



STAFF REPORT ACTION REQUIRED

Sign Variance Report 2501 Finch Ave. W.

Date:	February 16, 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:	2010EY033

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 double sided, illuminated, third party tri-vision roof sign that will have a sign face 3.05 m x 6.1 m (20ft x10ft) at 2501 Finch Ave W.

The request comes from Craig Jasper with Allvision Canada on behalf of the owner; Dhillon Investment, attn Dhillon Harbhajan (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 2501 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 C1- 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

There is an existing third party roof sign located at the eastern end of this building. This proposal is for a second roof sign that will be located at the western end of the roof on a 2 storey commercial – residential strip plaza.

The proposed roof sign will consist of two illuminated tri-vision sign faces back to back and the sign will be located at the western end of the roof. Each sign panel will be 3.66m x 6.71m (12ft x 22ft) with the actual sign face being 3.05m x 6.10m (10ft x 20ft) with an additional irregular shaped panel of approximately 0.91 m x 0.6m x 0.91m) (3ft x 2ft x 3ft) being on the top of the sign. The total actual sign face area will be 19.7 m² and the sign will be 8.84 m (29 ft) 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:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Article 5.2.1.1 A roof sign not exceeding 32.5 m ² in sign area is permitted on the roof of a commercial building provided that no such roof sign shall be less than 153.0 m from another roof sign on the same side of the street.	To erect a 3 rd a party illuminated tri-vision roof sign at the west end of the roof that will be approximately 60 m from an existing sign at the east end of the roof.	To permit a 3 rd party illuminated tri-vision roof sign that will be approximately 60 m in lieu of 153.0 m from another roof sign erected on the same.
7.1.3. Height above Roof No sign shall be erected to a height exceeding 7.7 m (25 ft) above the roof level.	To erect a 3 rd a party illuminated tri-vision roof sign that will be approximately 8.84 m (29 ft) high above the roof level.	To permit a 3 rd a party illuminated tri-vision roof sign that will be approximately 8.84 m (29 ft) high above the roof level to exceed the maximum permitted sign height of 7.7 m.

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 a Commercial Residential (CR) 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 illuminated double-sided tri-vision third party roof sign in a Commercial Residential (CR) 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.

