



STAFF REPORT ACTION REQUIRED

Sign Variance Report 3441 Dundas St. West

Date:	February 4, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Parkdale-High Park - Ward 13
Reference Number:	2010EY022

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 Variances from By-law No. 1-83 and By-law 3369-79, of the former Municipality of York, from Graham Armstrong of Pattison Outdoor Advertising, on behalf of Fernando Dominelli in Trust, property owner. The request is to permit installation of one third party double sided illuminated ground sign located at 3441 Dundas St. West.

RECOMMENDATIONS

It is recommended that:

1. The request for variance at 3441 Dundas St.W. 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 York which is subject to the York Zoning By-law I-83. Based on the York Zoning By-law I-83 the property is zoned CE and is also subject to Sign By-law 3369-79. The proposed sign will be located west of Windermere Ave. on the south side of Dundas St. West.

The property at 3441 Dundas St. West is a one storey commercial building occupied by Enterprise Rent a Car. The proposed ground sign will be a double sided sign consisting of static display face illuminated by flood lights. The area of each face will be 3.0 m x 12.2 m (10 ft x 40 ft), resulting in a total sign face area of 37.16 sq. m (400 sq. ft). The overall height of the proposed sign is 8.23 m (27 ft).

The proposed third party ground sign will be located within 2.13 metres from north front lot line facing traffic along Dundas St. West. The York Zoning By-law I-83 requires that no structures be erected within the within minimum required setback of 7.5 metres.

The sign does not comply with By-law #3369-79 of the former Municipality of York in the following way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
16.2.1 The maximum number of off-premise sign locations shall be 177.	Proposed modified poster panel third party ground sign in access of the maximum permitted locations of 177.	To allow a third party ground sign in access of the maximum permitted off premises sign locations of 177
16.2.3 Maximum sign area of a poster panel shall be 25.0 square metres.	Proposed third party ground sign with a 37.16 sq. m of display area.	To allow a third party sign to exceed permitted display area by 12.16 sq. m.
16.2.4 Off-premise Signs on the same street, facing the same traffic flow, shall not be placed closer to each other than 91.0 metres	Proposed third party ground sign erected within 51.2 and 68.8 metres from two existing billboard signs.	To allow a third party sign to be placed within 91 metres from other off-premise signs
16.2.6.(a)(i) No off-premise sign shall be erected having a height greater than 6.0 meters above average grade when supported by the ground	Proposed third party ground sign to have a total height of 8.23 metres.	To allow a third party ground sign to exceed permitted height by 2.23 m.
16.2.7 The maximum distance from the underside of an off-premise sign face to grade is 3.0 metres.	Proposed third party ground sign to have 4.87 metres from the underside of the sign to the grade.	To allow a third party ground sign to exceed permitted distance between the underside of the sign and the grade by 1.87 metres.

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
I- 83 Setbacks	Proposed third party ground sign erected within 2.15 metres from the north front lot line.	To allow a third party sign to be placed within minimum required setback of 7.5 metres

The applicant is requesting to permit installation of a third party double sided illuminated ground sign with static display approximately 50 metres from another third party roof sign at 3431 Dundas St W. and 68 metres from a sign located at 3447 Dundas St. W. This will result in the sign exceeding size and distance separations from other signs permitted 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 "C- Commercial Sign District".

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
694-22 Third party sign general regulations D. A third party sign shall not be erected within 100.0 metres of any other third party sign.	Proposed third party ground sign erected within 51.2 and 68.8 metres from two existing billboard signs.	To allow a third party sign to be placed within 100.0 metres from other third party signs

694- 25 District specific third party sign regulations A. C- Commercial sign district Only Wall signs may be erected	Proposed third party ground sign erected in a Commercial District	To allow a third party ground sign to be erected in a c-Commercial sign district
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CONTACT

