 metres north of CN rail bridge facing north and south bound traffic along The West Mall. The overall dimensions of this sign will be 3.0 m by 6.0 m (10 ft x 20 ft”) with a total sign area of 18.58 sq. m (200.0 sq. ft). The overall height of the proposed sign is 7.31 m (24 ft). The Sign Code does not permit any third party signs in Private Open Space zone.

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
215-25(C) No advertising signs are permitted in POS zone	To erect a third party ground sign in a POS zone	To permit a third party sign where it is prohibited by the by-law.

Therefore, it is recommended that Council deny the requested variance as it is not minor in nature.

PROPOSED NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that will come into force and effect on April 6, 2010. 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 “OP- Open Space Sign District”.

Sign By-law Section & Requirements	Applicant’s Proposal	Required Variance
694-25 District specific third party sign regulations. Third party signs are not permitted in Open Space District.	Erect an illuminated double-sided tri-vision third party ground sign in a Open Space 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

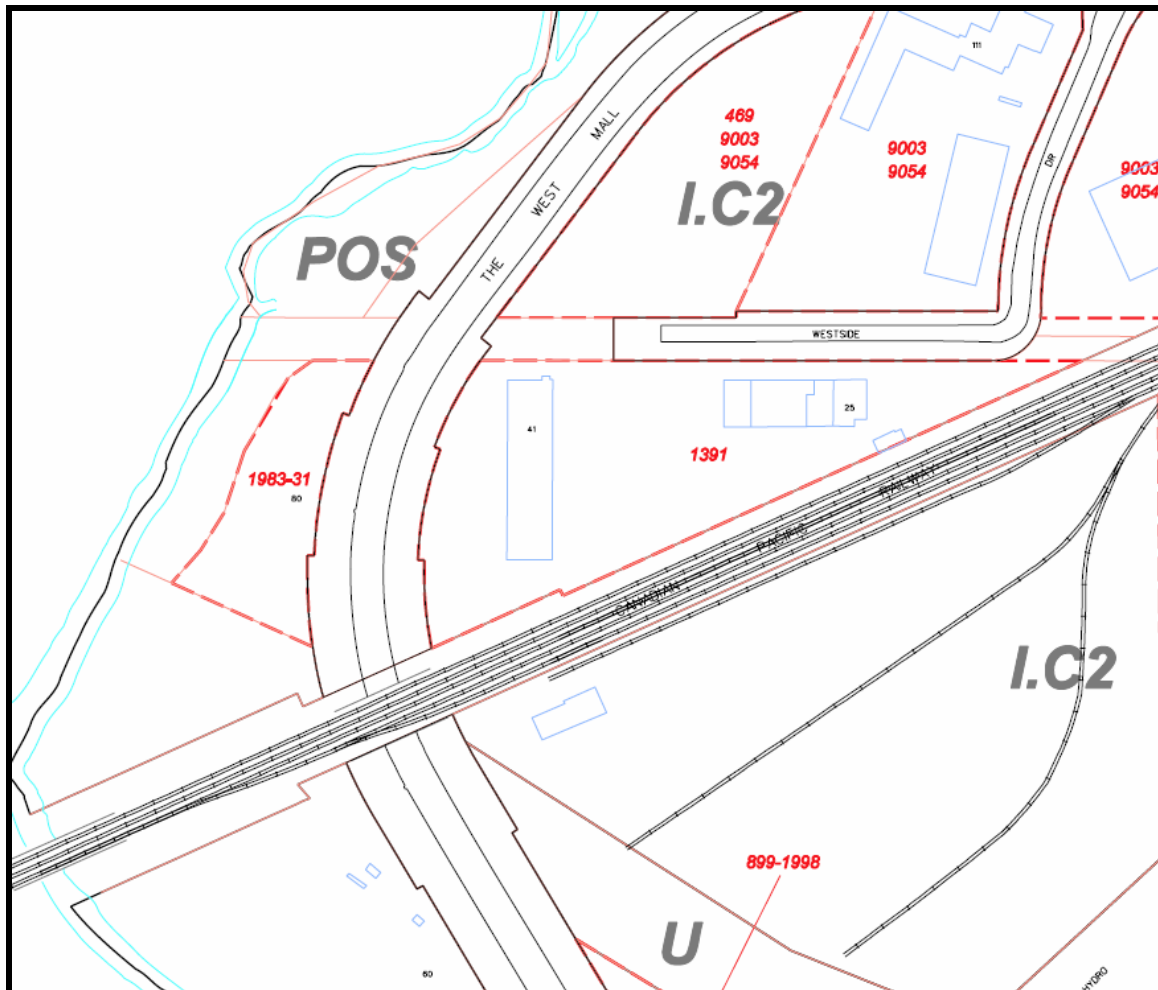
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Mark Sraga
Director of Building and
Deputy Chief Building Official
The Etobicoke York District