CONTACT

Algimantas Jasinevicius, Manager, Plan Examination

Tel: (416) 394-8046

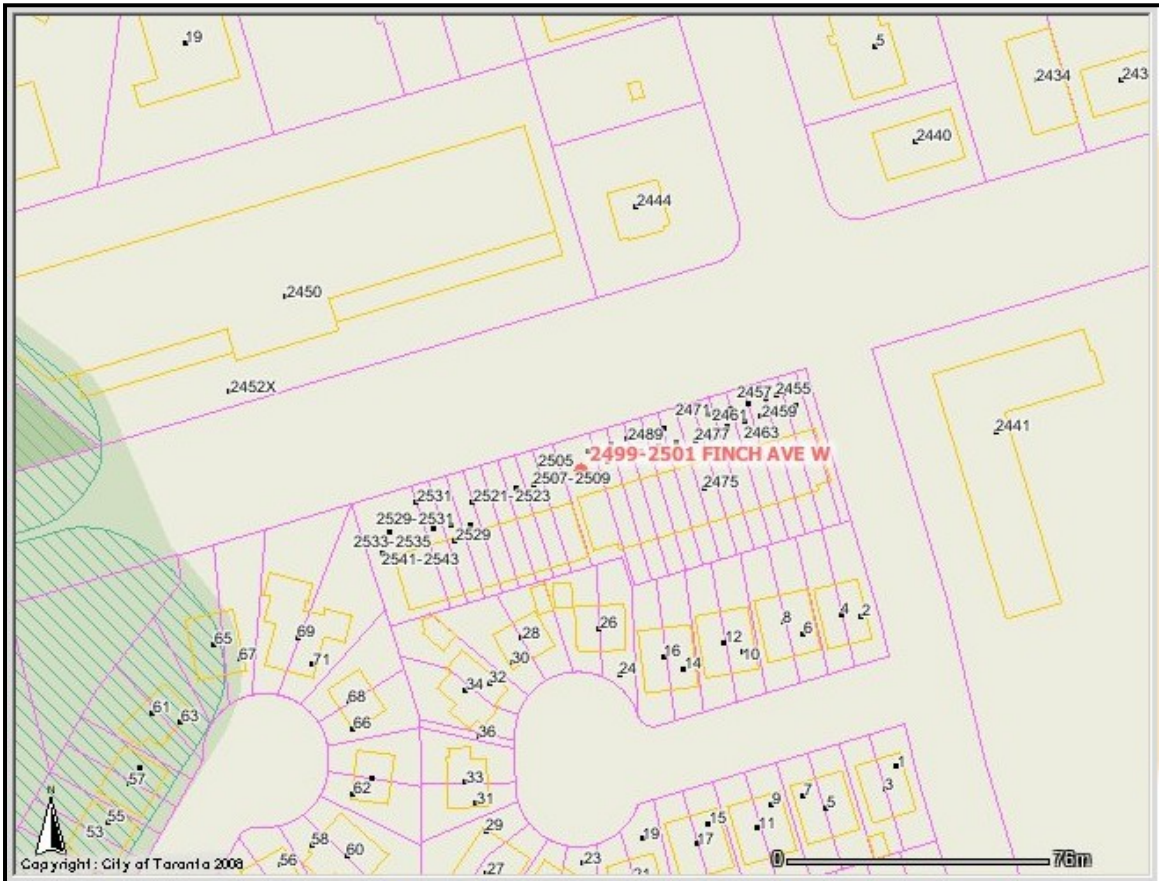
Fax: (416) 394-8209

E-mail: ajasinev@toronto.ca

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

ATTACHMENTS

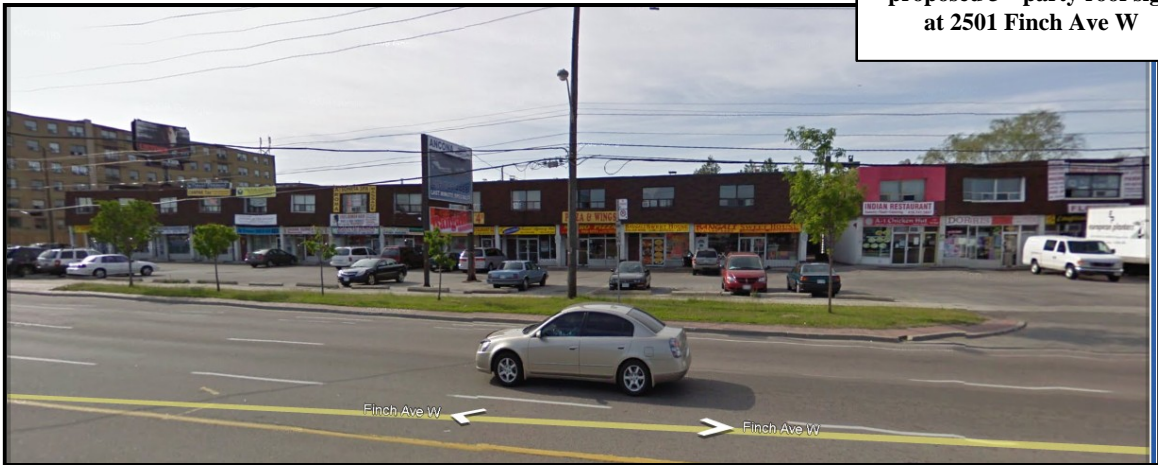
- Pictures from site
- Elevation drawings
- Site plan



