



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
2250 Sheppard 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:	2010EY034

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 illuminated third party triangular roof sign at 2250 Sheppard Ave. W. The panels will be approximately 3.05m x 6.1m (10 ft x 20 ft), 2 of the panels will be tri-vision panels and the third panel will be a static single copy panel.

The request comes from Craig Jasper with Allvision Canada on behalf of the owner; Arrow and Sheppard Investments, attn. Nav Mangat 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 2250 Sheppard 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. All the surrounding properties are also zoned industrial commercial or industrial.

COMMENT

The proposed illuminated 3rd party roof sign is to be erected on a 2 storey building and will consist of three panels that will form a triangle. Each panel face will be 4.27 m x 6.71 m (14 ft x 22 ft) with the actual sign face being 3.66m x 6.1m (12 ft x 20ft) with an additional irregular shaped panel of approximately 0.91m x 0.6m x 0.91m (3ft x 2ft x 3ft) on the top of the sign. The overall total sign face area will be approximately 22.83 m². The irregular shaped panel will read “emery VILLAGE”. Two of the panel faces facing east and west will be tri-vision panels while the panel facing north will be a static single copy panel.

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 m ² 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 roof sign will be approximately 192 m from another roof sign at 30 Arrow Rd and 90 metres from a roof sign at 1 Arrow Rd and 85 metres from a roof sign at 2256 Sheppard Ave W.	To permit the proposed roof sign at 2250 Sheppard Ave W to be approximately 192 m from another roof sign at 30 Arrow Rd and 90 metres from a roof sign at 1 Arrow Rd and 85 metres from a roof sign at 2256 Sheppard Ave W when no such roof sign is permitted to be less than 229 m from another roof sign.
Subsection 7.1.3. No sign shall be erected to a height exceeding 7.7 m above roof level.	Proposed sign is 8.8 m above roof level.	To permit a roof sign to be 8.8 m above the roof which will exceed the maximum permitted sign height of 7.7 m above the roof 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.B.(2) a roof sign is expressly prohibited	Erect a third party 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.
694-22 Third Party sign general regulations. 69422.D. A third party sign shall not be erected within 100 metres of any other lawful third party sign whether or not erected.	Erect a third party roof sign within 85 metres of a lawfully erected roof sign at 2256 Sheppard Ave. W.	To permit a third party roof sign to be erected within 85 metres of a lawfully erected roof sign at 2256 Sheppard Ave. W.