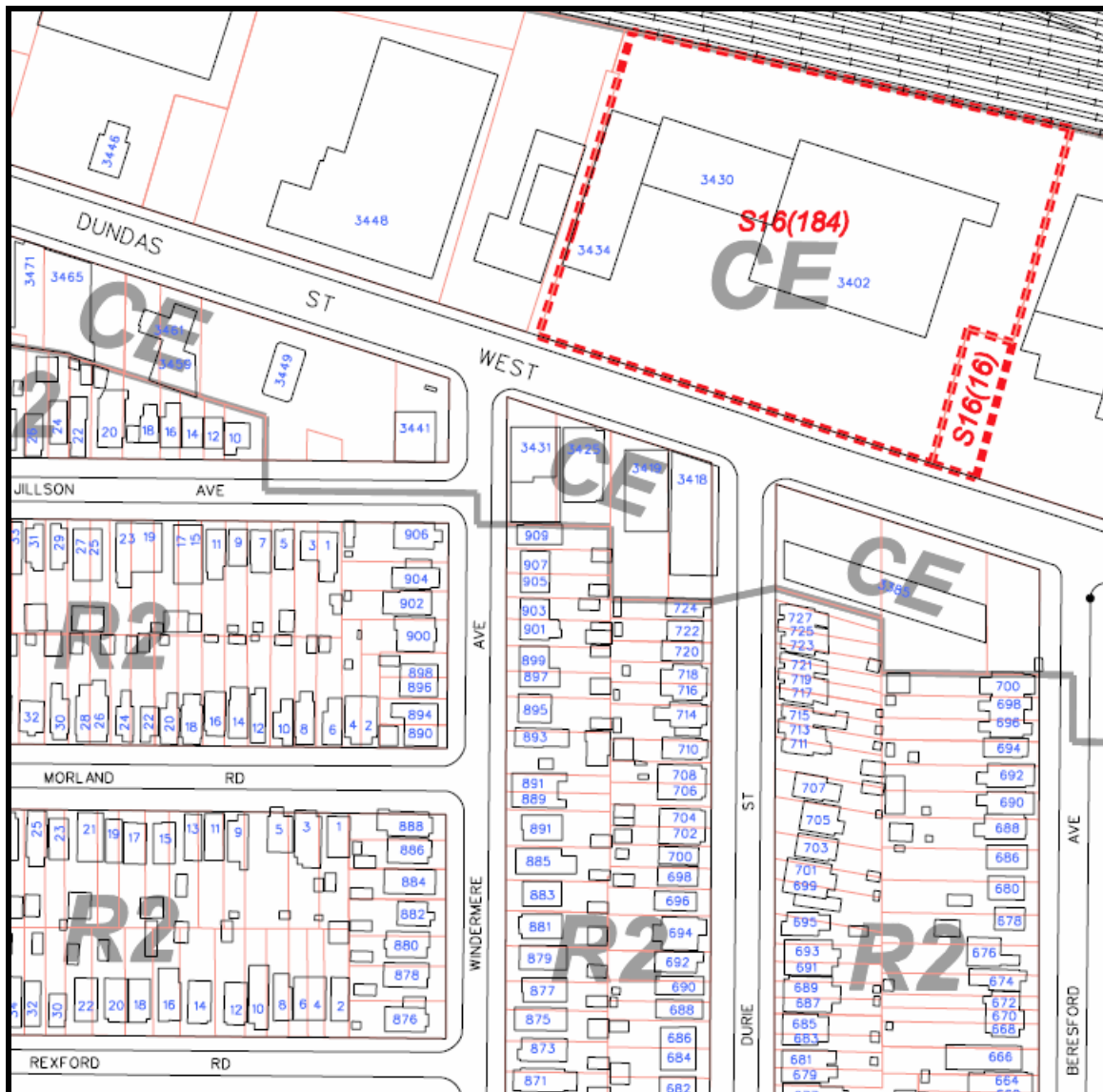
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