



**STAFF REPORT  
ACTION REQUIRED**

**Sign Variance Report  
9 Milvan Dr.**

<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>	2010EY035

**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 1 double sided illuminated third party digital ground sign that will have a sign face 3.05m x 6.1m (20ft x 10ft) at 9 Milvan Dr.

The request comes from Craig Jasper with Allvision Canada on behalf of the owner; 1407669 Ontario Ltd, attn M. S. Vakil 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 for 9 Milvan Dr. 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 surrounding area is zoned both industrial and industrial commercial. To the south of this building approximately 100 m away on the south side of Finch Ave.W. are residential developments.

## COMMENT

The proposal is for a second ground sign that will be located at the northern end of the property. The proposed sign will be third party advertising while the existing ground sign is a first party directory sign for the businesses located at this site.

The proposed ground sign will consist of two illuminated digital sign faces back to back and the sign will be located at the southern end of the property. Each sign panel will be 3.66m x 6.71m (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 0.9m x 0.6m x 0.9m (3ft x 2ft x 3ft) on the of the sign. The total sign face area will be approximately 19.11 m<sup>2</sup> (205.57 ft<sup>2</sup>) and the sign will be 29 ft (8.84 m) 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:

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
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.
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 <sup>rd</sup> party ground sign that by definition is an animated sign.	To permit digital panels back to back on a 3 <sup>rd</sup> party ground sign that by definition is an animated sign.
Article 5.3.2.3. One ground sign on an inside lot which has a street frontage of more than 45.8 m (150.3ft) and up to 91.5m (300.2ft) provided that such ground sign shall have a maximum sign area no greater than 0.09 m <sup>2</sup> (1ft <sup>2</sup> ) for every 0.61 m (2ft) of frontage	Proposal for a second ground sign on a property that has a street frontage of approximately 63 m and a sign area of 19.11 m. <sup>2</sup>	To permit 2 ground signs in lieu of the maximum of one ground sign for a street frontage of approximately 63 m and to permit a sign area of 19.11 m <sup>2</sup> in lieu of the maximum sign area of 9.3 m <sup>2</sup> .

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
<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 8.84 m (29 ft) high</p>	<p>To permit a ground sign to be 8.84 m in height which will exceed the maximum permitted sign height of 7.7 m.</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>
<p>694-15. Prohibited Signs</p> <p>694-15.A. Anything not expressly permitted by this chapter is prohibited.</p>	<p>Erect a third party digital ground sign at the northern end of the property.</p>	<p>To permit a digital display sign type that is not expressly permitted in this sign district.</p>
<p>694-25. District Specific third party sign regulations</p> <p>694- 25.B.(1) (c) The sign shall not be erected within any required setback of a building</p>	<p>Erect a third party digital ground sign at the southern end of the property that will be setback 1.5 m in lieu of 9.0m from the street lot line and 0.3m in lieu of 4.5m from the</p>	<p>To permit a third party digital ground sign at the southern end of the property that will be setback 1.5 m in lieu of 9.0m from the street lot line and 1.5m in lieu of 4.5m from other</p>

from a street as regulated by the City's applicable Zoning By-law.	side yard as required by Zoning Bylaw 7625 Section 33(6)	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 <sup>st</sup> party sign located at the north end of the property.	To permit a second ground sign – 3 <sup>rd</sup> party 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)