CONTACT

Algimantas Jasinevicius, Manager, Plan Examination

Tel: (416) 394-8046

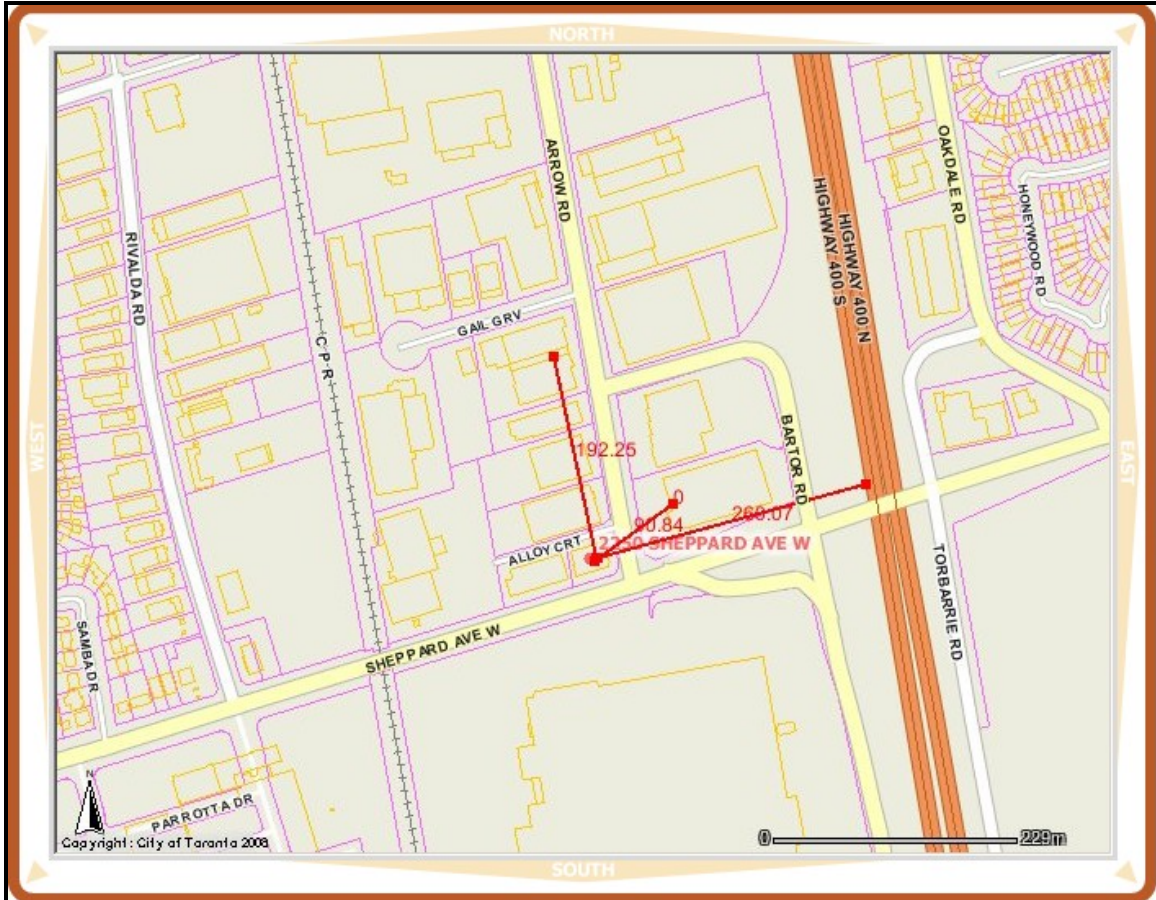
Fax: (416) 394-8209

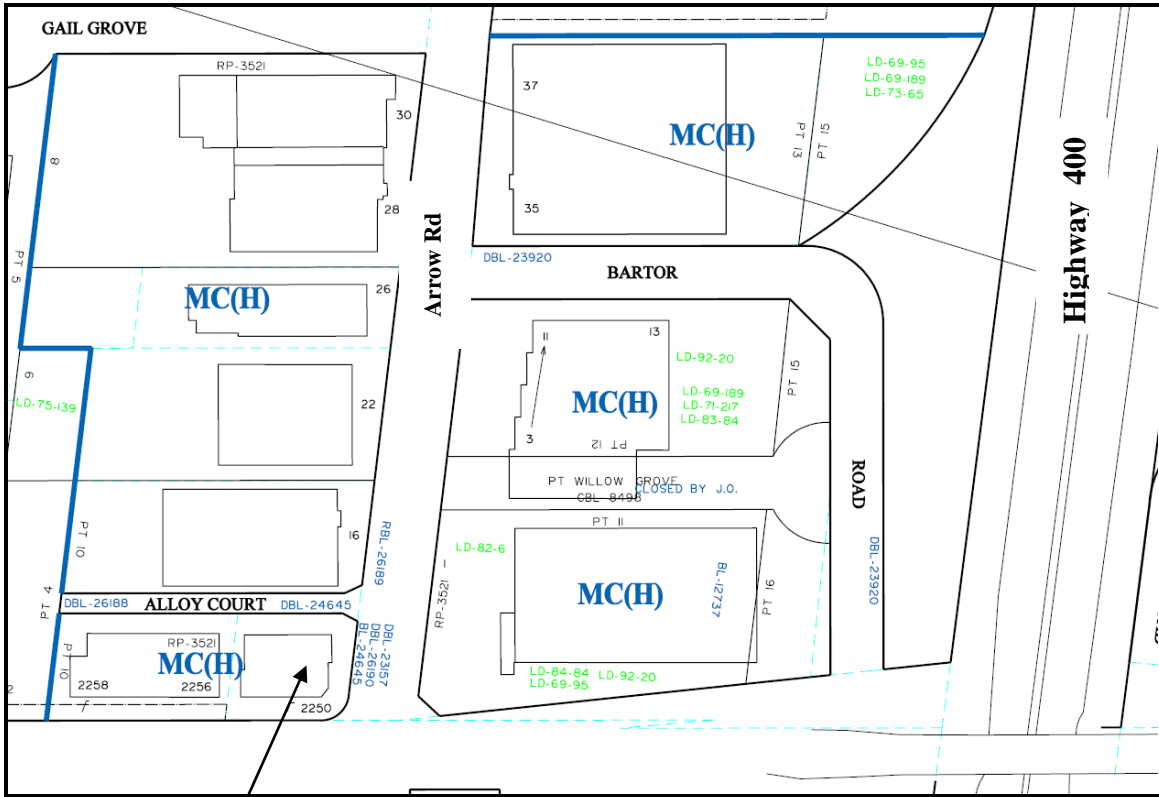
E-mail: ajasinev@toronto.ca

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

