



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 1950 Wilson Ave

<b>Date:</b>	February 16, 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>	York West, Ward 7
<b>Reference Number:</b>	2010EY032

### 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 remove the existing ground sign for “Speelman’s” and erect single faced 4.27 m x 14.63 m (14ft x 48 ft) third party, illuminated digital ground sign that will have a static messages changing every 6-10 seconds at 1950 Wilson Ave.

The request comes from Craig Jasper, Allvision Canada on behalf of the owner; Larman Investment, attn. Mr. A. Speelman, owner 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 frontage of approximately 95m along Finch Ave. W. The property has a garden centre “Speelman’s” on it. To the west there is a railroad corridor that divides 1950 Wilson Ave from a residential district. The opposite side of the street is also an industrial zone.

## COMMENT

The proposed sign will be at the western end of the property right next to the rail road corridor. The sign will have only one face which will be oriented so that it can be seen by west bound traffic only, in other words it will not be facing the residential district. There is an existing ground sign on the railway corridor that will be approximately 30 metres away. The applicant has indicated that an existing ground sign near the location of the proposed sign that will be removed. There is also an existing ground sign located at the eastern end of the property approximately 90 metres way along the same street frontage.

The proposed ground sign will consist of one digital sign face and the sign will be located at the western end of the property. The sign panel will be 5.49 m x 15.85 m (18ft x 52 ft) with the actual sign face being 4.27m x 14.63m with an additional irregular shaped panel of approximately 1.2 m x 0.6 m x 1.2 m (4 ft x 2ft x 4ft) on the top of the sign. The actual sign face will have an area of 63.33 m<sup>2</sup> (681.74ft<sup>2</sup>) and the sign will be 13.4 m (44 ft) high. The irregular shaped panel will read “emery VILLAGE”.

NOTE; a separate sign variance report for an identical sign is being proposed at the property on the south side of Wilson Ave. at 1919 Wilson Ave. which is currently vacant. There is a proposal submitted to the Planning Division for a new industrial building to be used as a warehouse, service, and administration office and showroom area for "Kooy Brothers Lawn Equipment Ltd.". These signs will be approximately 65 m apart.

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

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Sec. 2.9.6 Animated sign which includes flashing sign as defined in Subsec. 1.1.22 is prohibited	To erect a 3 <sup>rd</sup> party ground sign with a digital panel that by definition is an animated sign.	To permit a digital panel that by definition is an animated sign.
Sec. 2.9, Subs. 2.9.15, and Subs. 5.3.2 Off premise (third party) ground sign is prohibited.	To erect a 3 <sup>rd</sup> party ground sign.	To permit a 3 <sup>rd</sup> party ground sign.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p>7.2. Ground Signs</p> <p>Subs 7.2.2. Height above grade</p> <p>No ground sign shall exceed 7.7 m (25 ft) in height.</p>	<p>To erect a 3<sup>rd</sup> party digital ground sign that will be approximately 13.4 m (44 ft) high</p>	<p>To permit a 3<sup>rd</sup> party digital ground sign to be 13.4 m in height which will exceed the maximum permitted sign height of 7.7 m by approximately 175 percent.</p>
<p>Article 5.3.2.7 Ground signs in accordance with Sec 5.3.2.4. may be erected on each street frontage ...</p> <p>Article 5.3.2.4. Two ground signs are permitted on a street frontage of more than 91.5 m provided that the ground signs have a maximum aggregate area of 14.0 m<sup>2</sup> and that the maximum size of any one sign is 18.6 m<sup>2</sup>.</p>	<p>To erect a 3<sup>rd</sup> party digital ground sign having a sign area of 66.86 m<sup>2</sup> that will be located on a street frontage that already has a ground sign that is used for first party advertising ( applicant has not provided the sign area of the existing sign).</p>	<p>To permit a 3<sup>rd</sup> party digital ground sign to be erected even though the aggregate area of the 2 ground signs will exceed 14.0 m<sup>2</sup> and that the size of the proposed ground sign itself will exceed the maximum of 18.6 m<sup>2</sup> by 350 percent.</p>

