



STAFF REPORT ACTION REQUIRED

Sign Variance Report 2201 Finch Ave W

Date:	February 16, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Srage, Director and Deputy Chief Building Official
Wards:	York West, Ward 7
Reference Number:	2010EY031

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 a third party digital roof sign that will have 2 panels back to back. The panels will be approximately 50 ft x 16 ft at the north end of the roof. at 2201 Finch Ave W.

The request comes from Craig Jasper with Allvision Canada for 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 the request for variances at 2201 Finch Ave W be refused for the reasons outlined in this report and be advised that MTO (Ministry of Transportation) approval is required for this proposal.

Financial Impact

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

COMMENTS

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 housing offices for the provincial courts and restaurants. This property is surrounded by both industrial and industrial commercially zoned lands, except that on the west side of the property there is hydro corridor. On the opposite side of the street there is a place of worship, “The Prayer Palace” and vacant land. On the north side of Finch Ave W and fronting Finch Ave W there is industrial land with no buildings near by other than hydro installations and some third party ground signs. Note; that the same applicant has a permit application (under file no. 09 180497 SGN) in for a ground sign at 1111 Arrow Rd that will be directly across the street of Arrow Rd in line, more or less with the existing ground sign and the roof sign being proposed at 2201 Finch Ave W.

The proposed roof sign will consist of two digital panels that are back to back. Each panel face will be 16 ft by 50 ft with an additional irregular shaped panel of approximately 3’x 2’x 3’ having an area of approximately 4 sf (0.37 m²) but the sign face will be 14 ft by 48 ft giving a sign face area of 672 sf (62.46 sm) + 4 sf (0.37 m²) = 676 sf (62.83 m²). 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
Article 5.3.1.1 A roof sign not exceeding 23.3 sm in sign area is permitted on the roof of a building in industrial zone provided that no such roof sign shall be less than 229.0 m from another roof sign on the same side of the street.	The proposed panels will have a sign face area of 672 sf (62.46 sm).	To permit a roof sign that will have a sign area of 672 sf (62.46 sm) which will exceed the maximum permitted sign area of 23.3 sm by approximately 270 percent.
Subsection 7.1.3. No sign shall be erected to a height exceeding 7.7 m above roof level.	Proposed sign is 13.4 m above roof level.	To permit a roof sign to be 13.4 m above the roof which will exceed the maximum permitted sign height of 7.7 m above the roof by approximately 175 percent.
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 the roof that by definition are animated signs.	To permit digital panels back to back on the roof that by definition are animated signs.

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. 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 Employment Industrial (E) 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 third party digital roof sign that will have 2 panels back to back in an Employment Industrial (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.
694-14. General Regulations 694-14.E. Signs shall display only static copy unless otherwise expressly permitted by this chapter.	Erect a third party digital roof sign	To permit digital display that has the capacity to display copy that is not static.

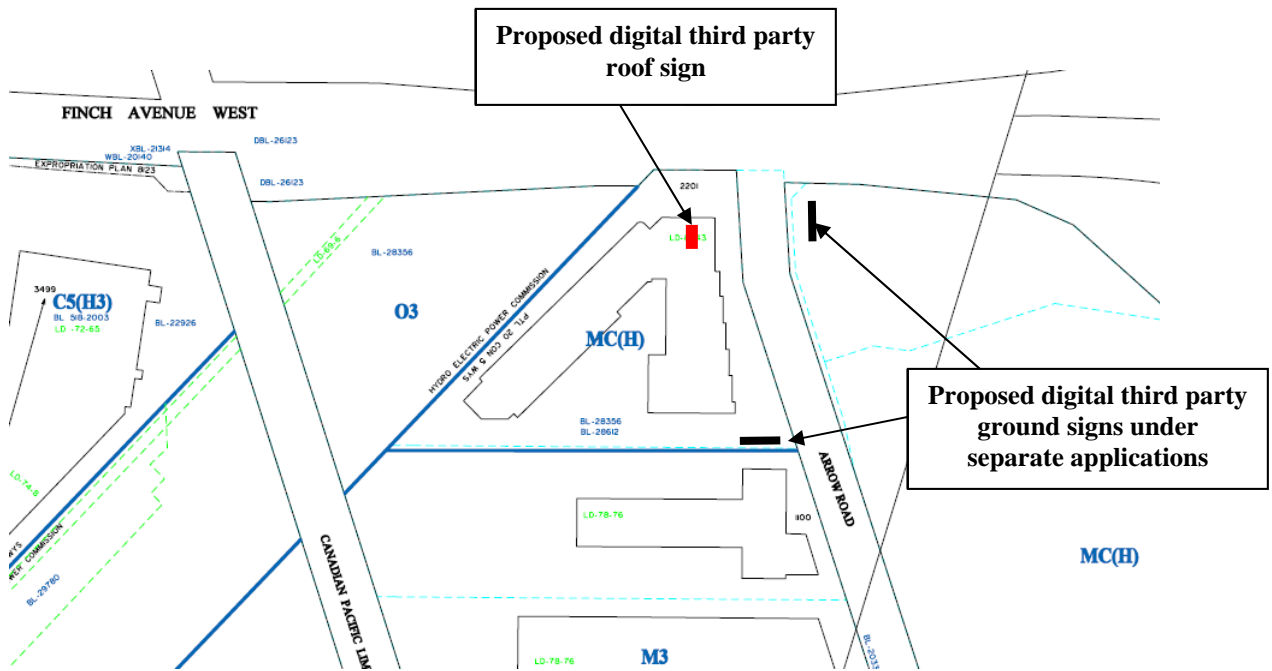
CONTACT

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Mark Sruga
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Deputy Chief Building Official
The Etobicoke York District

ATTACHMENTS

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





North end of 2201 Finch Ave W



South end of 2201 Finch Ave W



North end of 2201 Finch Ave W looking west along Finch Ave W

Applicant:

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