



**STAFF REPORT  
ACTION REQUIRED**

**Sign Variance Report  
CN Rail Lands at St. Clair Ave. W and Caledonia Rd.**

<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>	Davenport - Ward 17
<b>Reference Number:</b>	2010EY036

**SUMMARY**

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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 variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to remove existing billboard signs that are located along the CN Rail property line that are adjacent to lands at 1613 St Clair Ave W. These signs are to be replaced by a new double sided 3.05m x 10.67 (10ft x 35ft) "V" shaped digital third party ground sign that will project static messages every 6 seconds. The sign will be located just east of the existing rail line on CN Rail lands at St. Clair Ave. W. west of Caledonia Rd.

The request comes from Blair Murdoch with Allvision Canada on behalf of Canadian National Railway, attn. Ernie Longo, Manager of BD & RE. for approval of the variance(s) from Chapter 297, Signs, of the former City of Toronto Municipal Code.

**RECOMMENDATIONS**

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It is recommended that:

1. the Etobicoke York Community Council refuse the requested variances for a sign on CN Rail Lands at St Clair Ave. W. west of Caledonia Rd. 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 Toronto and is subject to Zoning By-law No. 438-86, as amended. Based on Zoning By-law No. 438-86, the property is zoned Parks District (Gh). The surrounding area is zoned both industrial and mixed commercial residential along St Clair Ave W. To the south-west and north-west there are R2 residential zones that will be exposed to the illumination of the sign.

## COMMENT

The proposed third party digital sign will be erected on the existing rail line embankment. The sign will be approximately 9.1m (30 ft) above the adjacent ground and have 2 digital panels. The digital panels will be configured in a “V” so that one panel faces east and the other west.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Section 297-9 lists signs that are permitted in a Parks District (Gh). Third party digital ground signs are not listed in this section therefore they are not permitted in a Parks District (Gh).	To remove existing billboard sign that is located along the property line for 1613 St Clair Ave W and then erect a new 3.05m x 10.67m digital double sided “V” shaped third party ground sign that will project static messages every 6 seconds just to the east of the existing sign location	To permit a 3.05m x 10.67m digital double sided “V” shaped illuminated third party ground sign that will project static messages every 6 seconds in a Parks District (Gh).

**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 Open Space (OS) 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. (No third party signs are expressly permitted in an Open Space (OS) District) (No third party electronic static signs are expressly permitted).	Erect a third party digital ground sign in an Open Space (OS) District.	To permit a third party digital ground sign in an Open Space (OS) District which in the by-law is not expressly permitted.

**CONTACT**

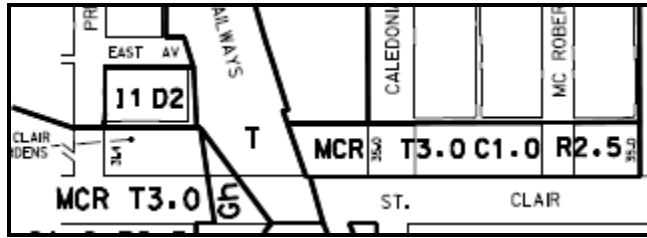
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Mark Sraga  
 Director of Building and  
 Deputy Chief Building Official  
 Etobicoke York District