**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.

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
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 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 eastern end of the property that will be setback 0.3 m in lieu of 3.0 from other side yard as required by Zoning Bylaw 7625 Section 33(6).	To permit a third party digital ground sign at the eastern end of the property that will be setback 0.3 m in lieu of 3.0 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) (e) the sign shall not be erected within 30 m of any premises located, in whole or in part in an R or RA sign district.	Erect a third party digital ground sign at the eastern end of the property that will be approximately 23 m from a R sign district.	To permit a third party digital ground sign at the eastern end of the property to be approximately 23 m from a R sign district in lieu of 30 m.
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 eastern end of the property which will be the second ground sign on the same property. The existing ground sign is located at the west end of the property and is used for 1 <sup>st</sup> party advertising.	To permit a second ground sign to be erected on same premises.

## **CONTACT**

Algimantas Jasinevicius, Manager, Plan Examination

Tel: (416) 394-8046

Fax: (416) 394-8209

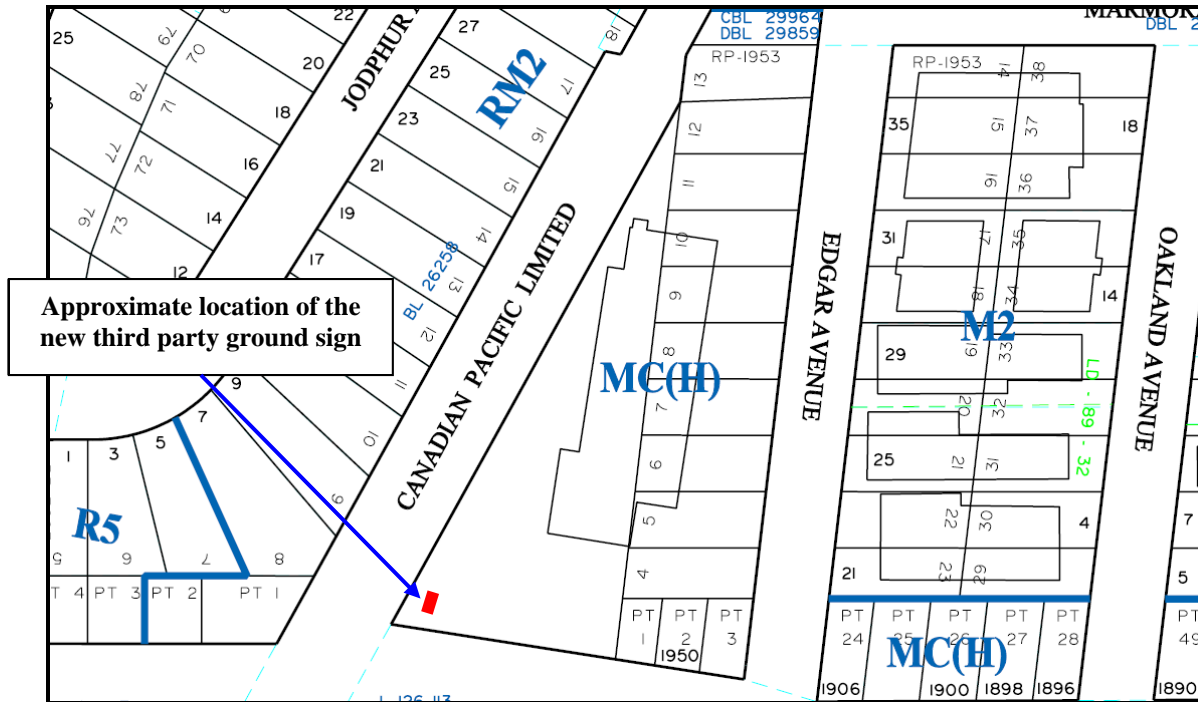
E-mail: [ajasinev@toronto.ca](mailto:ajasinev@toronto.ca)