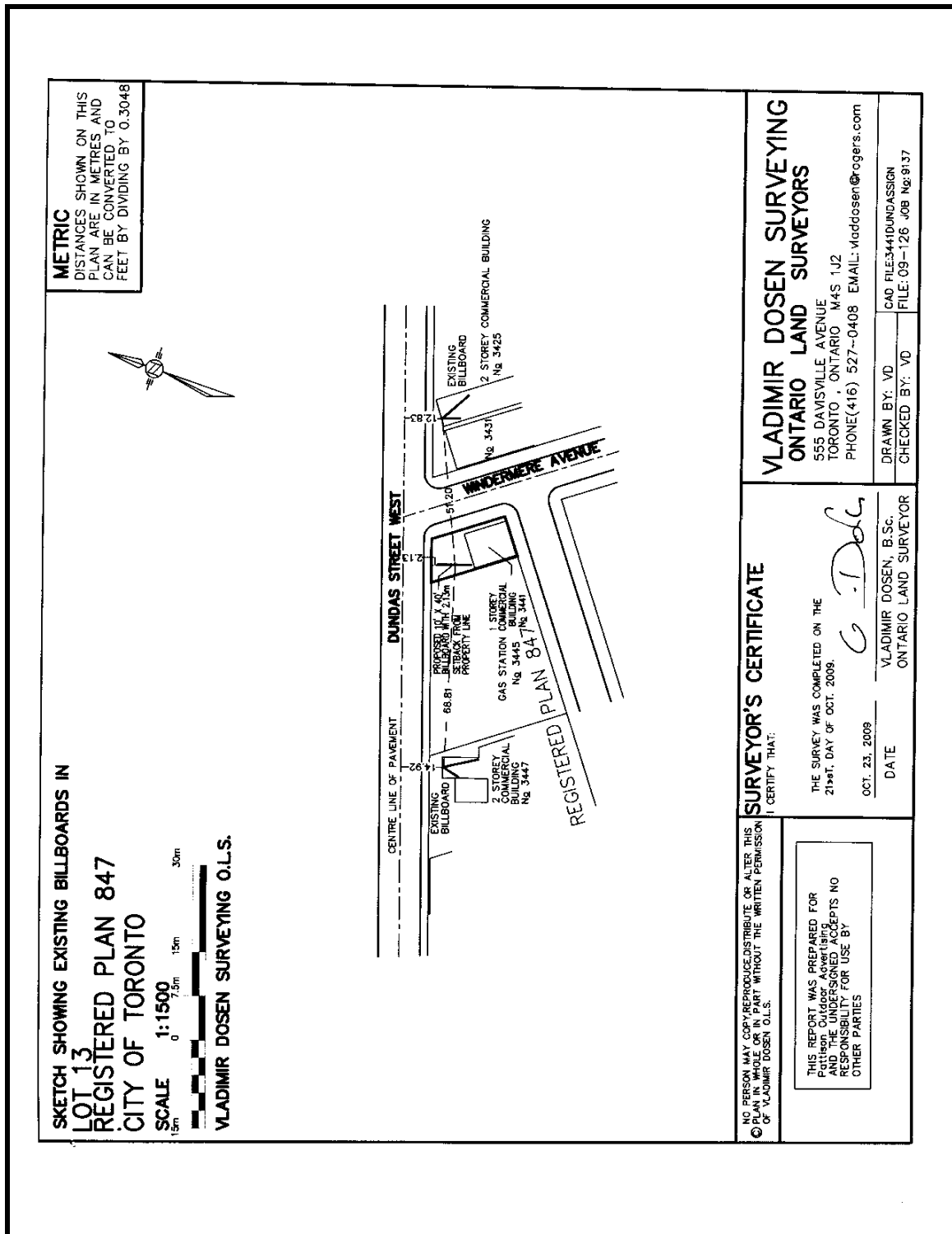
ATTACHMENTS