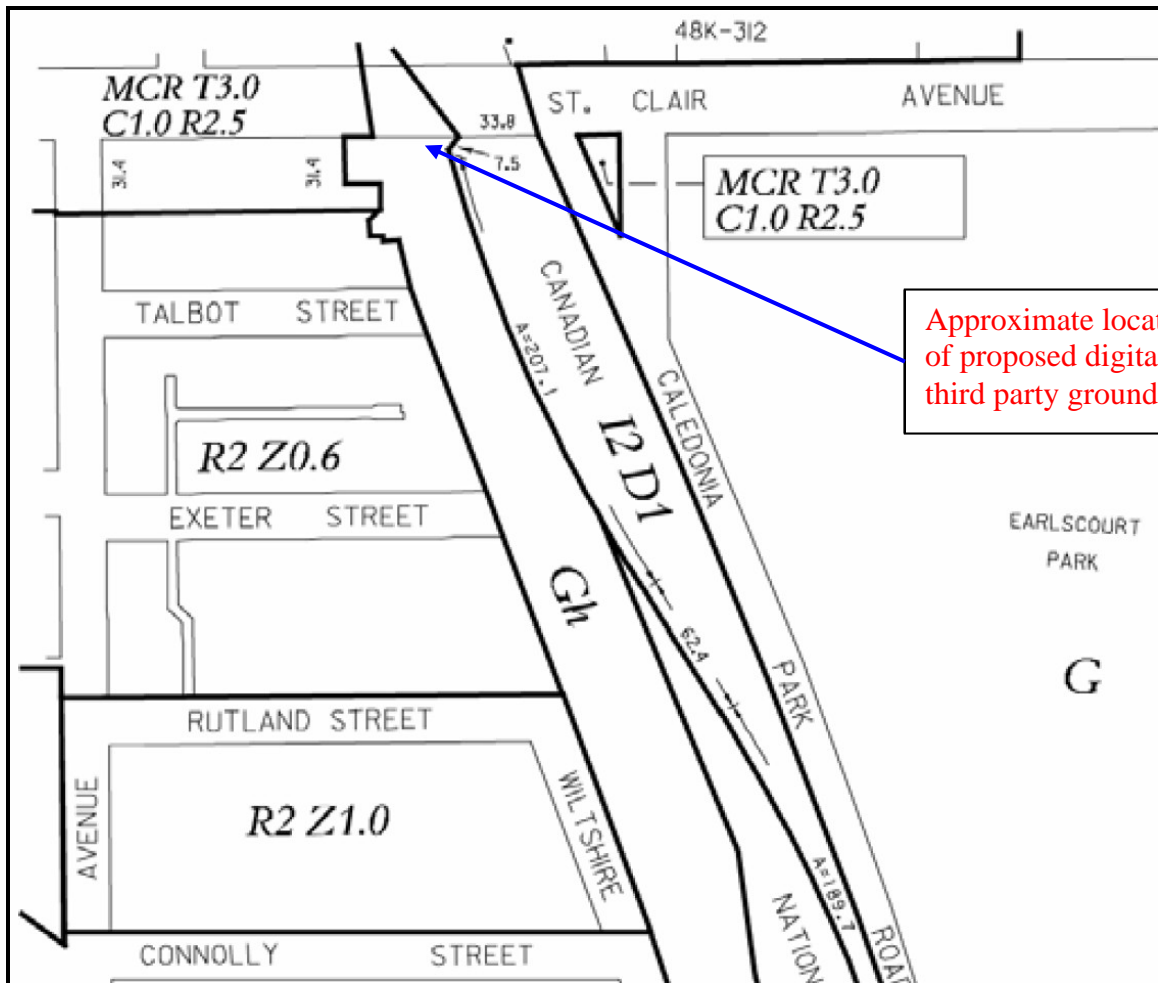
**ATTACHMENTS**

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

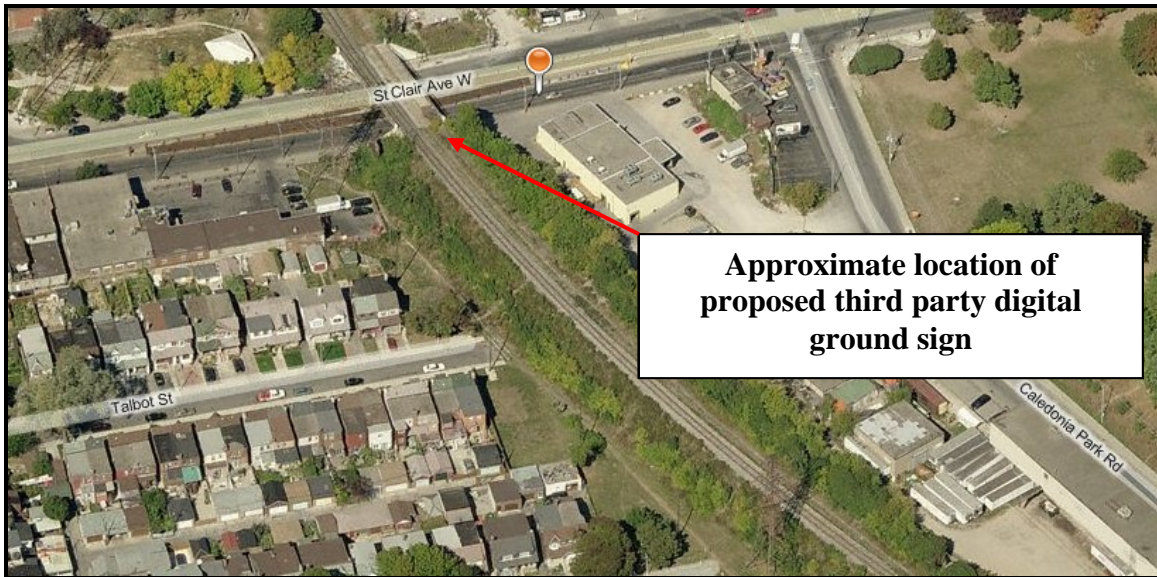


North side of St Clair Ave W

South side of St Clair Ave W



Approximate location of proposed digital third party ground sign