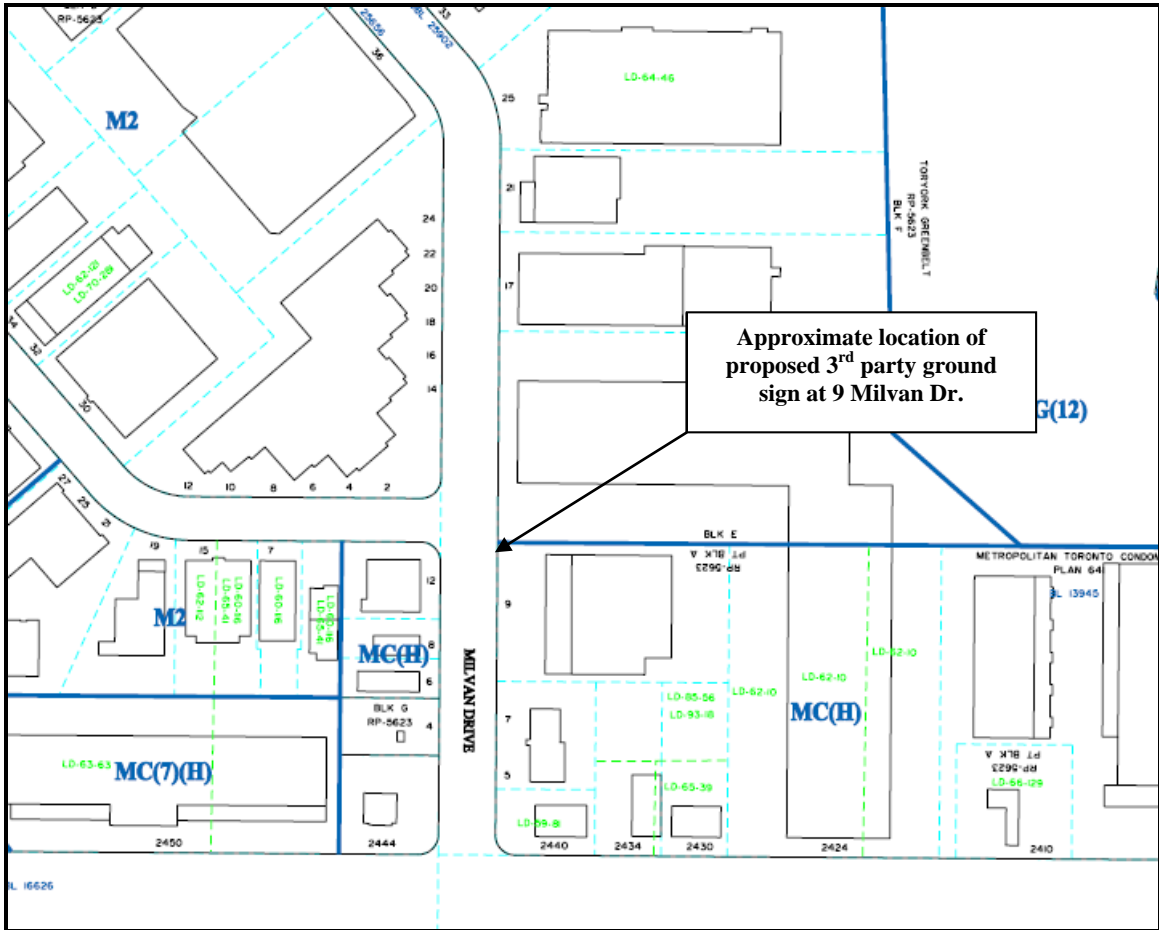
---

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

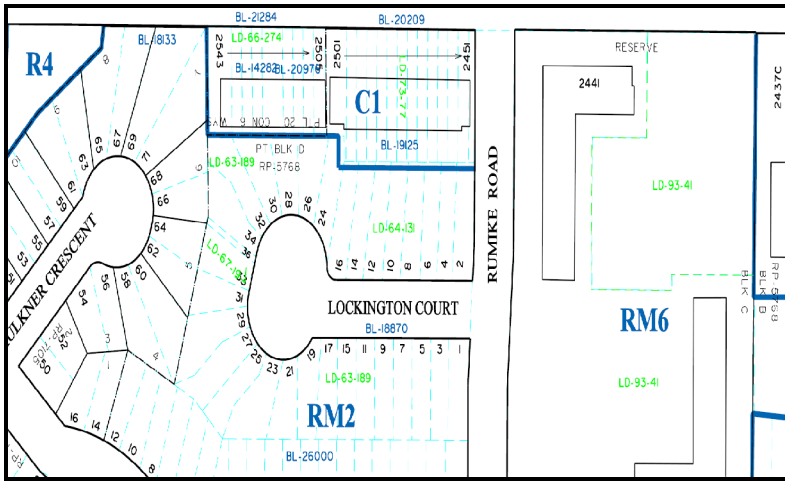
