



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 83 Queen Elizabeth Blvd.

<b>Date:</b>	February 15, 2010
<b>To:</b>	Chair and Members, The Etobicoke York Community Council
<b>From:</b>	Mark Sraga, Director and Deputy Chief Building Official
<b>Wards:</b>	Etobicoke-Lakeshore, Ward 5
<b>Reference Number:</b>	2010EY025

### SUMMARY

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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 Sundeep Gupta, president of 7238304 Canada Inc. The request is to permit to erect a V-shaped illuminated first party roof sign 7.62 meters above the roof line facing the F. G. Gardiner Expressway, having a face area of 4.26 m x 6.0 m (14 ft x 20 ft) each consisting of static and LED digital displays located at 83 Queen Elizabeth Blvd.

### RECOMMENDATIONS

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It is recommended that:

1. The request for a variance at 83 Queen Elizabeth Blvd. be refused for the reasons outlined in this report

### Financial Impact

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

## ISSUE BACKGROUND

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 IC.1 zone. The property at 83 Queen Elizabeth is a two storey industrial building occupied by “Reppa Flags Souvenirs”.

The applicant is proposing to erect a first party roof sign of the building. The proposed sign will be erected approximately 29.0 meters (95 ft) from the F.G. Gardiner Expressway and 26.0 meters (85 ft) from another roof sign at 82 Queen Elizabeth Blvd. The proposed sign will be an illuminated V-shaped roof sign consisting of 6.0 m x 3.0 m (20ft x 10ft) static display and 6.0 m x 1.2 m (20ft x 4ft) LED display faces. The total area of each display face will be 25.2 sq. m. (280 sq .ft.) and the overall height of the sign will be 7.62 m (25ft) above the roof line.

There is an existing wall sign erected along the south wall of the building identifying the business located at 83 Queen Elizabeth as . The existing wall sign falls in line with other first party wall signs erected along Queen Elizabeth Blvd.

The signs do not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following ways:

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
215-15.Prohibitions. 215-15.F.Roof signs are not permitted in any zone.	To erect a first party roof sign.	To allow a roof sign to be erected whereas the by-law prohibits any roof signs.

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 “E- Employment Sign District”.

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
694-15. Prohibited signs. 694-15.B.(2) a roof sign is expressly prohibited	Erect an illuminated double-sided tri-vision third party roof sign in an Employment (E) 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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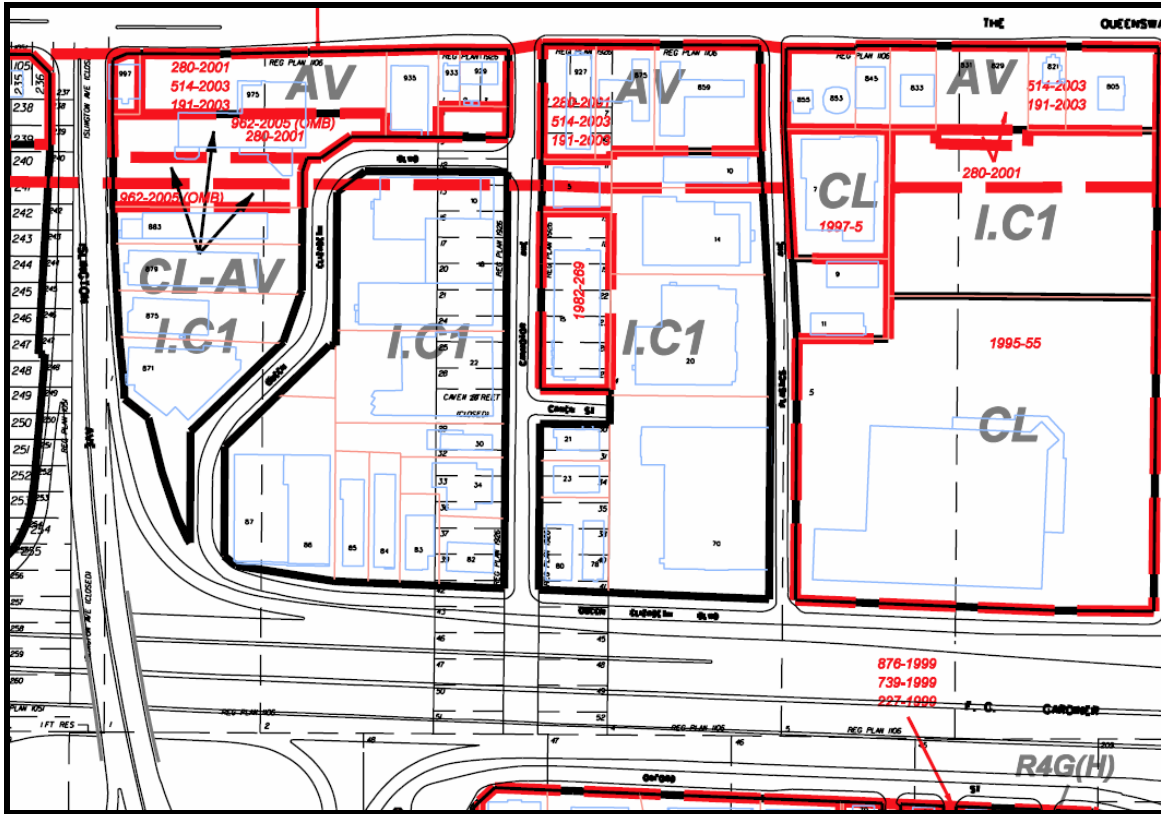
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Mark Sraga  
 Director of Building and  
 Deputy Chief Building Official  
 The Etobicoke York District

