



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
2201 Finch Ave. W.**

Date:	February 12, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	York West, Ward 7
Reference Number:	2010EY030

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 variances from the former City of North York Sign By-law No. 30788 to erect one double sided, illuminated, third party digital ground sign that will have a sign face of 3.05m x 6.1m (10ft x 20ft) at 2201 Finch Ave. W.

The request comes from Craig Jasper with Allvision Canada on behalf of the owner; West Four Hundred Inc., attn. Ralph Grittani for approval of the variances from the former City of North York Sign By-law No. 30788.

RECOMMENDATIONS

It is recommended that:

1. the Etobicoke York Community Council refuse the requested variances at 2201 Finch Ave. W. 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 North York and is subject to Zoning By-law No. 7625, as amended. Based on Zoning By-law No. 7625, the property is zoned MC(H)- Industrial commercial. The property has a building that is a commercial complex with offices for the provincial courts along with restaurants. This property is surrounded by both industrial and industrial commercially zoned lands, except on the west side of the property there is hydro corridor. There is an existing first party ground sign located at the north end of the property. Note; that the same applicant has submitted a permit application (under file no. 09 180497 SGN) for a ground sign at 1111 Arrow Rd. which will be directly across the street from this property and approximately in line with the existing first party ground sign and the proposed roof sign for 2201 Finch Ave. W.

COMMENT

The proposed ground sign will consist of two digital sign faces back to back and the sign will be located at the southern end of the property. Each sign panel will be 3.65 m x 6.71 m (12ft x 22ft) with the actual sign face size being 3.05m x 6.1m (10ft x 20ft) with an additional irregular shaped panel of approximately 0.91 m x 0.6 x 0.91 m (3'x 2'x 3') on the top of the sign. The total sign face area will be of 24.87 m² (268 ft²) and the sign will be 8.84 m (29ft) high. The irregular shaped panel will read “emery VILLAGE”.

The sign does not comply with the former City of North York Sign By-law No. 30788 in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Sec. 2.9, Subs. 2.9.15, and Subs. 5.3.2 Off premise (third party) ground sign is prohibited.	To erect a 3 rd party ground sign.	To permit a 3 rd party ground sign.
Sec. 2.9.6 Animated sign which includes flashing sign as defined in Subsec. 1.1.22 is prohibited	To erect digital panels back to back on a 3 rd party ground sign that by definition is an animated sign.	To permit digital panels back to back on a 3 rd party ground sign that by definition is an animated sign.
7.2. Ground Signs Subs 7.2.2. Height above grade No ground sign shall exceed 7.7 m (25 ft) in height.	To erect a 3 rd a party digital ground sign that will be approximately 8.84 m (29 ft) high	To permit a ground sign to be 8.84 m in height which will exceed the maximum permitted sign height of 7.7 m by approximately 115 percent.

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 new 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 an Employment Industrial (E) District.

Sign By-law Section & Requirements	Applicant’s Proposal	Required Variance
694-15. Prohibited Signs 694-15.A. Anything not expressly permitted by this chapter is prohibited.	Erect a third party digital ground sign at the southern end of the property.	To permit a digital display sign type that is not expressly permitted in this sign district.
694-25. District Specific third party sign regulations 694- 25.B.(1) (c) The sign shall not be erected within any required setback of a building from a street as regulated by the City’s applicable Zoning By-law.	Erect a third party digital ground sign at the southern end of the property that will be setback 1.5m in lieu of 7.5m from the street lot line and 1.5m in lieu of 3.0m from other side yard as required by Zoning Bylaw 7625 Section 33(6)	To permit a third party digital ground sign at the southern end of the property that will be setback 1.5m in lieu of 7.5m from the street lot line and 1.5m in lieu of 3.0m from other side yard as required by Zoning Bylaw 7625 Section 33(6).
694-25. District Specific third party sign regulations 694- 25.B.(1) (f) there shall be no more than one ground sign erected on a premises.	Erect a third party digital ground sign at the southern end of the property which will be the second ground sign on the same property. The existing ground sign is a 1 st party sign located at the north end of the property.	To permit a second ground sign to be erected on same premises.