ATTACHMENTS

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



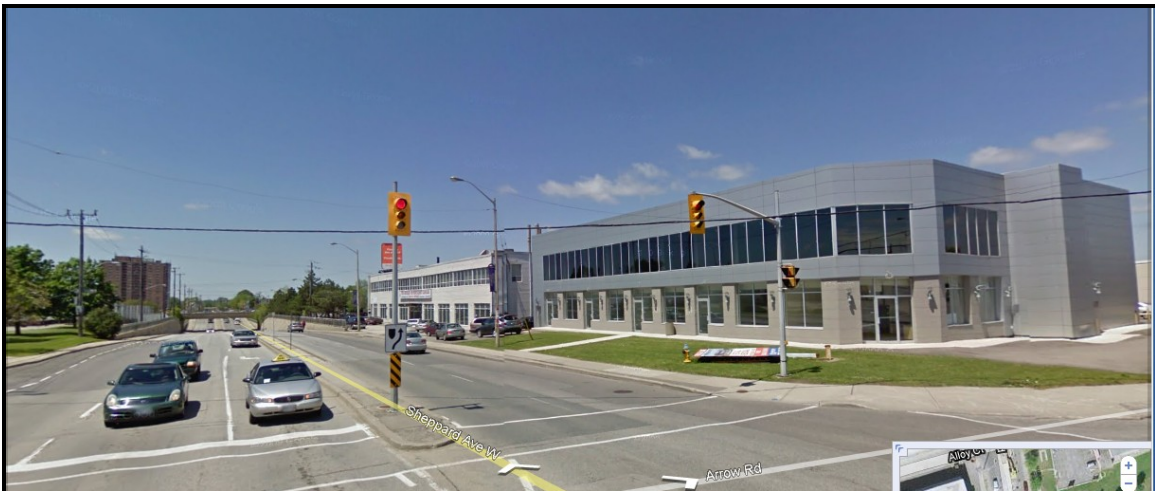


Location of proposed roof sign at 2250 Sheppard Ave W





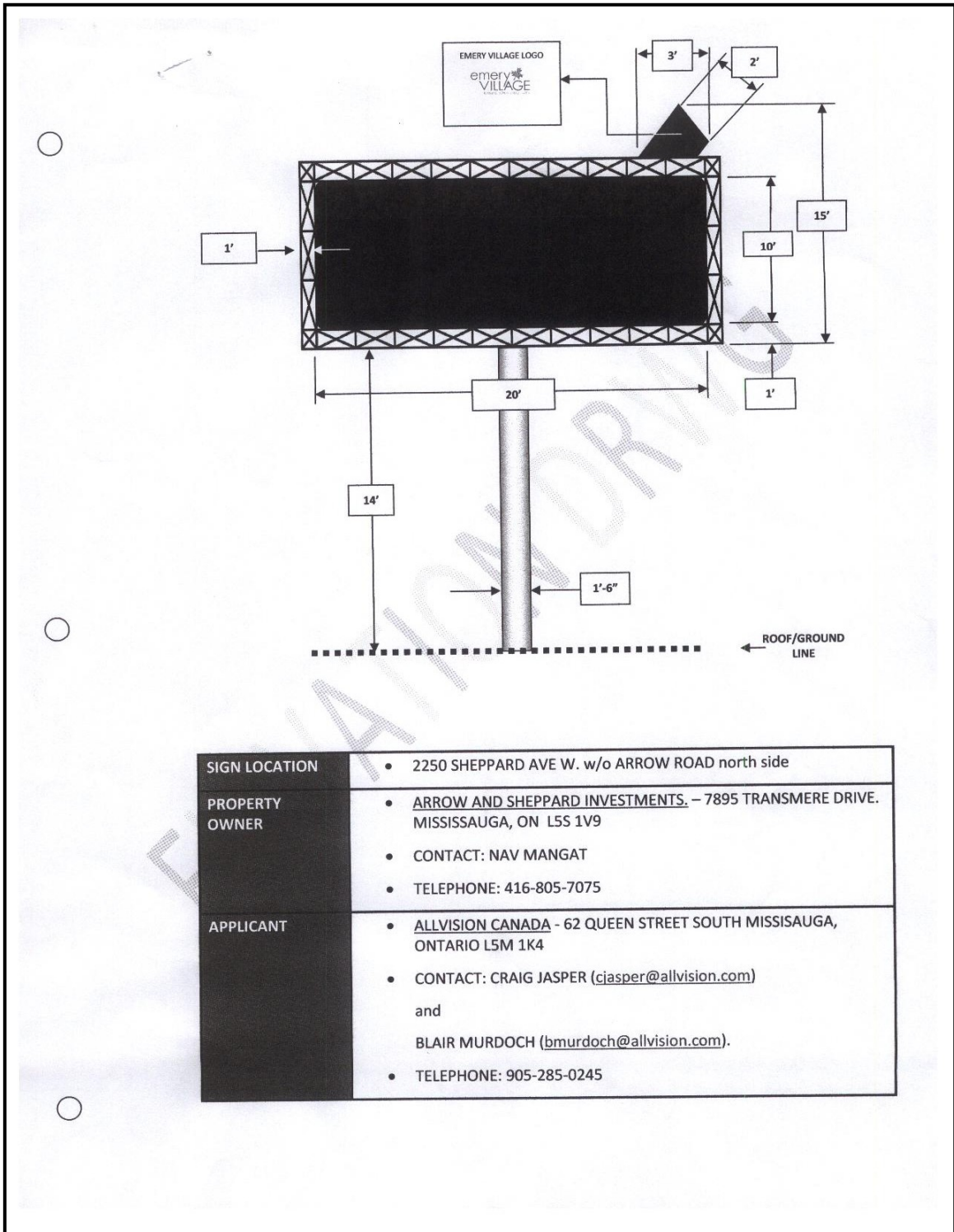
South - east elevations at 2250 Sheppard Ave W looking north.