---

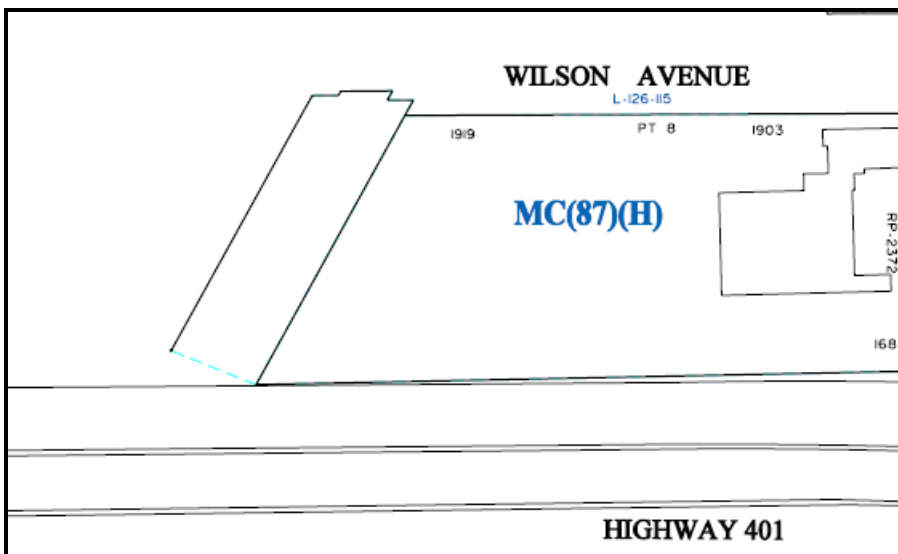
Mark Sraga  
 Director of Building and  
 Deputy Chief Building Official  
 Etobicoke York District

