



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
611 Keele Street**

Date:	February 15, 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:	2010EY023

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 297, Signs, of the former City of Toronto Municipal Code, from Steve Wolowich of Astral Media Outdoor, on behalf of John Carinci of Jet Hot Coin Car Wash Inc., property owners. The request is to permit the replacement of an existing 3.0 m wide by 6.0 m high (10 ft x 20 ft) third party double sided roof sign containing static displays with a new illuminated 6.0 m wide by 3.0 m high (20 ft x 10 ft) double sided roof sign consisting of trivision display panels located at 611 Keele Street.

RECOMMENDATIONS

It is recommended that:

1. The request for variance at 611 Keele St. 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 Toronto which is subject to the Zoning By-law No. 438-86, as amended. Based on the Zoning By-law No.438-86 the property is zoned IC Zone. The proposed roof sign with trivision displays will replace an existing roof sign and be located south of St. Clair Ave. W. north of Lloyd Ave on the east side of Keele St.

The property at 611 Keele St. is a one storey buildings occupied by “Jet Kleen Coin Car Wash”. The proposed roof sign with trivision displays will be erected approximately 38 meters from another existing third party wall sign at 603 Keele St. The proposed roof sign will be an illuminated double sign consisting of trivision displays with a face area of 6.0 m x 3.0 m (20ft x 10 ft) each, resulting in a total sign face area of 18.0 square metres (200 sq. ft) and will replace an existing roof sign.

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.F. Separation of signs. (1) No person shall erect or display a sign used for the purpose of third party advertising unless it is separated by a minimum radius of sixty (60) metres from any other such sign used for purpose of third party advertising.	To erect a third party roof sign approximately 38 metres from another third party sign.	To allow to erect a third party roof sign without required separation distance between third party 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 a “C- Commercial Sign 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 (C) 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

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 3 – Site Plan

Attachment 2 – Aerial Map

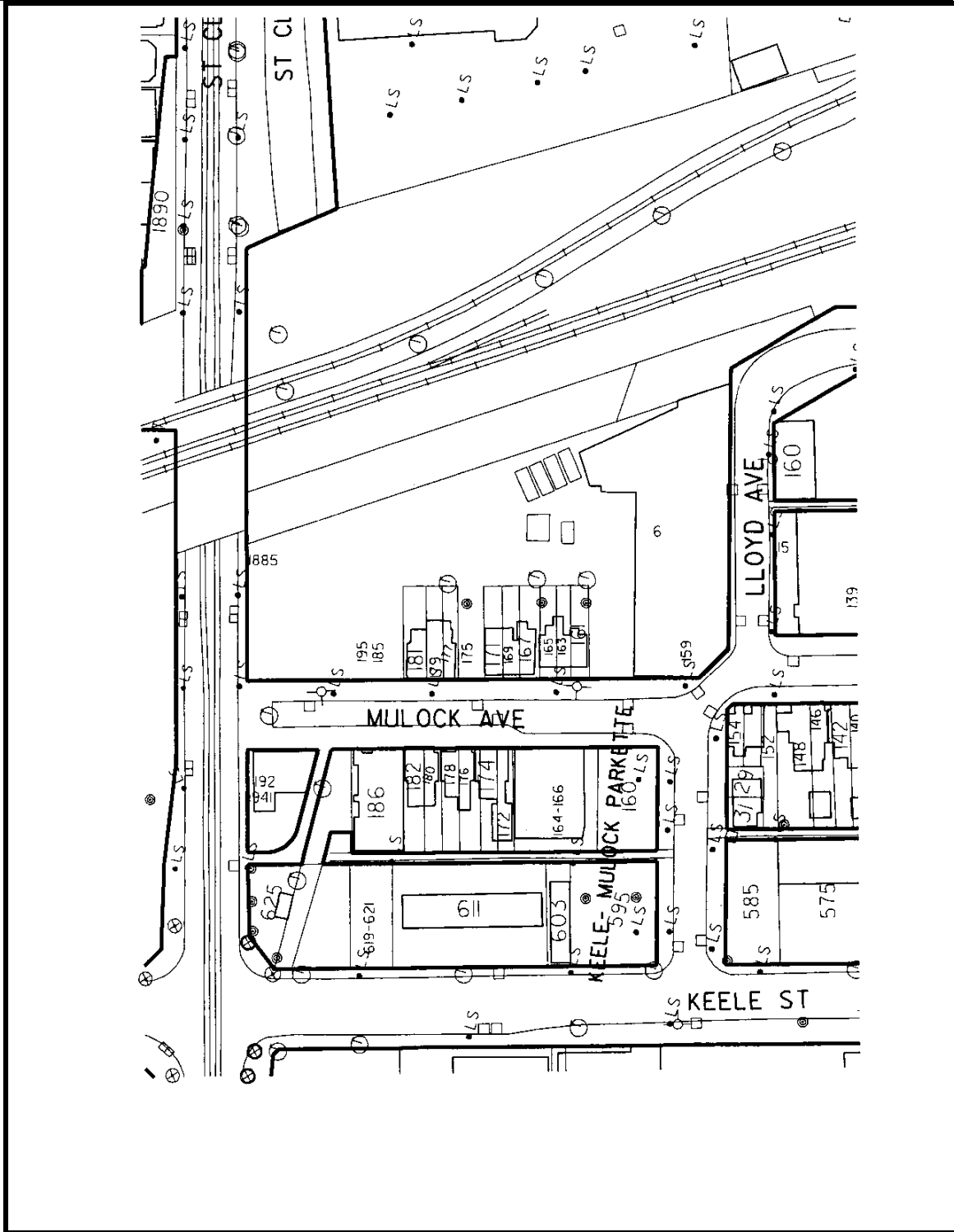
Attachment 4 – Properties at 611& 603 Keele St.