South side of St Clair Ave W, looking at the existing billboard signs on the east side of the rail line, which is to be removed.

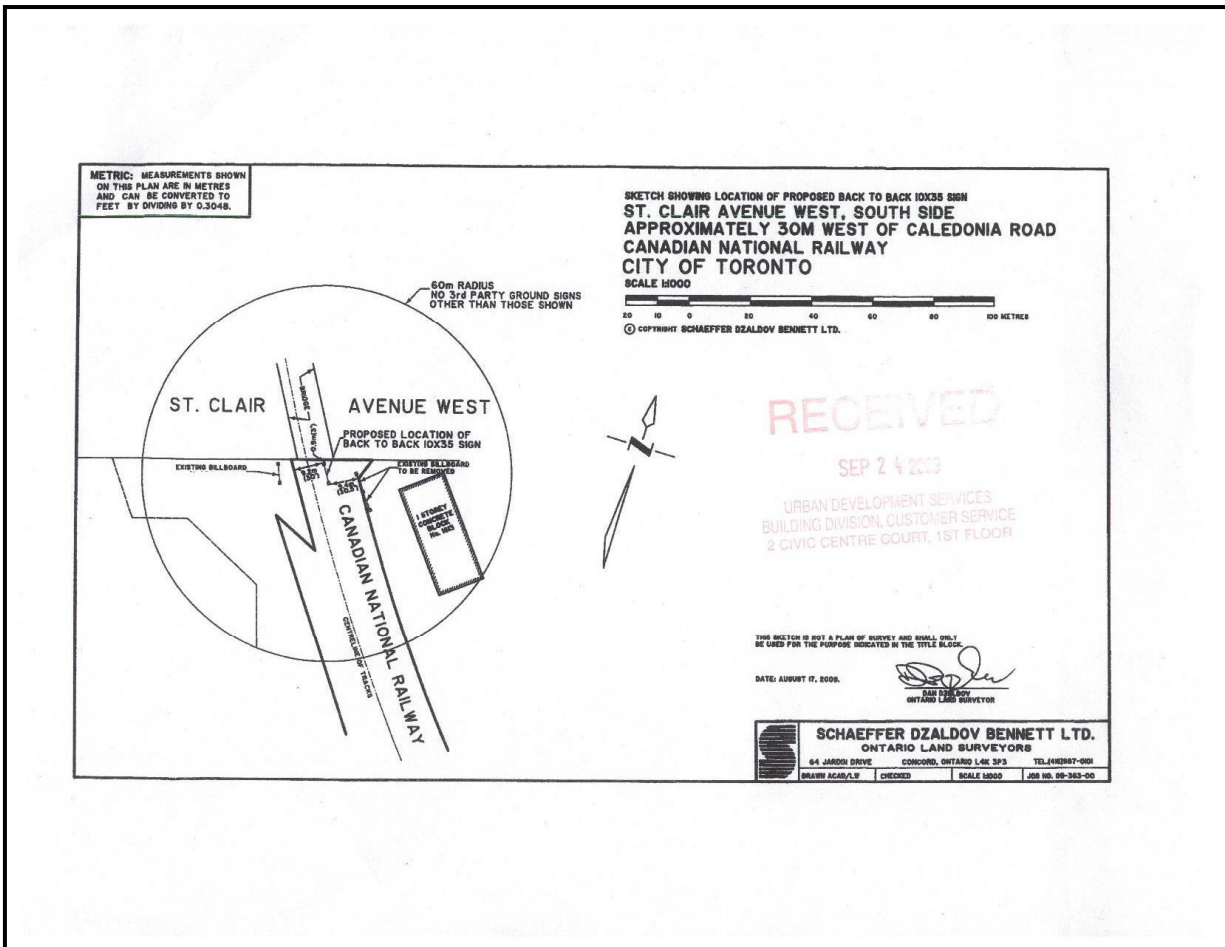
**Approximate location of proposed third party digital ground sign**