## ATTACHMENTS

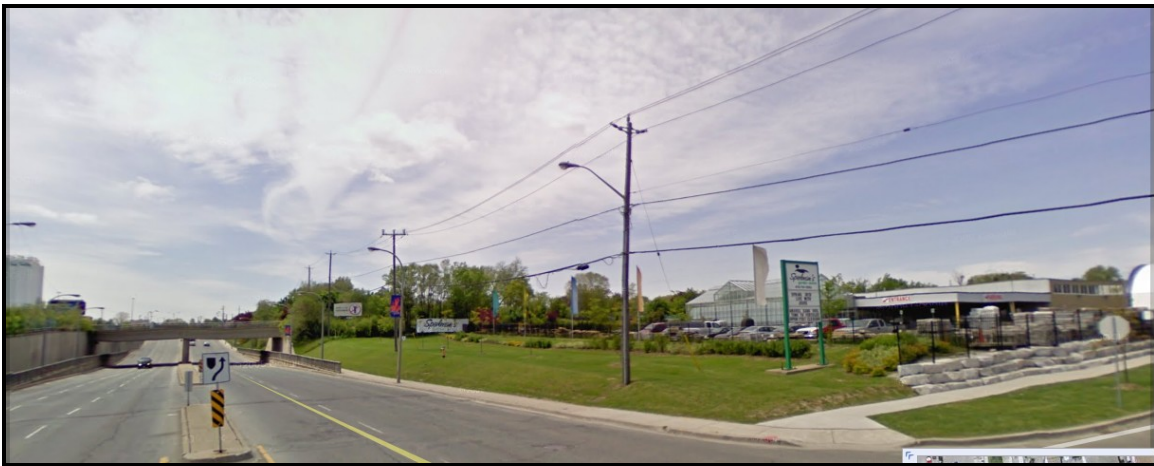
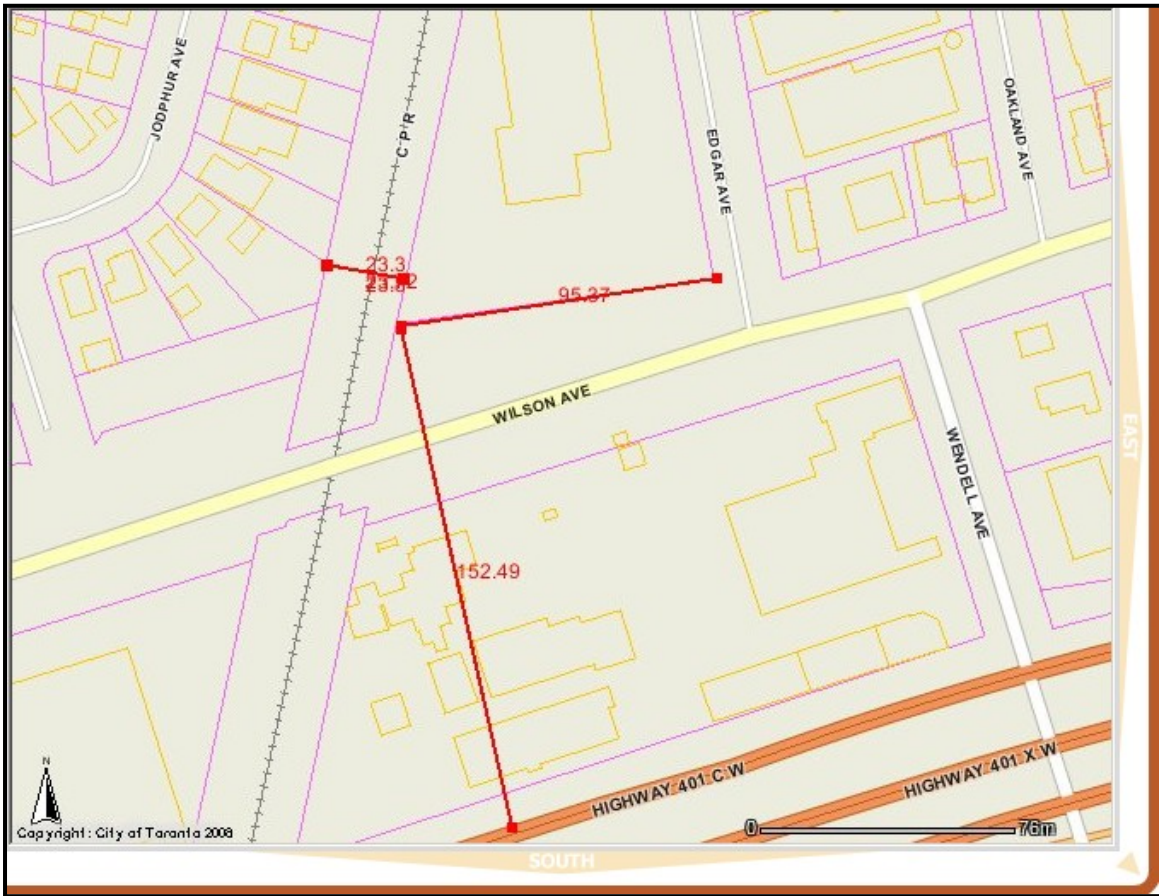
- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan