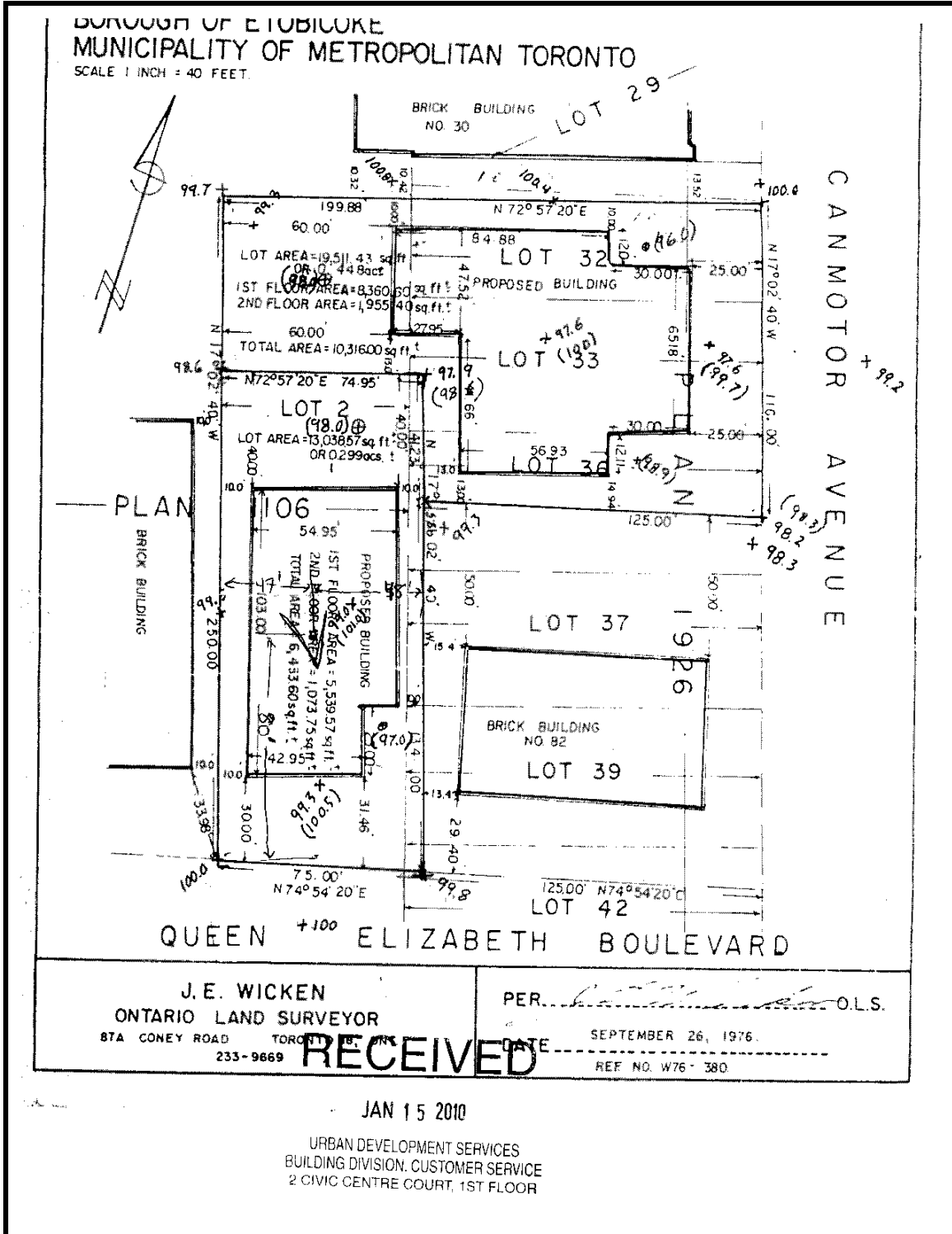
**ATTACHMENTS:**

- Attachment 1 – Zoning Map
- Attachment 2 – Site Plan
- Attachment 3 – Aerial View
- Attachment 4 – Photo of Existing Site
- Attachment 5 – Sign Details

