



STAFF REPORT ACTION REQUIRED

Sign Variance Report 2625A Weston Rd.

Date:	January 14, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	York South – Weston, Ward 11
Reference Number:	2010EY013

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 from Robert Doran Vision Dek-Or on behalf of Calloway Real Estate Investment Trust, for an approval of a variance from the former City of North York Sign By-law 30788, as amended, to permit the erection of one single business identification illuminated wall sign for Fitness Source store located at 2625A Weston Rd.

RECOMMENDATIONS

It is recommended that:

1. The request for a variance at 2625A Weston Rd. be approved for the reasons outlined in this report, and
2. Applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit.

Financial Impact

There are no financial implications resulting from the adoption of this report.

COMMENTS

The property is located on the east side of Weston Rd. south of Highway 401. The property is known as “Crossroads Centre” consisting of a number of one and two storey commercial buildings. The property is zoned “MC(17)(H)” Industrial Commercial.

The proposed sign will be erected on the first storey of a two storey building identifying the new tenant “Fitness Source”. The sign will be 6.0 metres wide and 1.82 metres high (20.0 ft x 6.0 ft) with a sign area of 10.92 sq. m (120.0 sq. ft). The proposed sign will be located on the existing bulkhead erected at the front entrance of the store. There is an existing small wall sign on the second storey “Northwood Neighbourhood Services”. The vertical distance between the existing and proposed signs is approximately 1.0 metres. Former City of North York Sign By-law requires a minimum vertical separation between two wall signs erected on separate storeys to be 1.5 metres.

The sign does not comply with the former City of North York Sign By-law 30788 in the following way:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Section 5.3.3. Wall Signs shall be permitted subject to the following: 5.3.3.2 minimum vertical distance between the top of the wall sign and the bottom of another wall sign located within 1.5m (5.0ft) horizontally on a separate storey shall be 1.5m (5.0 ft)	To erect a wall sign on the first storey that will have a vertical distance of approximately 1.0 m from an existing wall sign on the second floor.	To allow to erect a wall sign 0.5 m closer to an existing wall sign.

Based on the above facts, staff is of the opinion that the request for variance is minor in nature and recommends that Community Council approve the variance requested for 2625A Weston Rd.

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 “C- Commercial Sign District”. Based on the location and size of this lot the proposed ground sign will be in compliance with the Chapter 694 requirements.

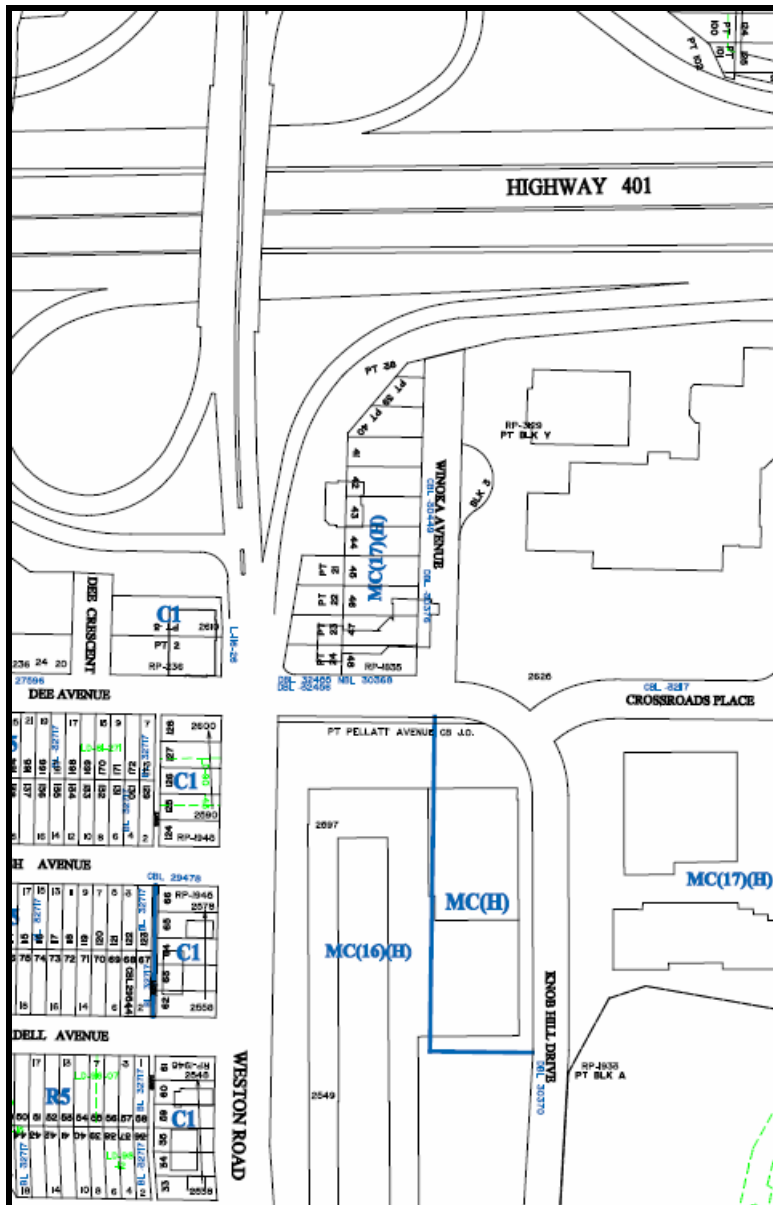
CONTACT

Galina Veltman, Manager, Plan Examination
Tel: (416) 394-8042 Fax: (416) 394-8209
E-mail: veltman@toronto.ca