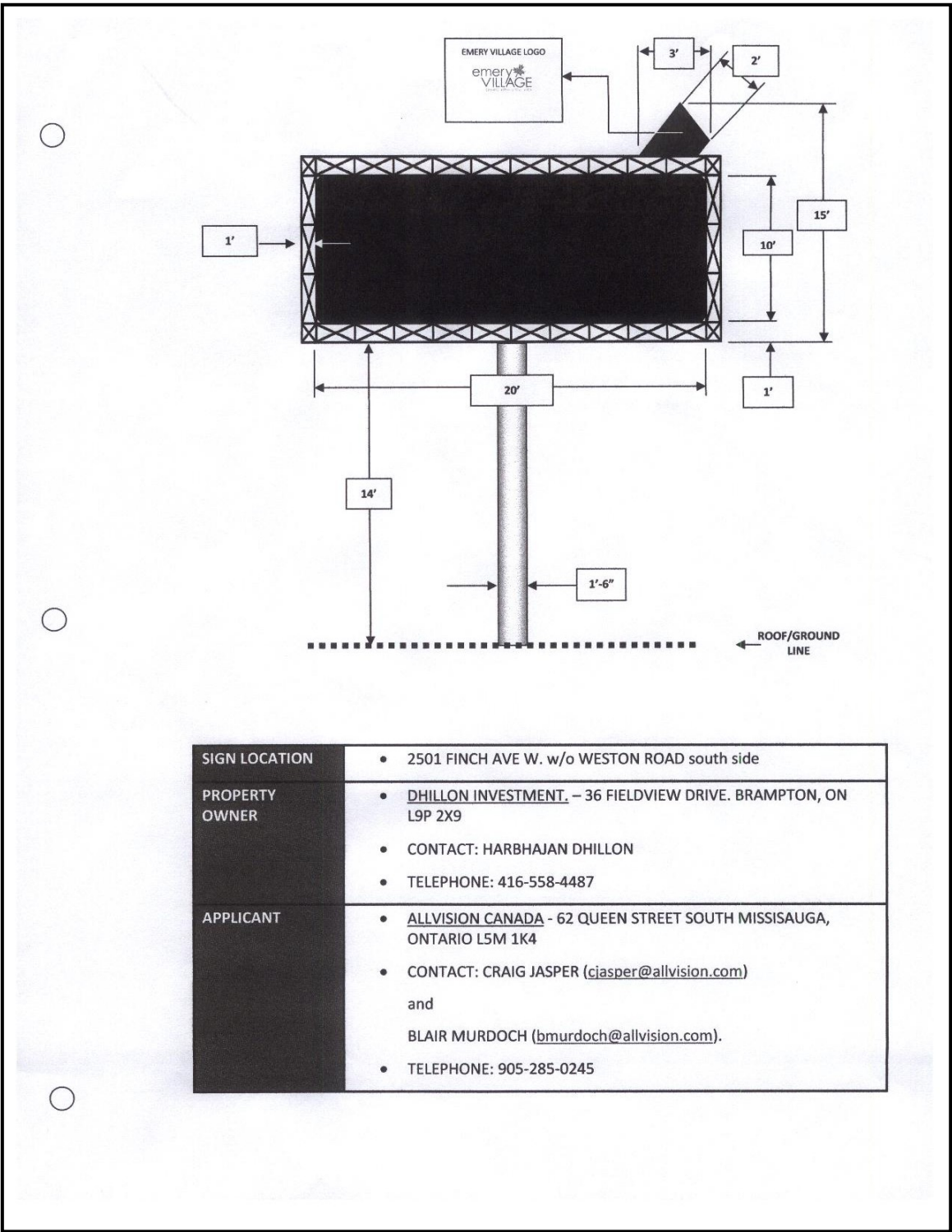


Aerial view of the area in around 2501 Finch Ave W

Approximate location of proposed 3rd party roof sign at 2501 Finch Ave W



North elevation of 2501 Finch Ave W

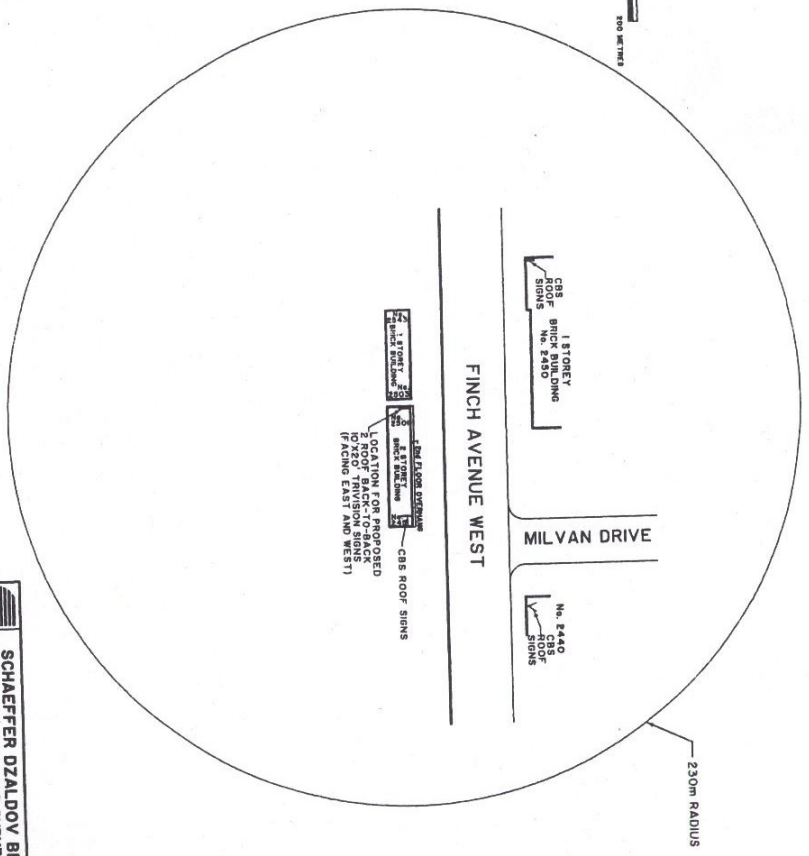


SIGN LOCATION	<ul style="list-style-type: none"> • 2501 FINCH AVE W. w/o WESTON ROAD south side
PROPERTY OWNER	<ul style="list-style-type: none"> • <u>DHILLON INVESTMENT.</u> – 36 FIELDVIEW DRIVE. BRAMPTON, ON L9P 2X9 • CONTACT: HARBHAJAN DHILLON • TELEPHONE: 416-558-4487
APPLICANT	<ul style="list-style-type: 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 Sign detail

METRIC: MEASUREMENTS SHOWN ON THIS PLAN BE CONVERTED TO FEET BY DIVIDING BY 0.3048.

SKETCH SHOWING LOCATION OF PROPOSED THIRD PARTY ROOF SIGN
No. 2501 FINCH AVENUE WEST
CITY OF TORONTO
 (FORMERLY IN THE CITY OF NORTH YORK)
 SCALE 1:2000



THIS SKETCH IS NOT A PLAN OF SURVEY AND SHALL ONLY BE USED FOR THE PURPOSE INDICATED IN THE TITLE BLOCK.
 DATE: SEPTEMBER 18, 2009.
 DAN DZALDOV
 ONTARIO LAND SURVEYOR

	SCHAEFFER DZALDOV BENNETT LTD.	
	94 JARVIS DRIVE SCARBOROUGH, ONTARIO M1V 4S9	133 LAWRENCE TORONTO, ONTARIO M5S 1A5
DESIGN: []	DRAWN: []	SCALE: []
CHECKED: []	DATE: []	NO. OF SHEETS: []

Survey – 2501 Finch Ave. W.

Applicant:

Allvision Canada
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