



STAFF REPORT ACTION REQUIRED

Sign Variance Report 1795 St Clair Ave W

Date:	January 14, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Davenport - Ward 17
Reference Number:	2010EY015

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 297, Signs, of the former City of Toronto Municipal Code to to erect a new 2 panels “V” shaped illuminated third party tri-vision roof sign at 1795 St Clair Ave W.

The request comes from James Riddell, Manager with 1714167 Ontario Inc. for 1714167 Ontario Inc which are the owners for approval of the variance(s) from Chapter 297, Signs, of the former City of Toronto Municipal Code.

RECOMMENDATIONS

It is recommended that the request for variance at 1795 St. Clair Ave. W. not be approved 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 Toronto and is subject to Zoning By-law No. 438-86, as amended. Based on Zoning By-law No. 438-86, the property is zoned MCR T3.0 C1.0 R2.5.

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 20 ft above the roof of a one storey commercial building and approximately 35 ft above the adjacent ground level.

The lot at 1795 St Clair Ave W is located on the south side between Old Weston Rd and Ford St. At the intersection of St Clair Ave W and Old Weston Rd there are traffic lights. Directly across the street at 1820 St Clair Ave W, there is an existing illuminated third party roof sign approved in 1988. To the west at 1797 St Clair Ave W there is an existing “V” shaped illuminated third party sign approved in 1995. To the north and south of St Clair Ave W there are residential districts.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
297-10.D(16) Roof signs are not permitted in MCR districts.	Erect a illuminated third party tri-vision roof sign having 2 panels “V” shaped.	To permit a illuminated third party tri-vision roof sign having 2 panels “V” shaped

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 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 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.