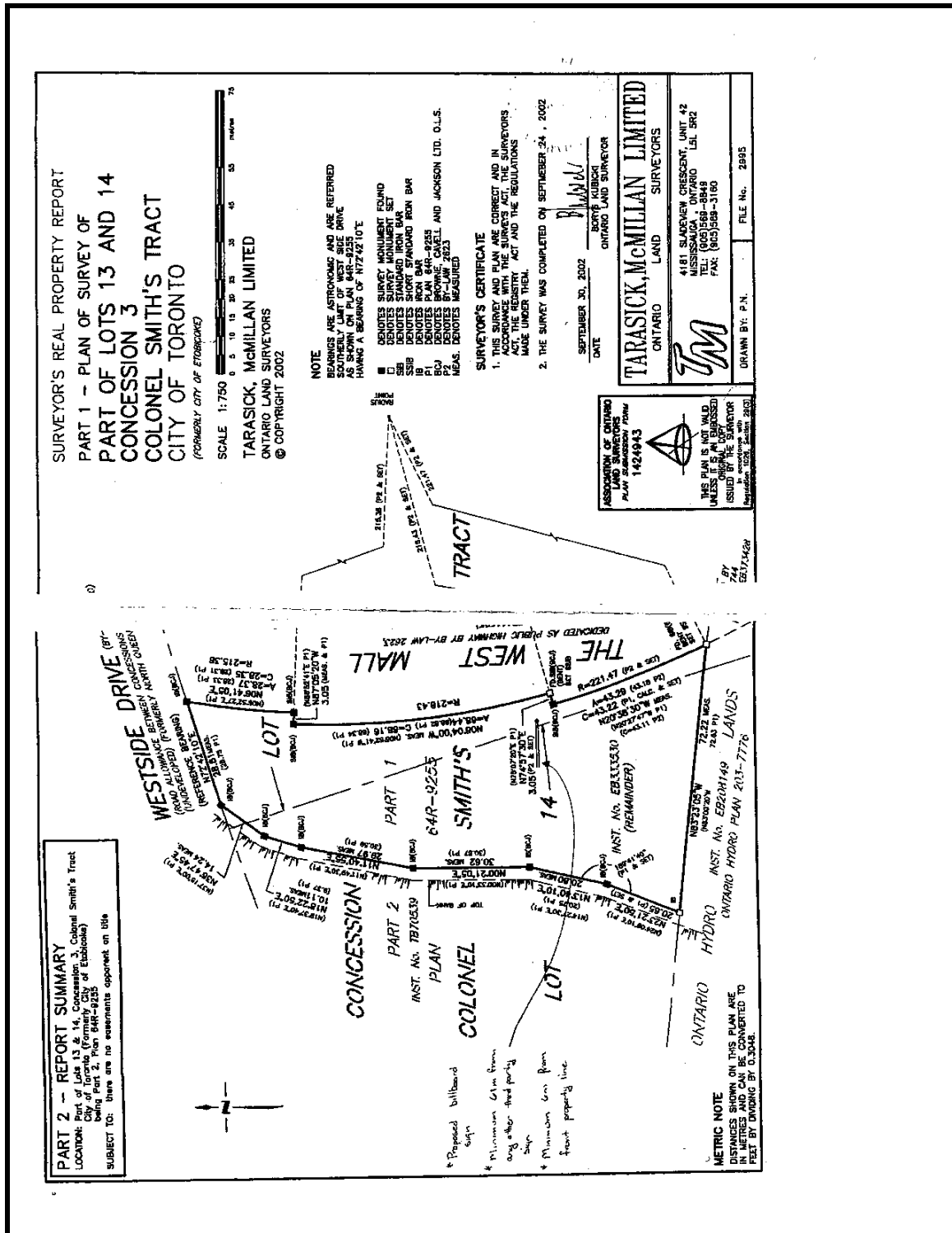
ATTACHMENTS:

Attachment 1 – Zoning Map
Attachment 2 – Site Plan
Attachment 3 – Aerial View
Attachment 4 – Locations of Existing Signs
Attachment 5 – Proposed Sign Details