**ATTACHMENTS**

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





**FINCH AVE W**

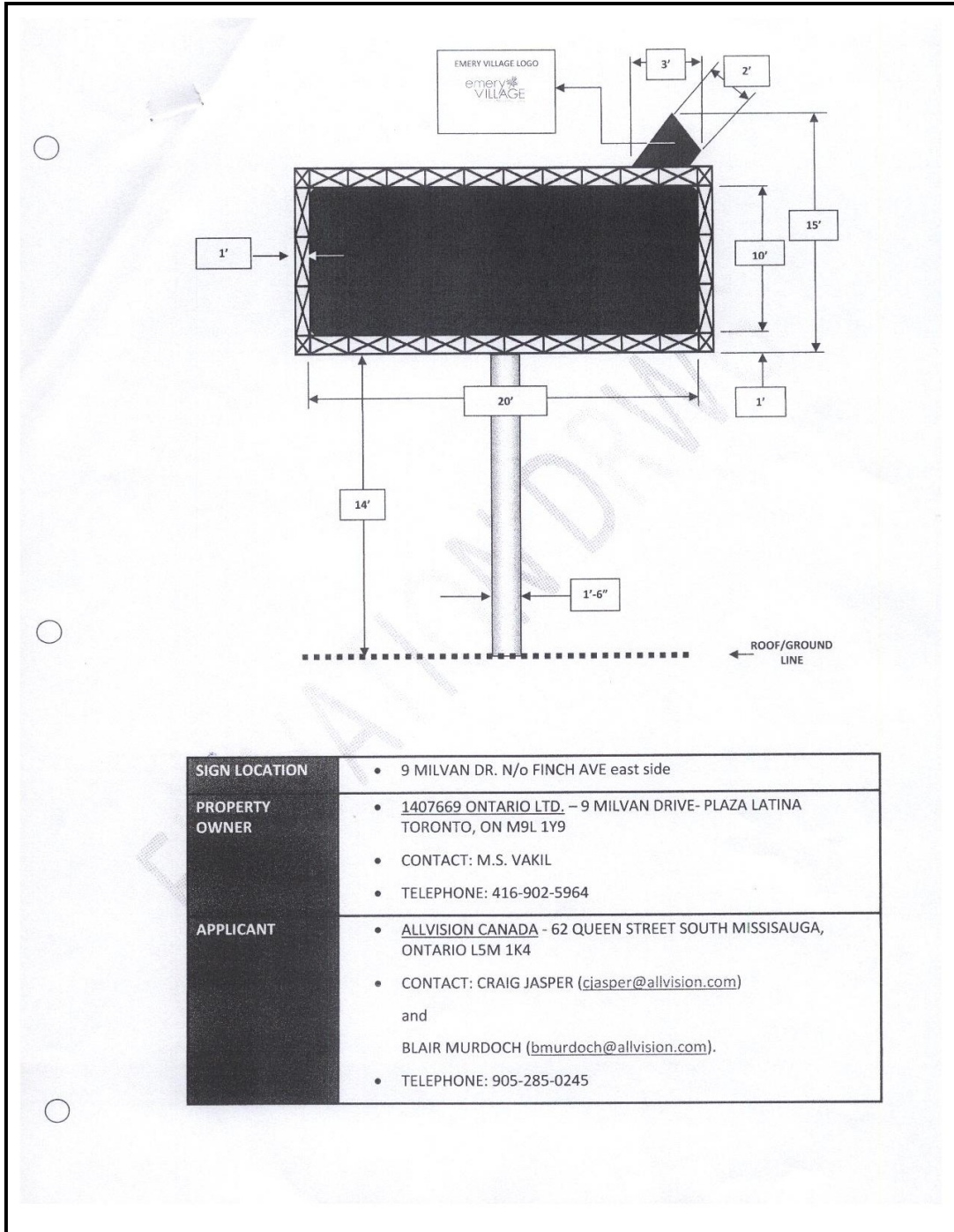




Aerial view of the area in around 9 Milvan Dr.