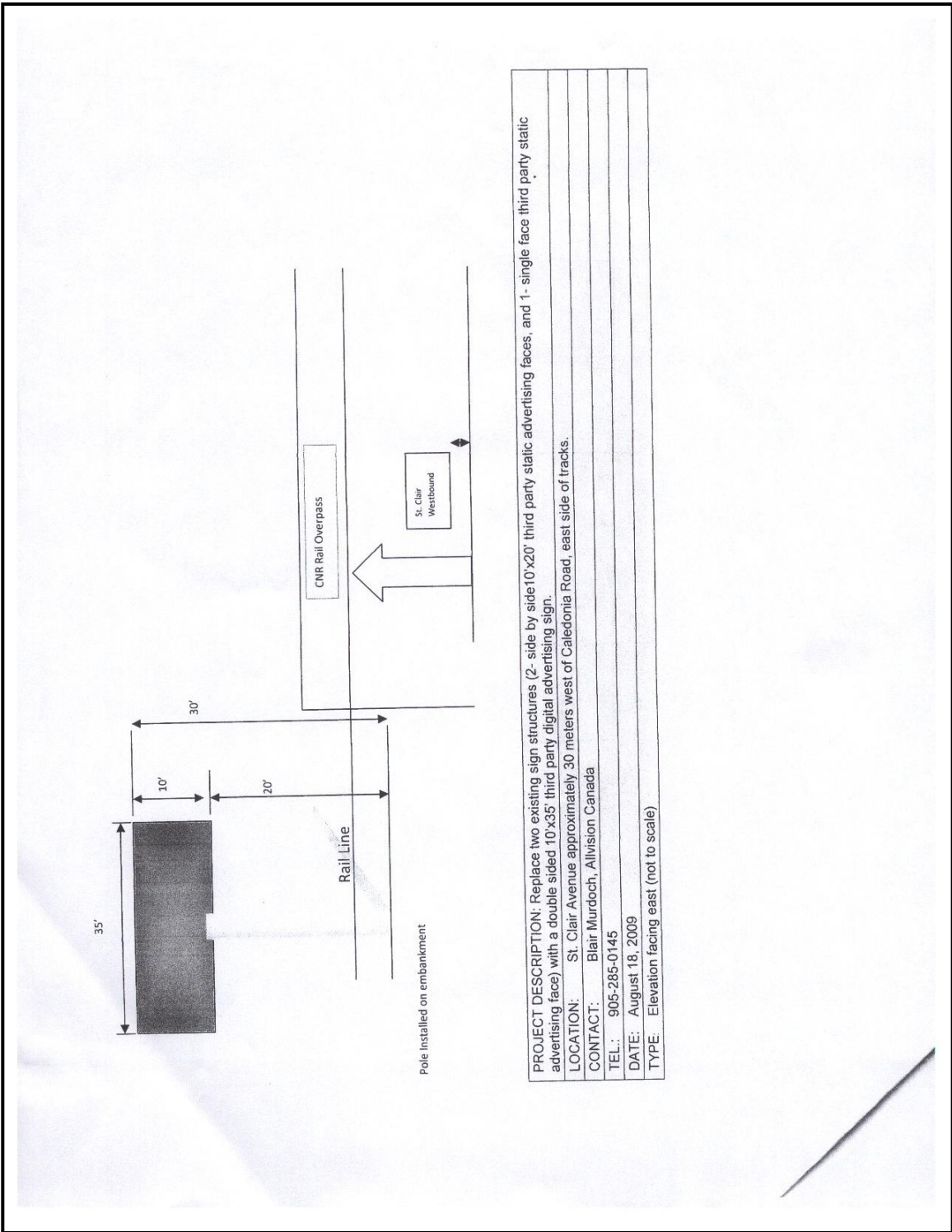
South side of St Clair Ave W, looking at the existing billboard sign on the west side of the rail line, that is to remain.



North side of St Clair Ave W looking at an existing billboard sign that will remain



Proposed Sign – location Survey



Proposed Ground Sign details



Applicant:

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