



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
0 Oakville Sub, CN Rail Lands Browns Line north of
Lakeshore Blvd W.**

Date:	February 25, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke North, Ward 6
Reference Number:	2010EY028

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 Article I of Chapter 693, Signs, of the Toronto Municipal Code, from Ken Neufeld with Allvision Canada, on behalf of Canadian National Railway, Ernie Longo, Manager of BD & RE. The request is to modify an existing, illuminated double sided third party ground sign with static displays by replacing one face on the north elevation with a tri-vision display, the static display on the south elevation will remain. The total face area of each face is 18.60 sq. m (200 sq.ft) and the overall height of this sign is 10.66 m (35ft).

The sign is located on CN Rail Lands on the east side Browns Line and 120 metres north of Lake Shore Blvd. W.

RECOMMENDATIONS

It is recommended that:

1. The Etobicoke York Community Council approve the requested variance at 0 Oakville Sub, CN Rail Lands at Browns north of Lakeshore Blvd. W. based on 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 and it also subject to By-law No 304-2000. Based on the Etobicoke Zoning Code and By-law No.304-2000, the property is zoned C1-Commercial. The applicant is proposing to replace one face of the existing illuminated ground sign on the north elevation with a new trivision display. The south elevation of the sign will remain a static face. Each sign face will be 3.0 m x 6.0m (10 ft x 20 ft) with a sign face area of 18.6 m² (200 ft²). The overall height of the ground sign is 10.66m (35.0ft). The sign is located on CN Rail Lands on the east side Browns Line and the 120 metres north of Lake Shore Blvd. W. Toronto Building could find no records authorizing the installation of this ground sign.

COMMENT

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

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
215-20 Commercial Zones 215-20.F.Ground signs are not permitted in Commercial zones.	To modify an existing third party ground sign on land that is zoned Commercial C-1.	To install a tri-vision display on an existing third party ground sign whereas the by-law prohibits any ground signs within the commercial zones.

Therefore, it is recommended that Council approve the requested variance as it 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.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as a “U- Utility Sign District”.

Sign By-law Section & Requirements	Applicant’s Proposal	Required Variance
694-25.C- Utility Sign District 694-25.C.(1)(b) The height shall not exceed 10.0 metres	Proposal is to permit a 3rd-party ground with a overall heighth of 10.66 metres	To permit a third party ground sign to exceed maximum permitted height by 0.66 meters.
694-25.C.(1)(d)The sign shall only be erected within 30.0 metres of a major street	Proposal is to permit a 3rd-party ground to be erected 37 metres east from Browns Line and 120 meters north of Lake Shore Blvd. W.	To permit a third party ground sign to be erected further than 30 metres from a major street.

CONTACT

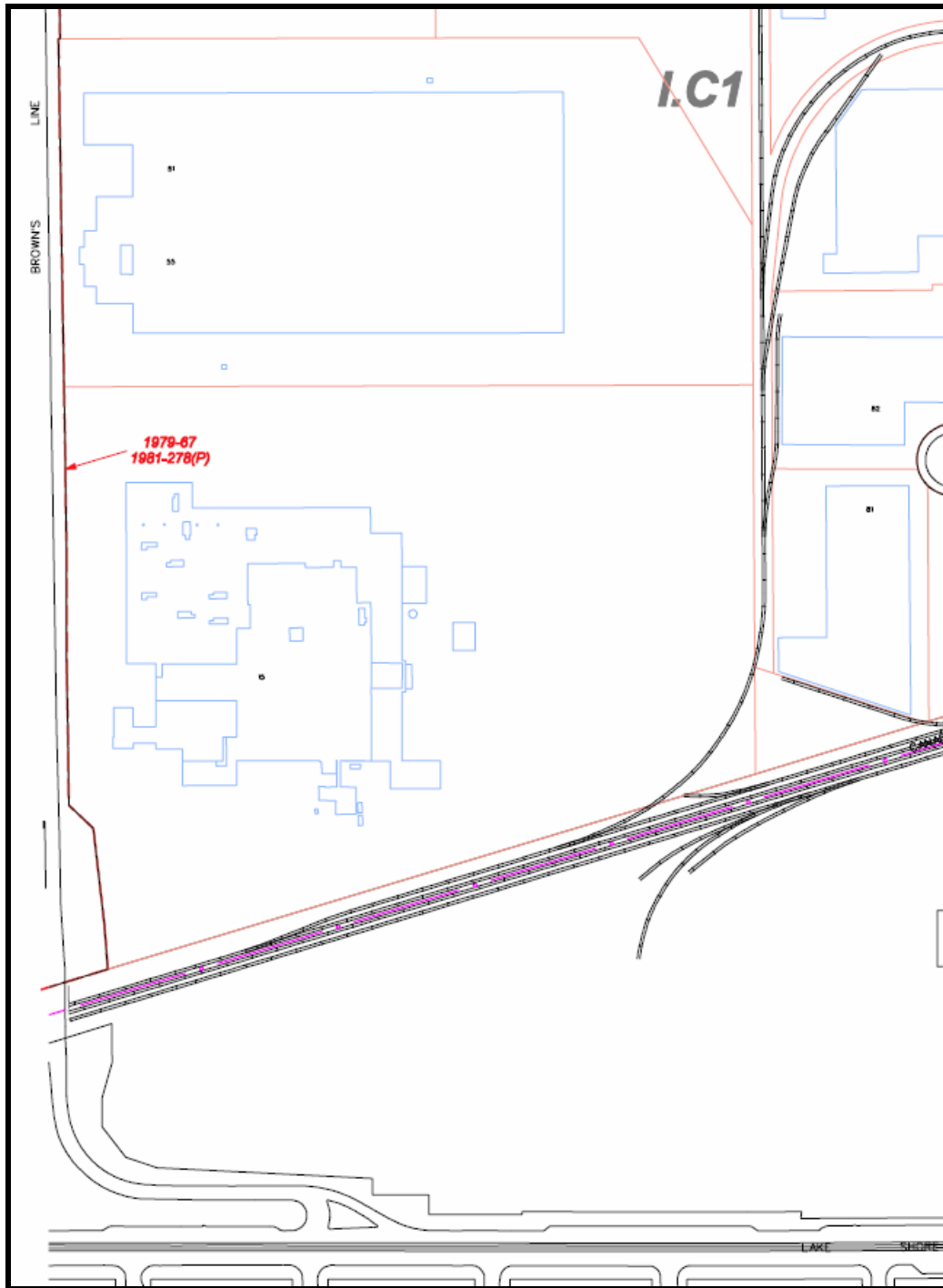
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Mark Sraga
 Director of Building and
 Deputy Chief Building Official
 Etobicoke York District