South - east elevations at 2250 Sheppard Ave W looking west

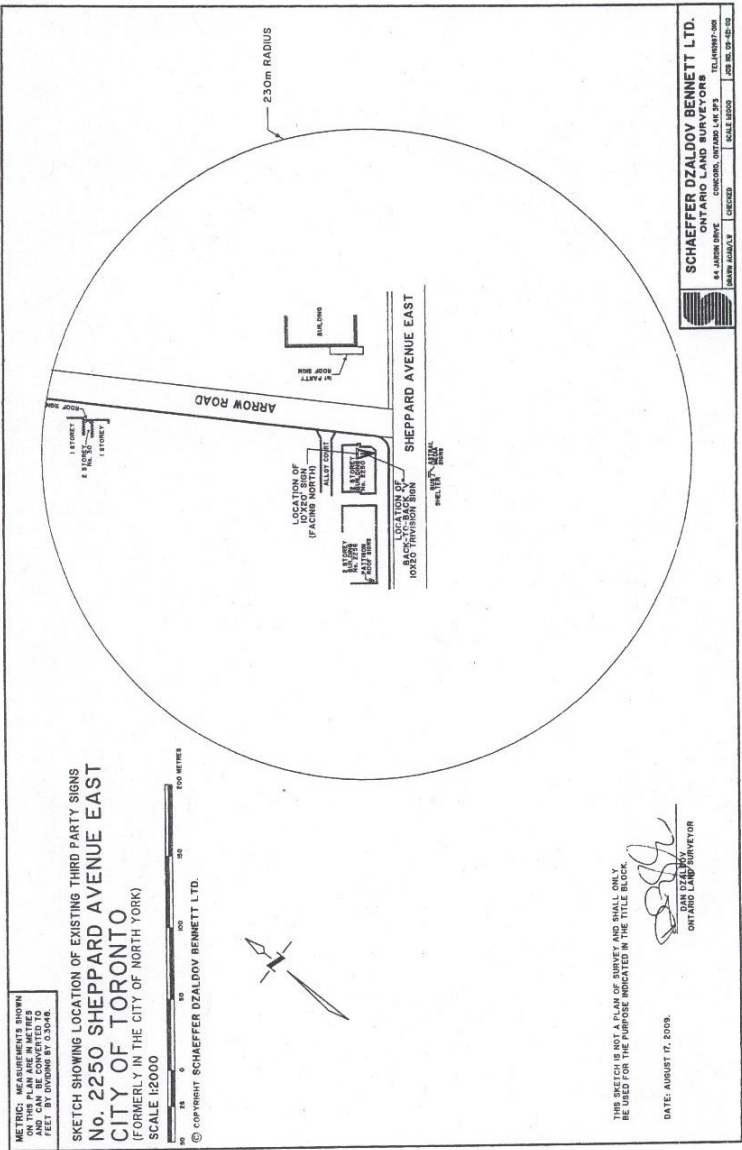


Aerial view of the area in around 2250 Sheppard Ave W



SIGN LOCATION	<ul style="list-style-type: none"> • 2250 SHEPPARD AVE W. w/o ARROW ROAD north side
PROPERTY OWNER	<ul style="list-style-type: none"> • <u>ARROW AND SHEPPARD INVESTMENTS.</u> – 7895 TRANSMERE DRIVE. MISSISSAUGA, ON L5S 1V9 • CONTACT: NAV MANGAT • TELEPHONE: 416-805-7075
APPLICANT	<ul style="list-style-type: none"> • <u>ALLVISION CANADA</u> - 62 QUEEN STREET SOUTH MISSISSAUGA, ONTARIO L5M 1K4 • CONTACT: CRAIG JASPER (cjasper@allvision.com) and BLAIR MURDOCH (bmurdoch@allvision.com). • TELEPHONE: 905-285-0245

Proposed Roof Sign detail



2250 Sheppard Ave. W. - survey

Applicant:

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