CONTACT

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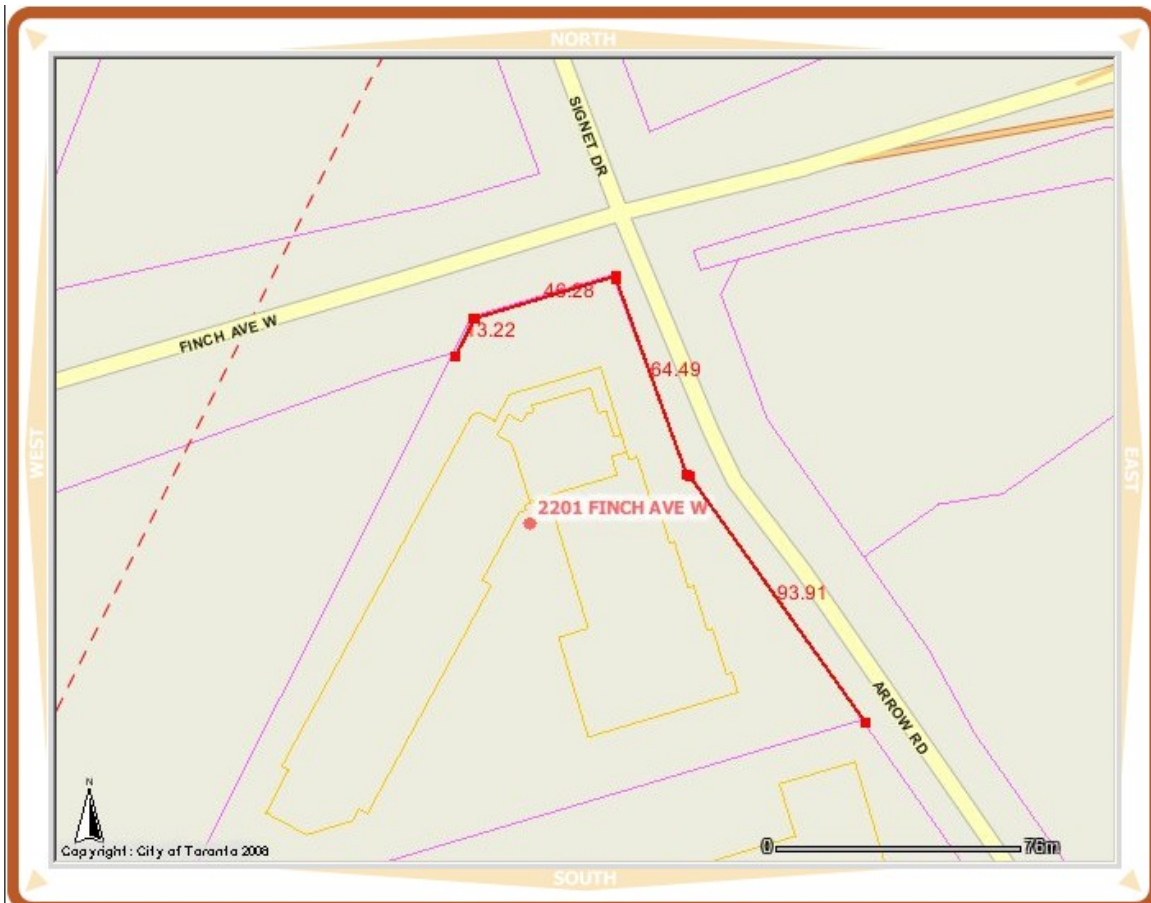
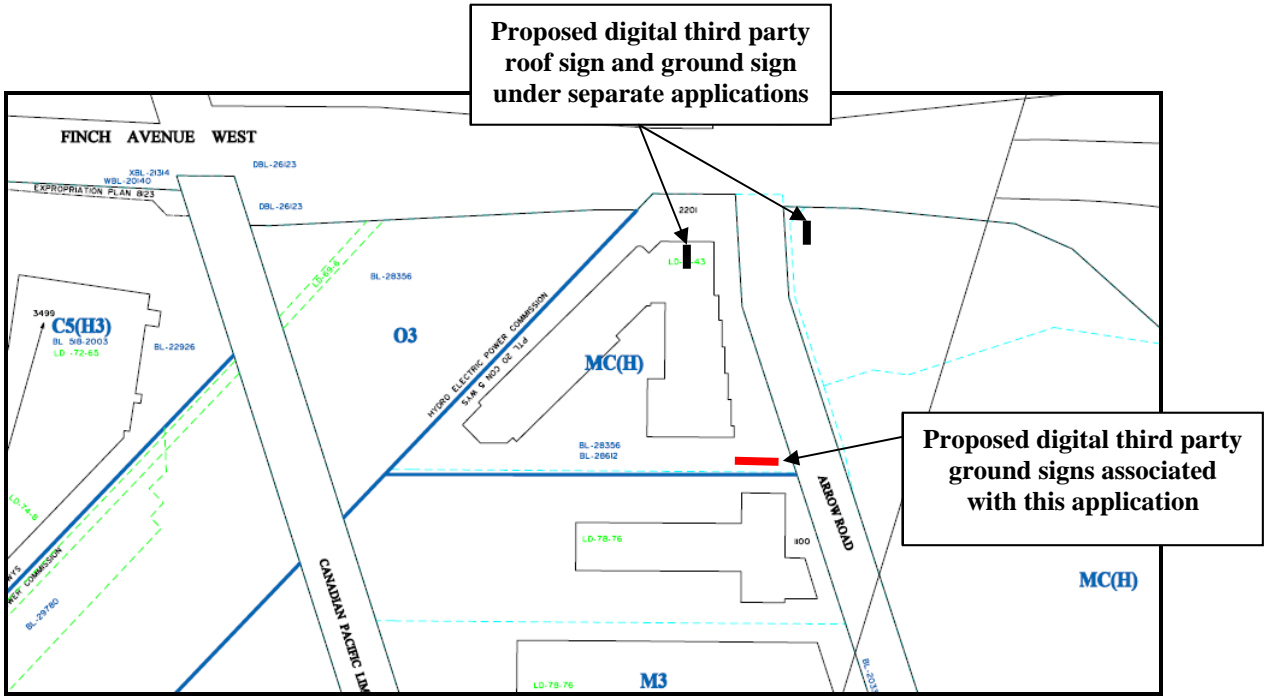
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Mark Sraga
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Etobicoke York District