Attachment 1 – Zoning Map
Attachment 3 – Site Plan
Attachment 2 – Aerial Map
Attachment 4 – Property at 3441 Dundas St. W.
Attachment 5 - Proposed Sign

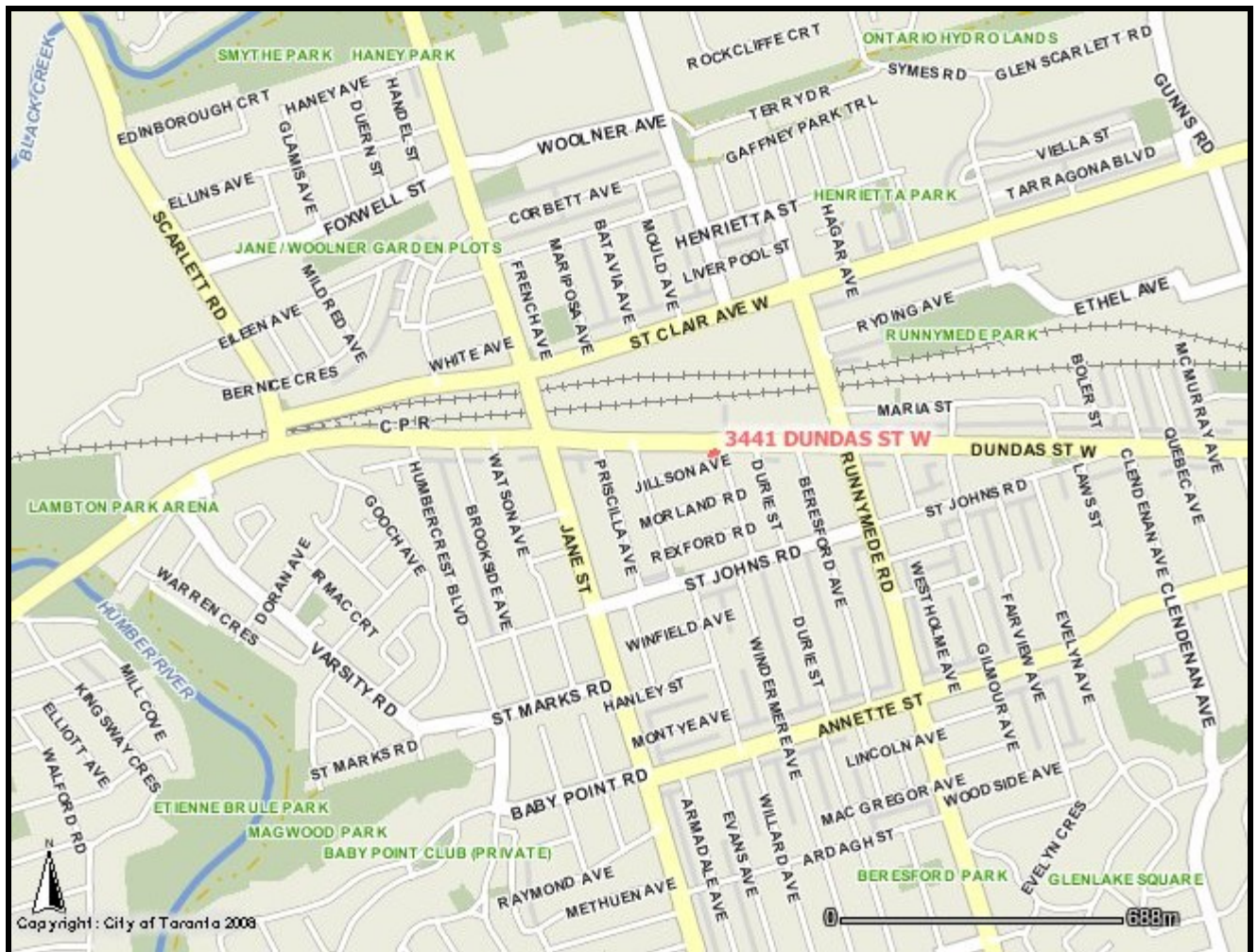
Attachment 1 – Zoning Map



ATTACHMENT -2 SITE PLAN