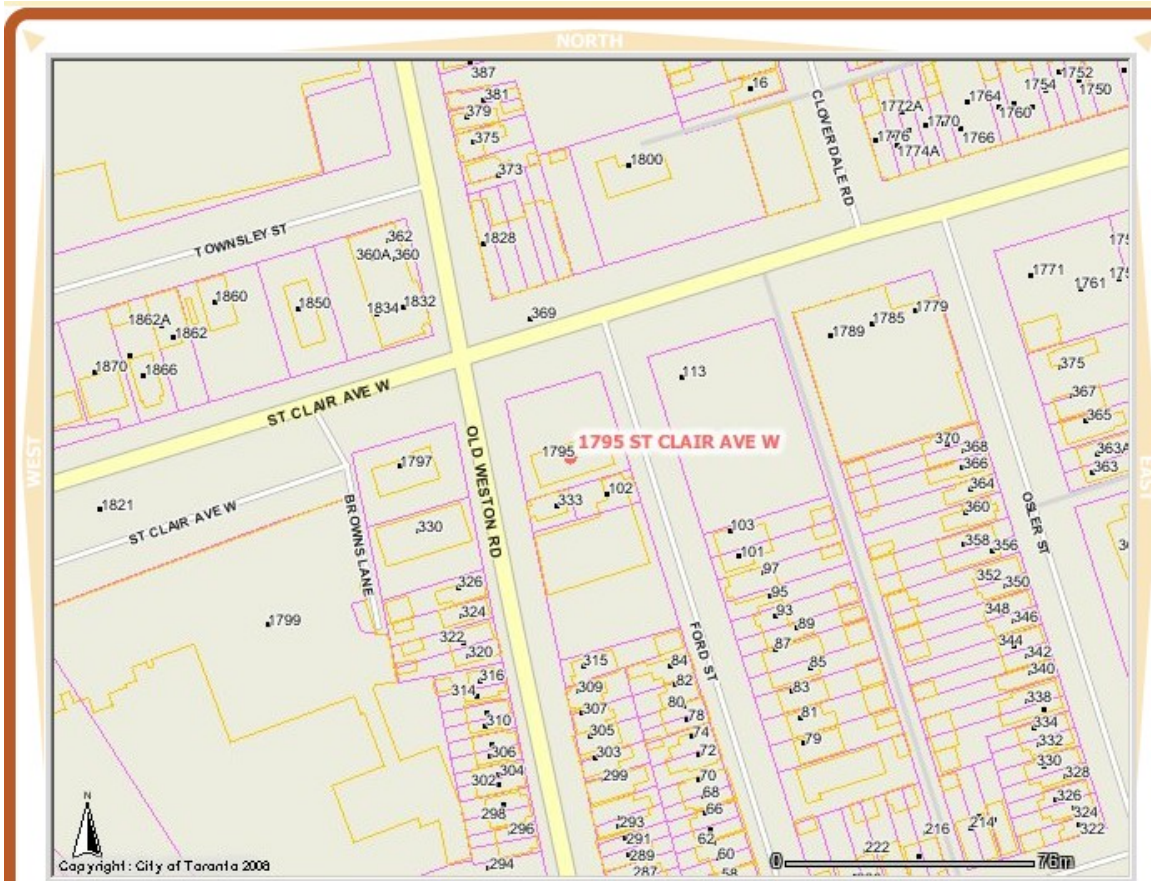
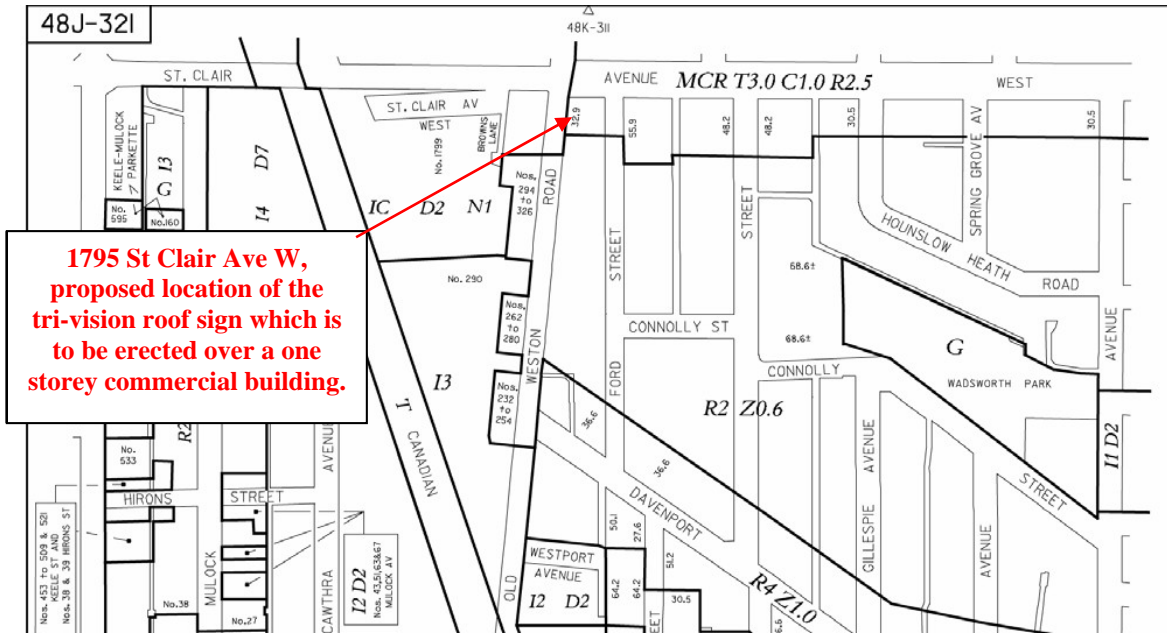
CONTACT

Algimantas Jasinevicius, Manager, Plan Examination
 Tel: (416) 394-8046
 Fax: (416) 394-8209
 E-mail: ajasinev@toronto.ca