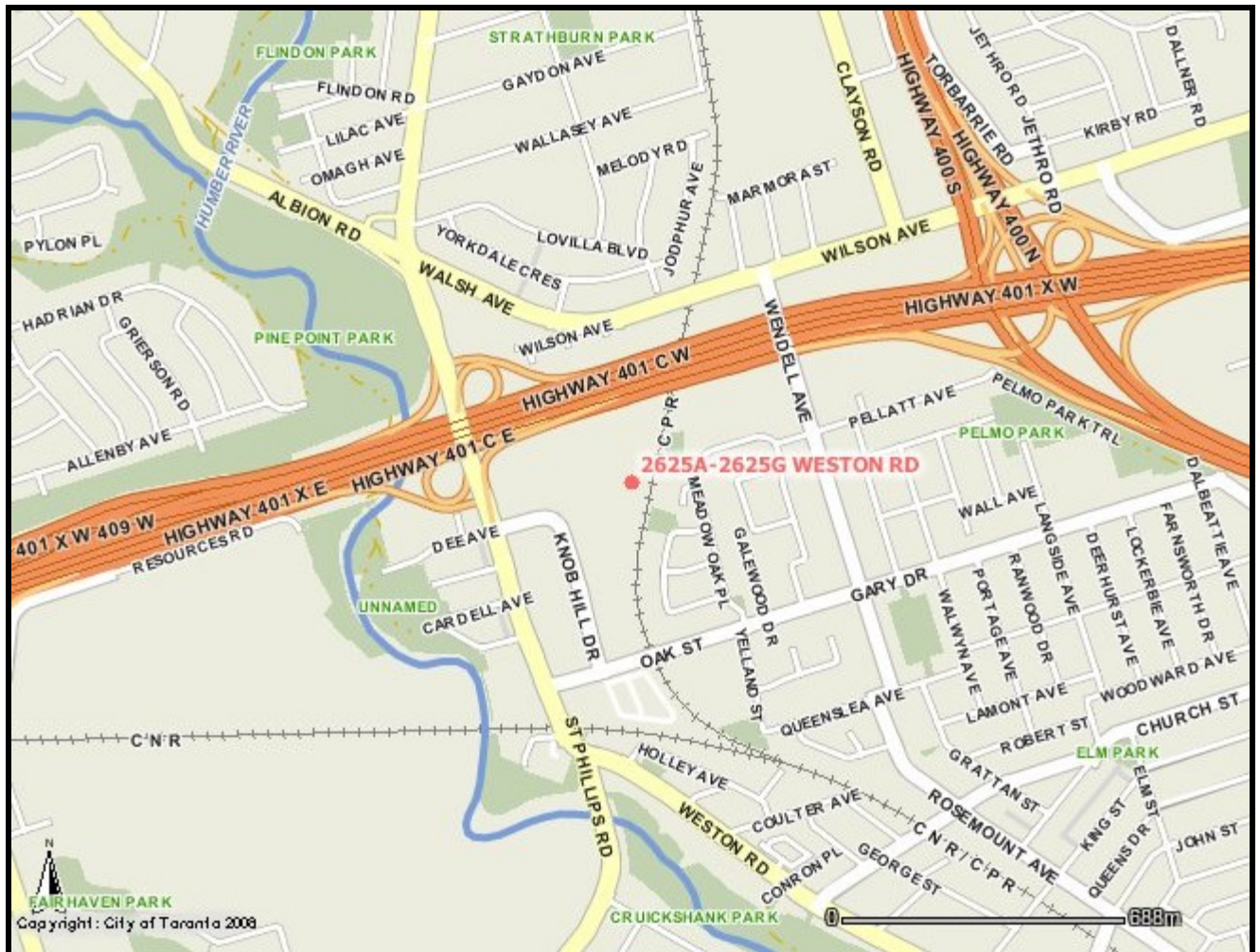
Mark Sraga
Director of Building and
Deputy Chief Building Official
The Etobicoke York District

ATTACHMENTS:

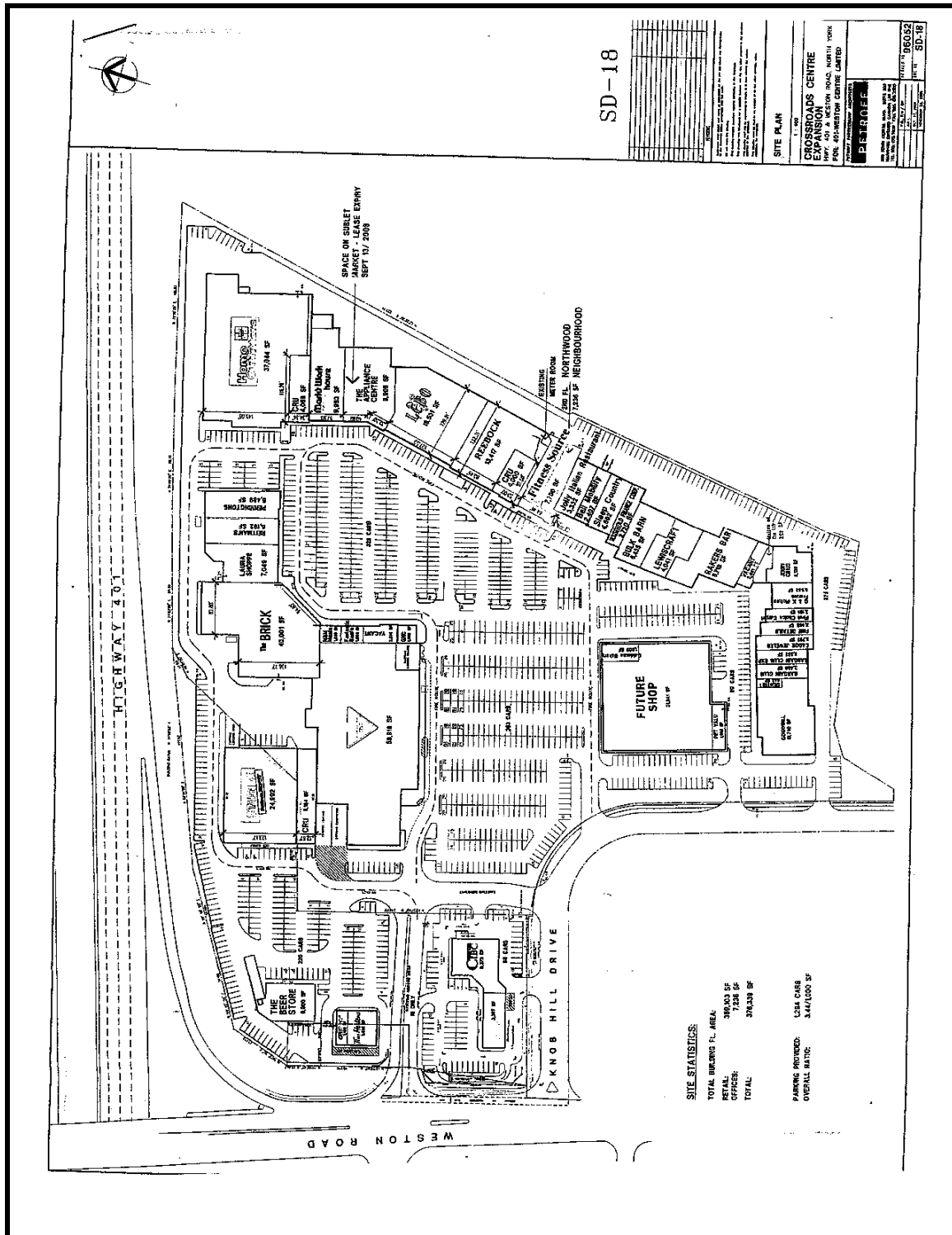
Attachment 1 – Zoning Map
Attachment 2 – Aerial Map
Attachment 3 – Site Plan
Attachment 4 – Photo of the site
Attachment 5 - Proposed Sign



Attachment 2 – Aerial Map



Staff report for action on 2625A Weston Rd. 6



Attachment 4 – Photo

APPLICATION FOR SIGN VARIANCE

Distance from "Northwood" Sign to existing bulkhead 0.76 m

Distance from "Northwood" Sign to "Fitness" lettering 1.22 m

Proposed "Fitness Source" Sign

Minimum distance between signs must be 1.5 m

END OF SIGN AREA
2285B

RECORDED DATE: Jan 17, 2010

INSTALLATION DATE: To be filled in

PROJECT: Fitness Source

CITY: North York

ADDRESS: 2285 Weston for 2

CITY: North York

PROPOSED: 0m

C.P.: 0m

CONTACT: 0m

PHONE: 000-000-0000

INSTALLATION: 0m

DESIGNER: 0m

SCALE: 1/4" = 1'-0"

DATE: 00-00-00

REV 1 BY: 0000 DATE: 00-00-00

REV 2 BY: 0000 DATE: 00-00-00

REV 3 BY: 0000 DATE: 00-00-00

JOB: 0000

OTHER INFORMATION:

DEK- R

2285B

Staff report for action on 2625A Weston Rd. 8

Staff report for action on 2625A Weston Rd. 8