North side of Wilson Ave

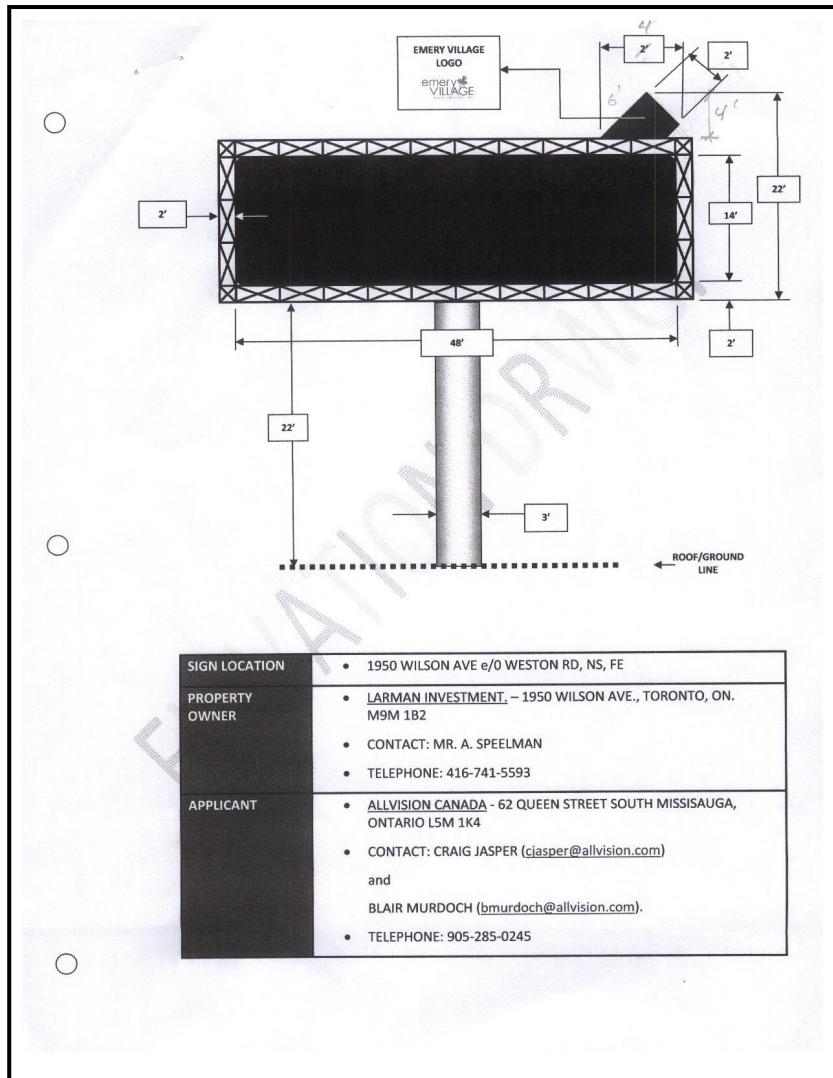
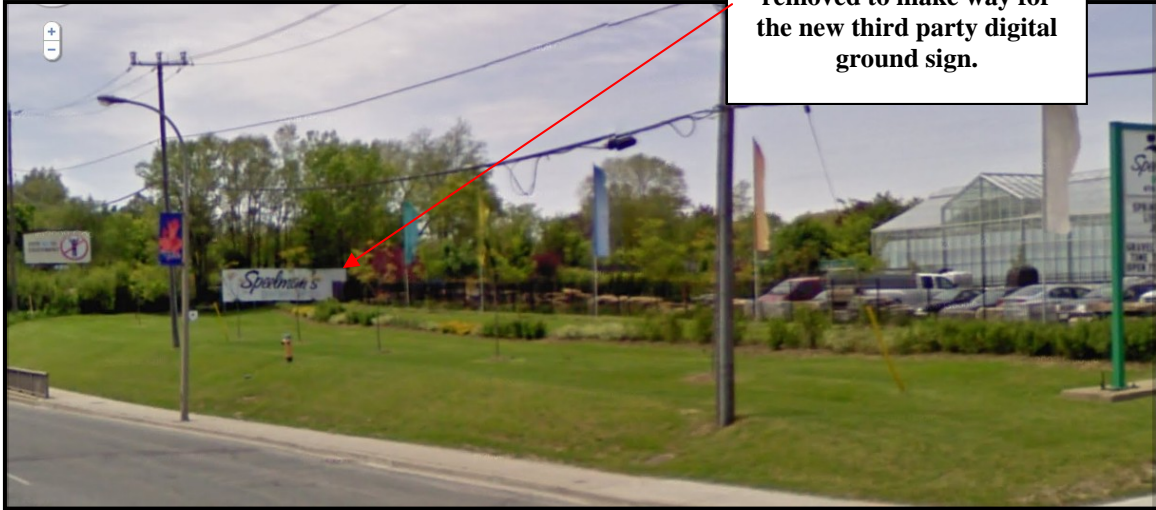