ATTACHMENTS:

- Attachment 1 – Zoning Map
- Attachment 2 – Aerial Map
- Attachment 3 – Site Plan
- Attachment 4 – Existing Sign at Browns Line & CN Rail Lands.
- Attachment 5 – Proposed Sign Details

ATTACHMENT 1 – ZONING MAP



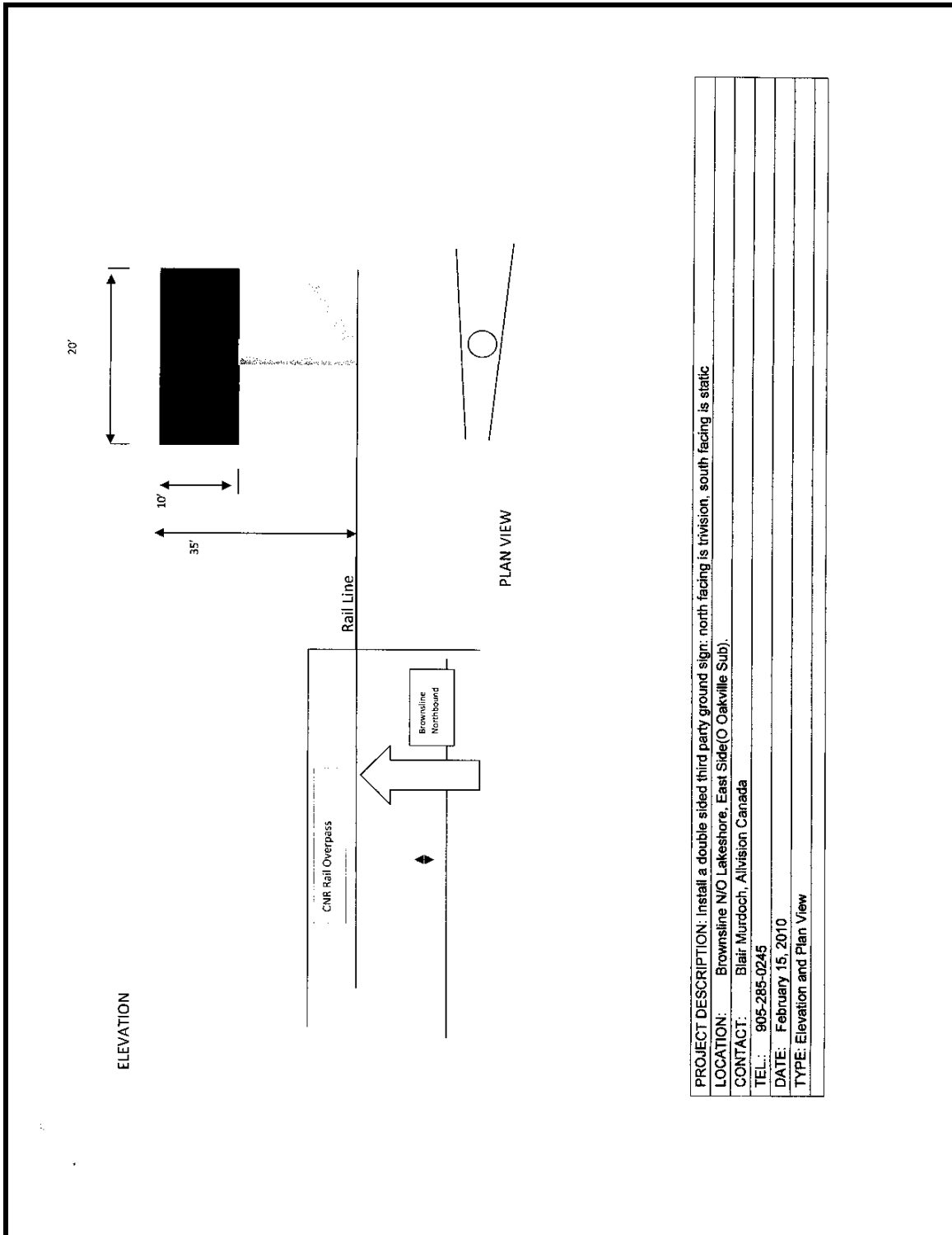
Attachment 2 – Aerial Map



Attachment 4 – Existing Sign at Browns Line and CN Rail Lands



Attachment 5 – Proposed Sign Details



PROJECT DESCRIPTION:	Install a double sided third party ground sign: north facing is trivision, south facing is static
LOCATION:	Brownline N/O Lakeshore, East Side(O Oakville Sub).
CONTACT:	Blair Murdoch, Alivision Canada
TEL:	905-285-0245
DATE:	February 15, 2010
TYPE:	Elevation and Plan View

Applicant:

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