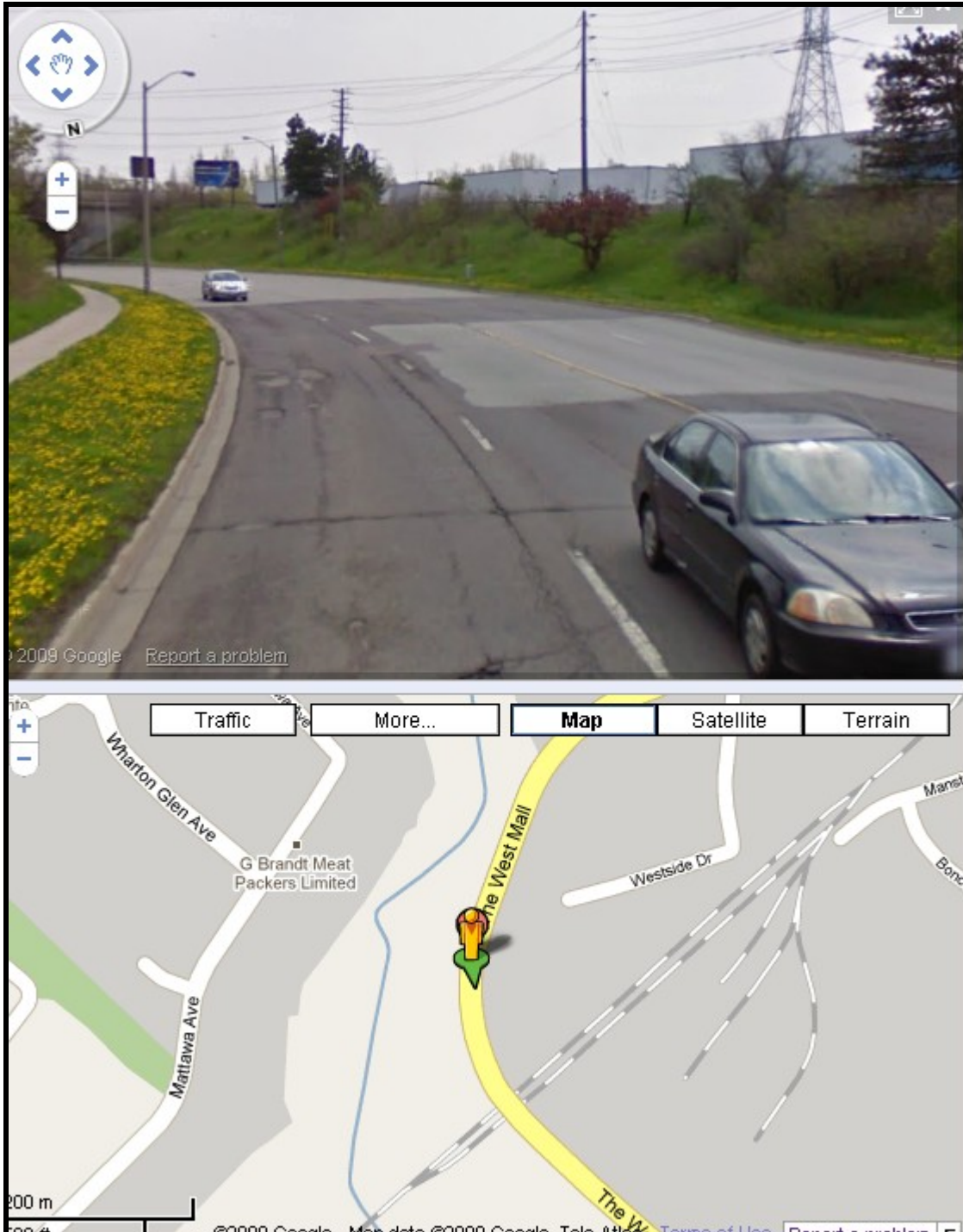
Attachment 1 – Zoning Map



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Attachment 3 – Aerial View



Attachment 4 – Locations of Existing Signs

CITY OF TORONTO

OUTDOOR ADVERTISING PROXIMITY CERTIFICATE

SUBJECT LANDS AS SHOWN ON SURVEY BY TABASCO, McHOLLAN LIMITED DATED SEPT 30, 2002

* PROPOSED SIGN LOCATION

MUNICIPAL ADDRESS:
THE WEST MALL, TORONTO

Toronto Building

PERMIT REVIEWED FOR COMPLIANCE WITH THE ONTARIO BUILDING CODE

08 221760

SCALE 1:2500

No.	DESCRIPTION	APPROX. DIMENSIONS	ELEVATION*
1	ID #1174 BILLBOARD	5.8m (W) x 2.9m (H)	4.70m
2	ID #5611A BILLBOARD	5.8m (W) x 2.9m (H)	4.60m
3	ID #5586A BILLBOARD	5.8m (W) x 2.9m (H)	4.70m
4	ID #1175 BILLBOARD	5.8m (W) x 2.9m (H)	3.10m
5	ID #001A & B TWIN-BILLBOARD	3.3m (W) x 4.7m (H) (Each)	3.80m

NOTE: THIS IS NOT A LEGAL SURVEY. * HEIGHT ABOVE GROUND LEVEL

ENGINEER'S SEAL

ESTABLISHED BY: STRADA SURVEY INC.

PREPARED FOR: LANDMARK OUTDOOR INC.

DATE: NOVEMBER 3, 2008

CERTIFICATE:

I CERTIFY THAT THE INFORMATION AND DIMENSIONS SHOWN ON THIS CERTIFICATE ARE BASED ON A FIELD SURVEY CONDUCTED ON OCTOBER 30, 2008.

C.M. LESLIE, P.Eng.

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