South Side of Wilson Ave

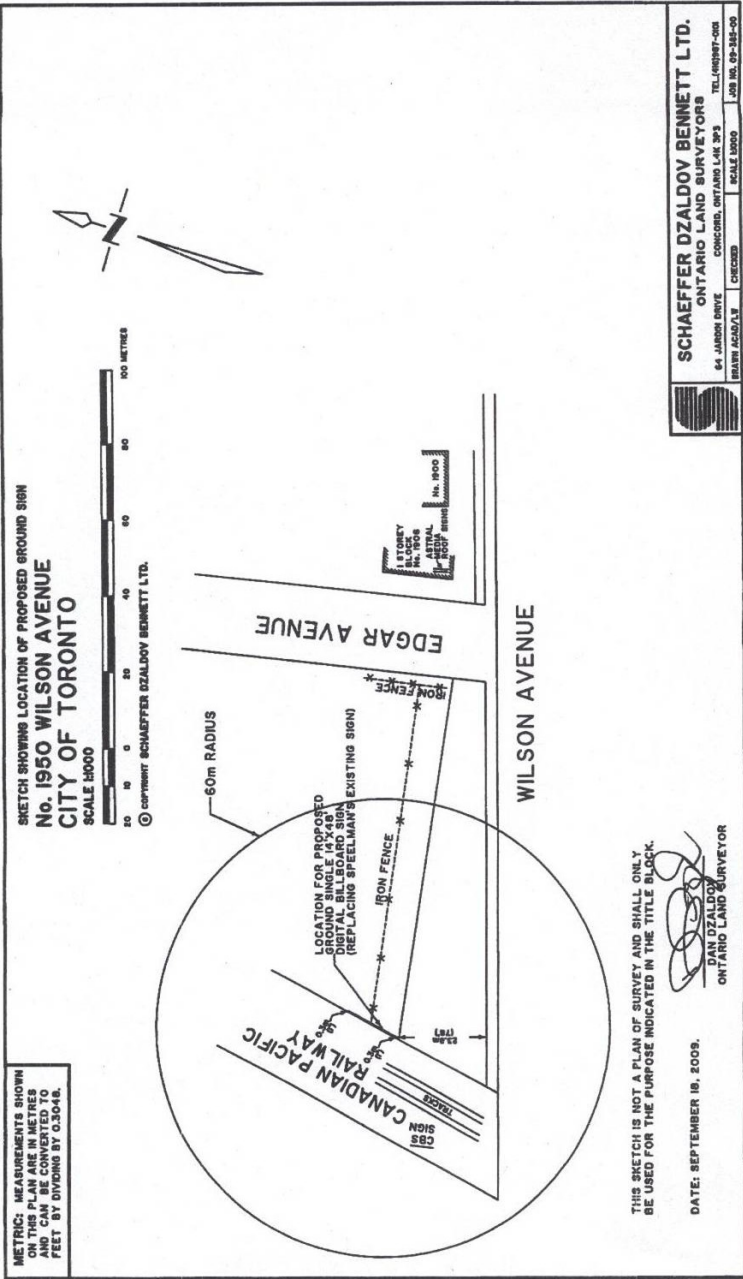


Looking west from the south – east end of 1950 Wilson Ave

The existing "Speelman's" ground sign that will be removed to make way for the new third party digital ground sign.



Proposed Ground Sign details



Survey of 1950 Wilson Ave.



Applicant:

Allvision Canada  
Attn. Craig Jasper  
62 Queen St. South  
Mississauga, Ontario L5M 1K4

Cell no.: 416-629-9900  
Office no.:905- 285-0245