ATTACHMENTS

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

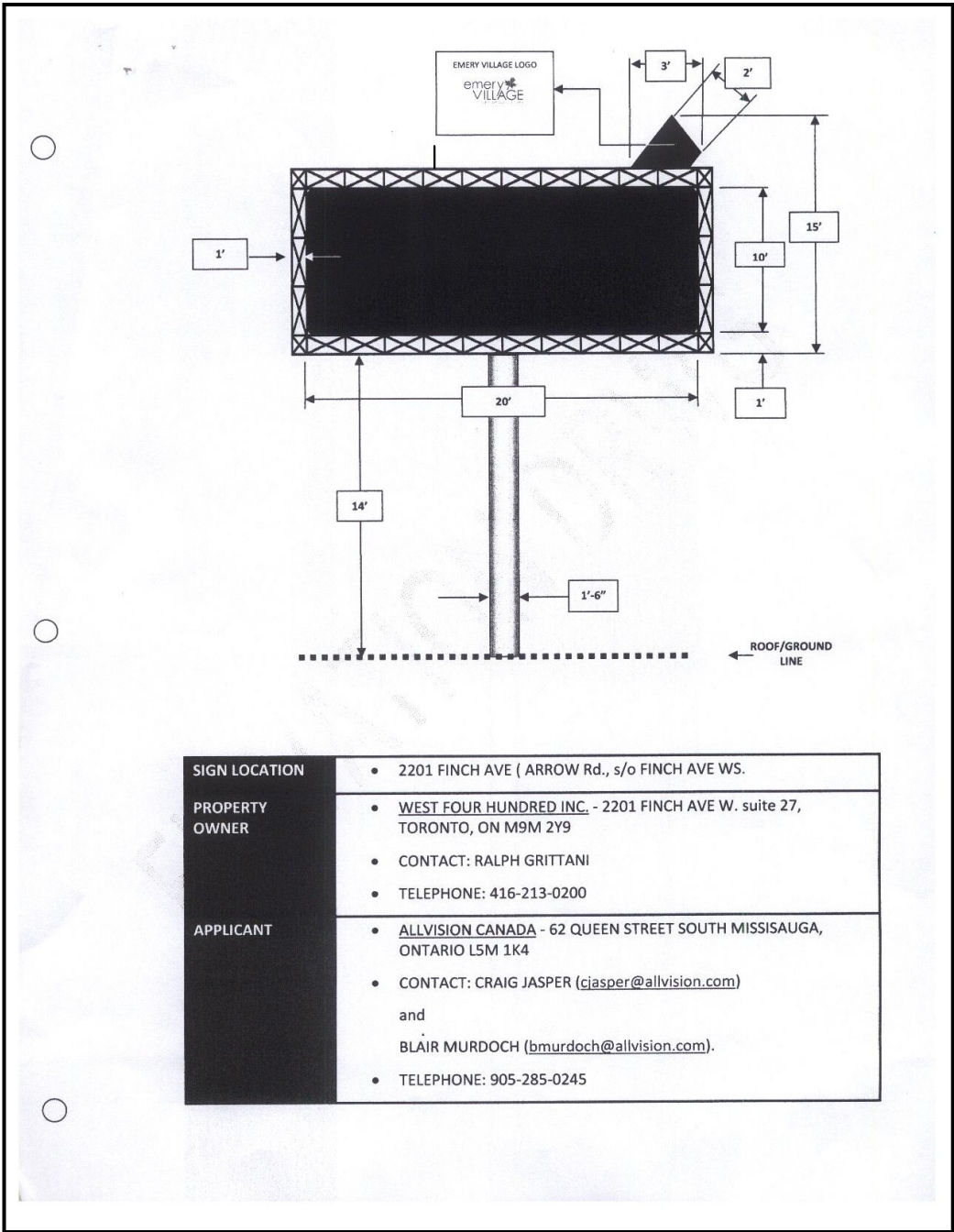




South end of the property at 2201 Finch Ave.W.
View is of the west side of Arrow Rd.



North end of the property at 2201 Finch Ave.W.
Intersection of Arrow Rd. and Finch Ave.W.



Applicant:

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