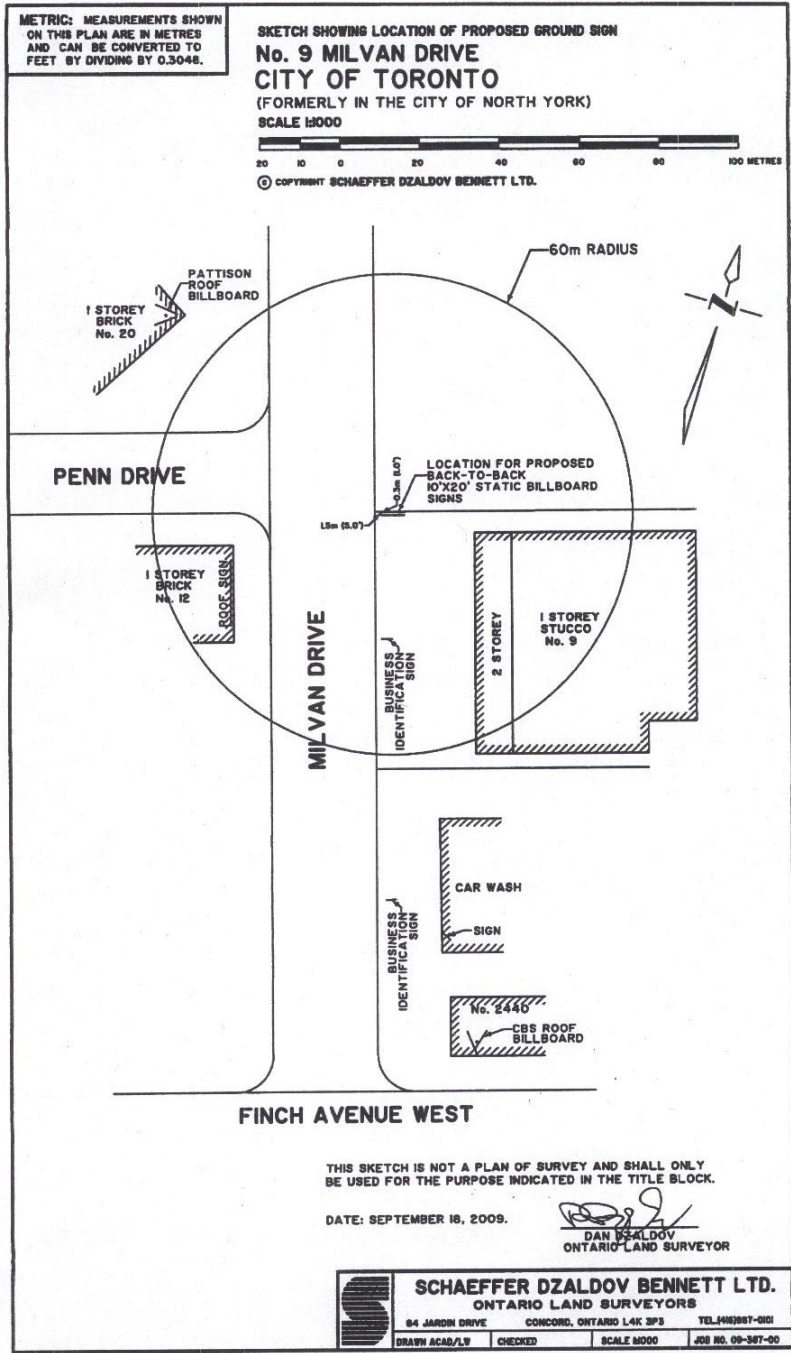


West elevation of 9 Milvan Dr looking south



Proposed Ground Sign detail





9 Milvan Dr. - Survey

Applicant:

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

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