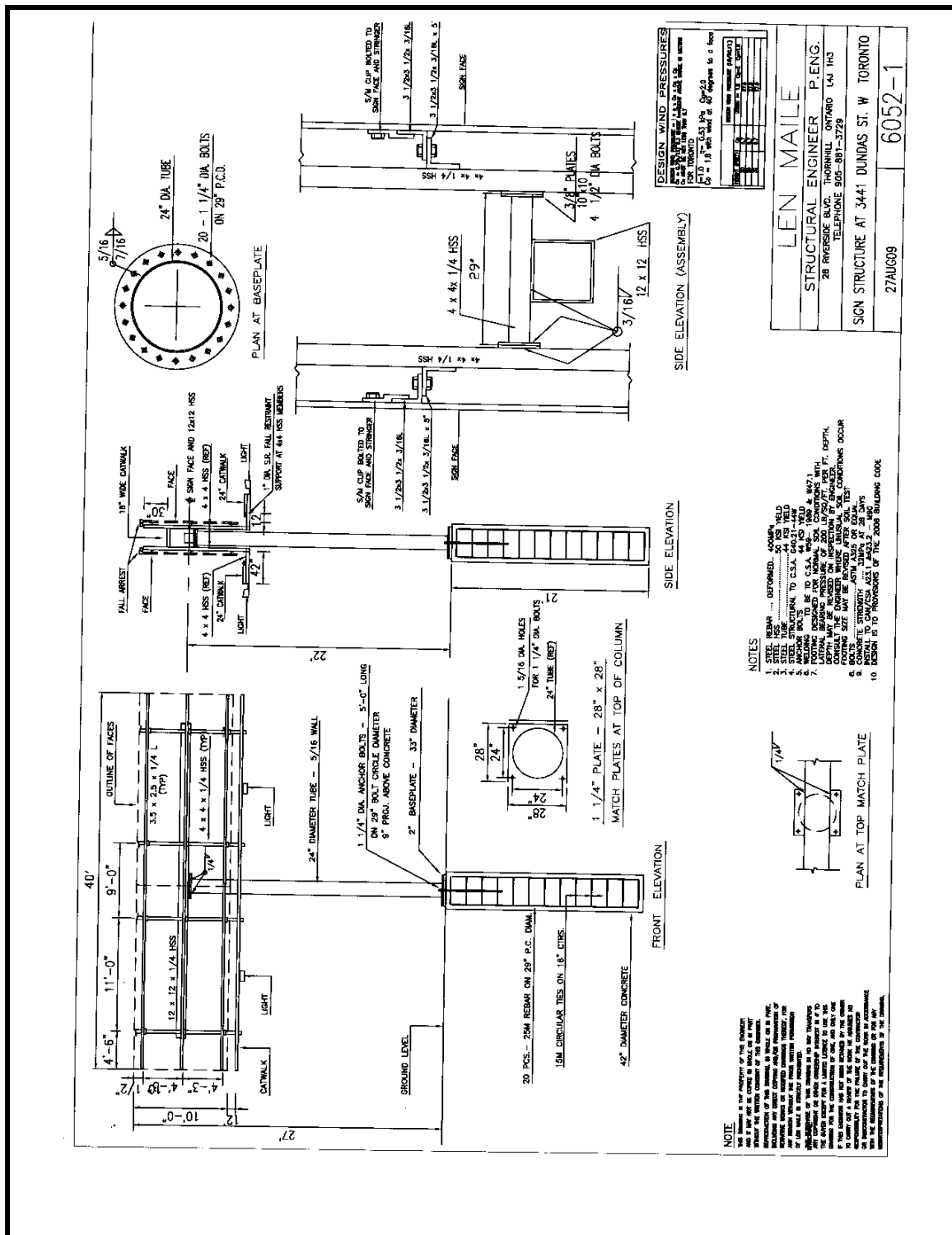
ATTACHMENT 3 – AERIAL MAP



Attachment 4 – Property at 3441 Dundas Ave. West



Staff report for action on 3441 Dundas St. W. 9



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