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

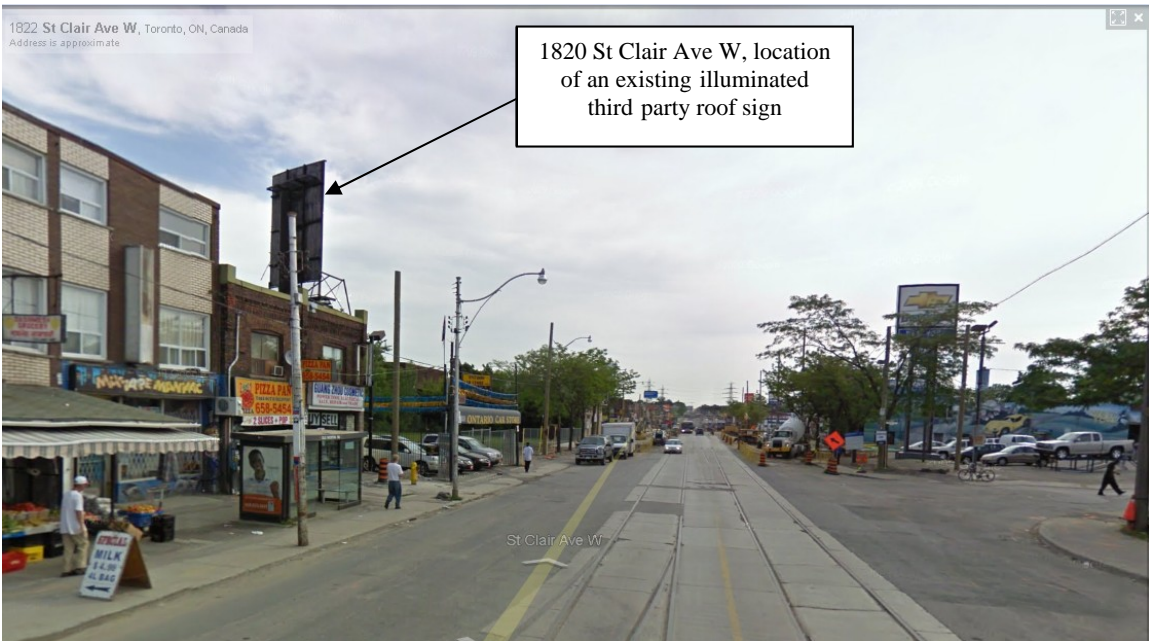
ATTACHMENTS

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





1795 St Clair Ave W location of proposed roof sign



Looking north from 1795 St Clair Ave W

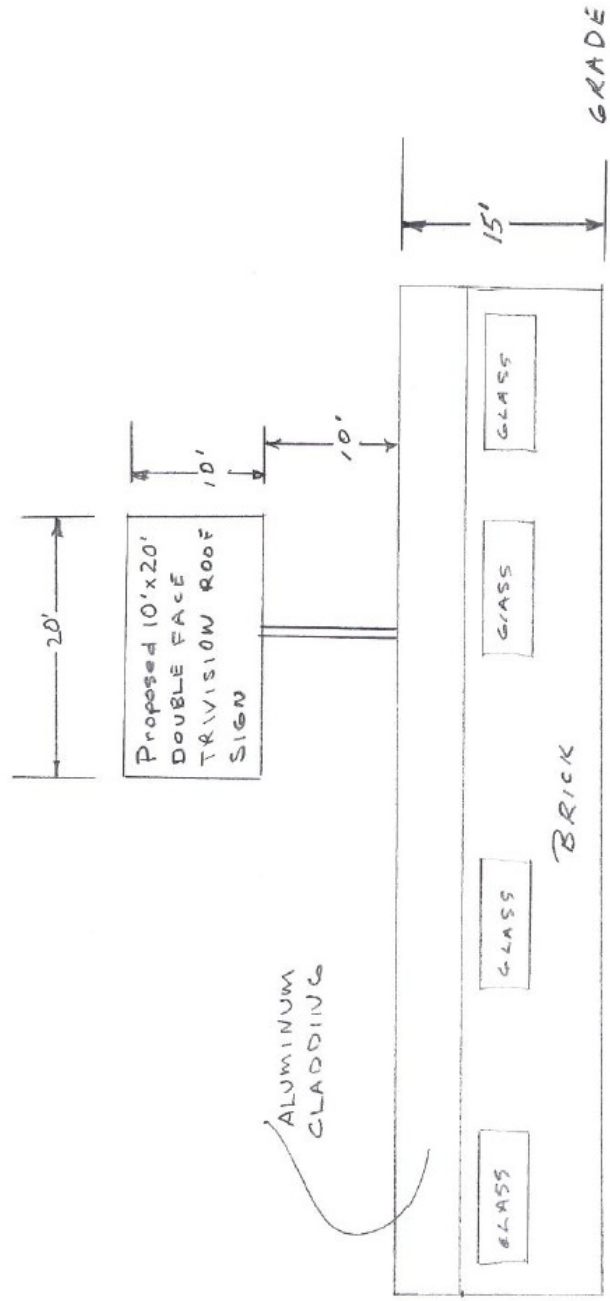


1797 St Clair Ave W, location of an existing illuminated third party roof sign

Looking south from 1795 St Clair Ave W

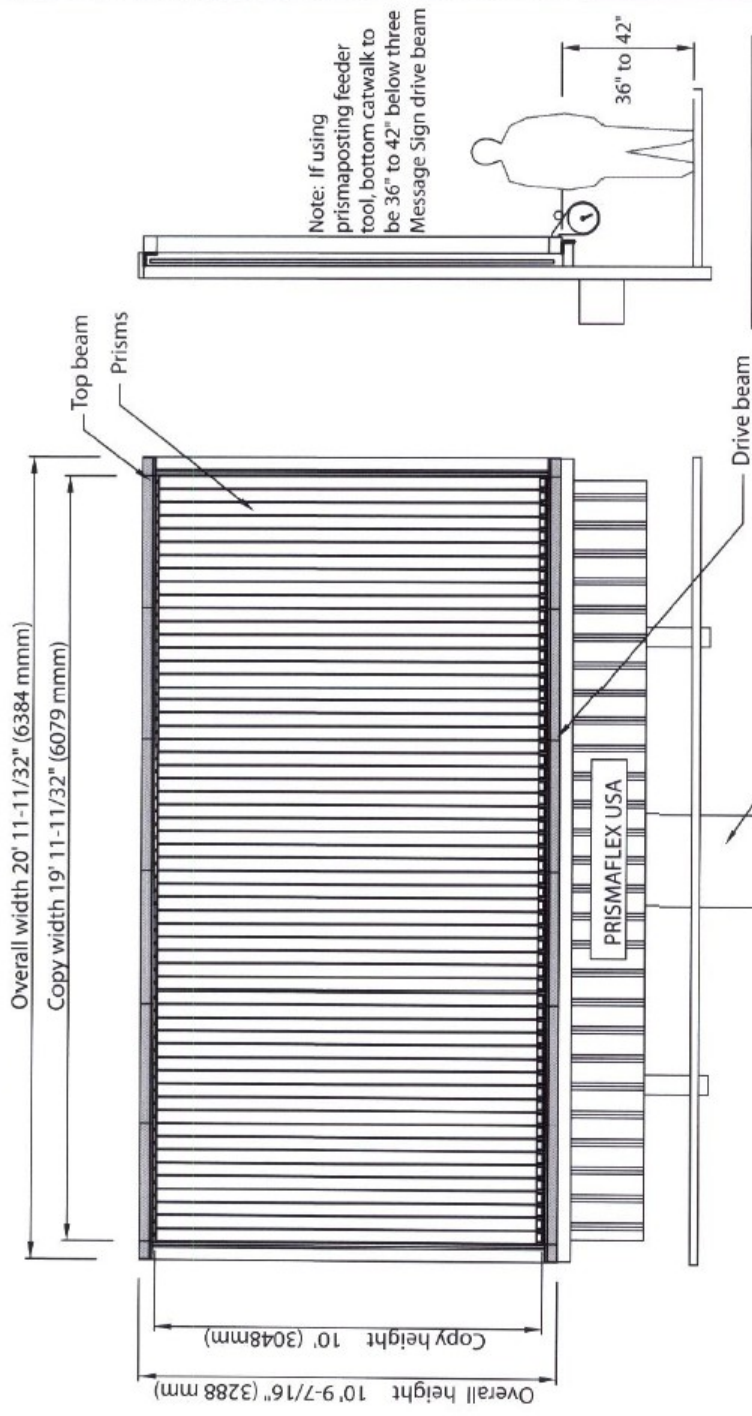


1795 ST. CLAIR AVE WEST

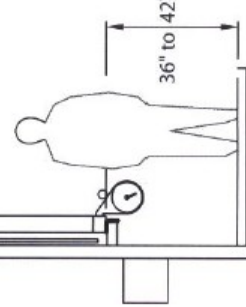


Scale 1" = 10'

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



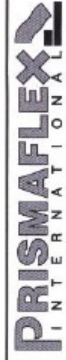
Note: If using prismaposting feeder tool, bottom catwalk to be 36" to 42" below three Message Sign drive beam



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

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

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



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