ATTACHMENT 1 – ZONING MAP



ATTACHMENT 2 – SITE PLAN



ATTACHMENT 3 – AERIAL VIEW

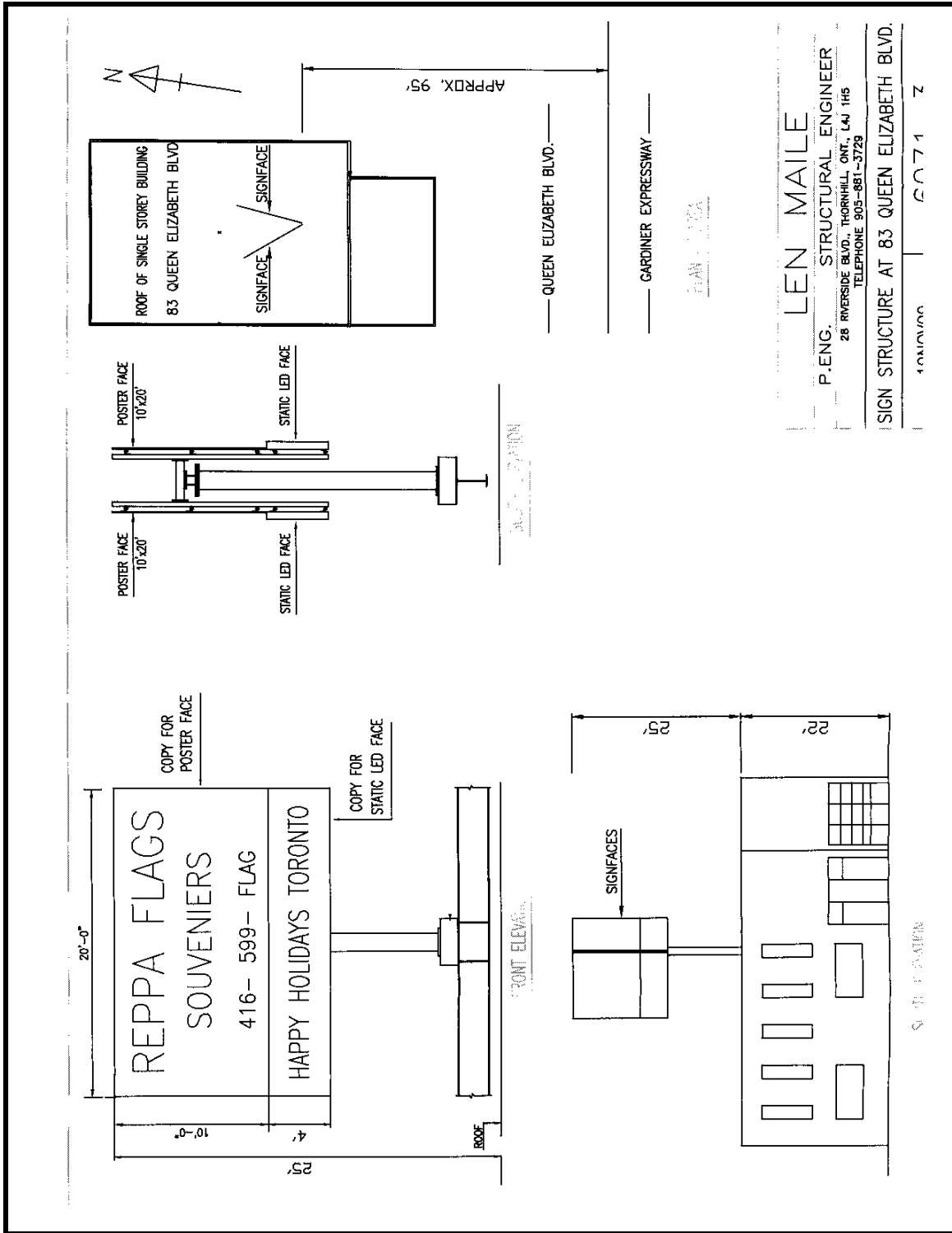


ATTACHMENT 4 – PHOTO OF EXISTING SITE





ATTACHMENT 5 – SIGN DETAILS





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