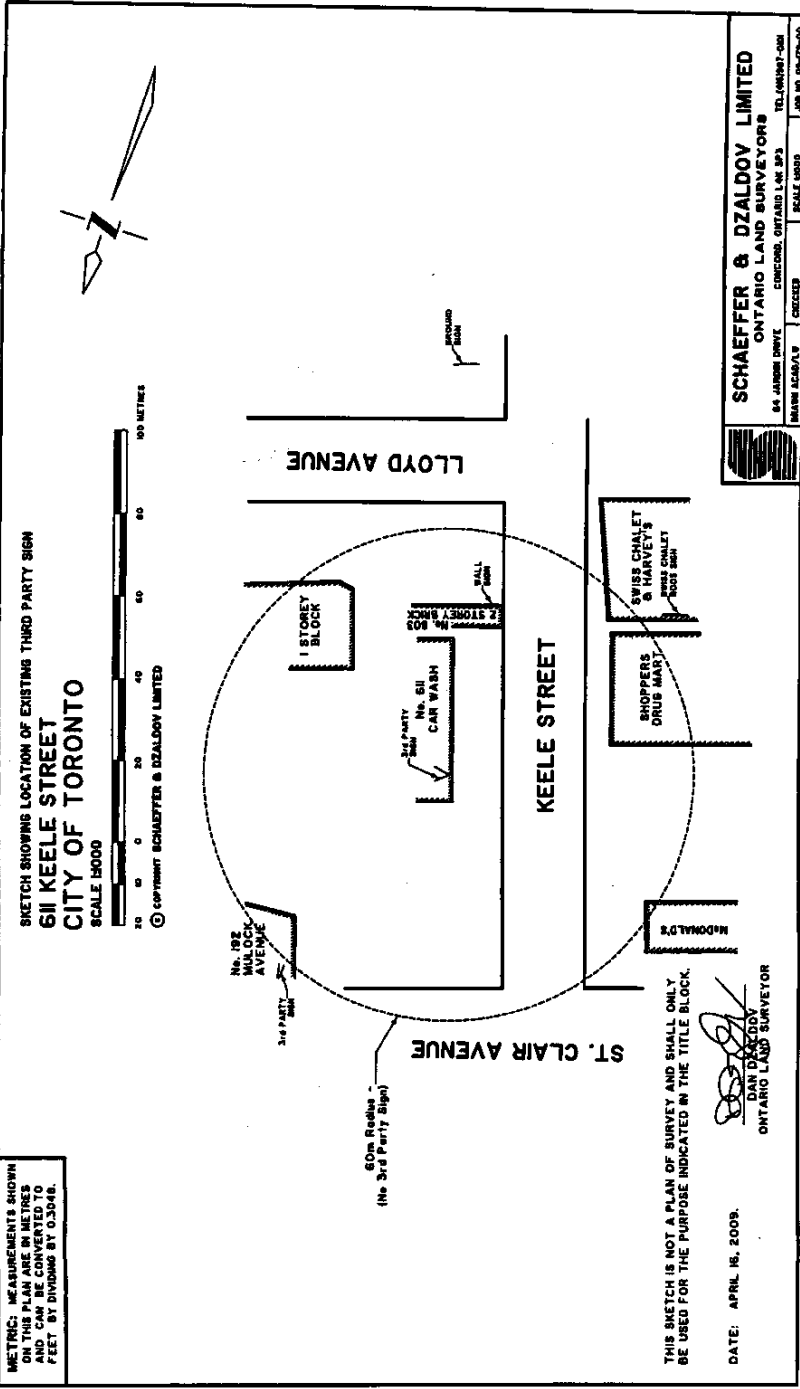
Attachment 5 - Proposed Sign

Attachment 1 – Zoning Map



Attachment 2 – Site Plan





METRIC: MEASUREMENTS SHOWN ON THIS PLAN ARE IN METRES AND CAN BE CONVERTED TO FEET BY DIVIDING BY 0.3048.

SKETCH SHOWING LOCATION OF EXISTING THIRD PARTY SIGN
611 KEELE STREET
 CITY OF TORONTO

SCALE 1:5000
 0 20 40 60 80 100 METRES
 © COPYRIGHT SCHAEFFER & DZALDOVY LIMITED

No. 192 MULOCK AVENUE
 3rd PARTY SIGN

60m Radius
 (No 3rd Party Sign)

ST. CLAIR AVENUE

KEELE STREET

LLOYD AVENUE

1 STOREY BLOCK

2 STOREY BLOCK
 CAR WASH
 3rd PARTY SIGN

WALL SIGN

McDONALD'S

SHOPPERS DRUG MART
 SWISS CHALET & HARVEY'S
 SWISS CHALET
 WALL SIGN

THIS SKETCH IS NOT A PLAN OF SURVEY AND SHALL ONLY BE USED FOR THE PURPOSE INDICATED IN THE TITLE BLOCK.

DATE: APRIL 16, 2009.
 DAN DZALDOVY
 ONTARIO LAND SURVEYOR

SCHAEFFER & DZALDOVY LIMITED
 ONTARIO LAND SURVEYORS
 64 JAMES DRIVE CONCORD, ONTARIO L4W 3P3 TEL: (416) 947-6261
 MARIE ACAR/V CHECKED SCALE 1:5000 JOB NO. 09-078-00

Attachment 3 – Aerial Map



Attachment 4 – Properties at 611 & 603 Keele Street





Applicant:

Astral Media Outdoor
C/O Steve Wolowich
2 St. Clair Ave. W. Site 2000
Toronto On
M4V 1L5

Tel. – 416- 924 6664