



STAFF REPORT ACTION REQUIRED

Sign Variance Report 1357 Martin Grove Rd.

Date:	February 23, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke North, Ward 2
Reference Number:	2010EY053

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 variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to remove existing ground sign and erect a new illuminated, third party ground sign with back to back panels on existing industrial property at 1357 Martin Grove Rd.

The request comes from Ernie Villamere with Pattison Outdoor Advertising on behalf of the owners; Nunzio Priolo for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

RECOMMENDATIONS

It is recommended that:

1. the Etobicoke-York Community Council approve the requested variances at 1357 Martin Grove Rd. for the reasons outlined in this report.
2. the sign variance approval be conditional on the applicant removing the existing ground sign prior to any sign permit being issued by Toronto Building.

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 Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code the property is zoned Class 2 Industrial Zone (IC2) and is also subject to By-law 8540. To the west and to the south of 1357 Martin Grove Rd. are industrial zoned land. To the north there is a tributary of the Humber River that is zoned OS and to the north of those lands are residentially zoned lands on both sides of Martin Grove Rd.

COMMENT

The proposed ground sign will consist of 2 back to back illuminated panels and the sign will be located approximately along the middle of the existing frontage of approximately 33.85 m. Each sign panel will be 3.05m x 6.1m (10ft x 20ft) and will have a sign face area of 18.59m² (200ft²) and the sign will be 7.62m (25ft) high.

The proposed sign location is within the regulated area of the Toronto Region Conservation Authority (TRCA) and separate approval must be granted under their regulatory permit system prior to any sign permits being issued by Toronto Building.

The sign does not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following way:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
215-22 Industrial 215-22 C. Advertising signs May be permitted provided that only one such sign is located within 61 m of any other sign on the same side of the street	Remove existing ground sign and erect a new illuminated, third party ground sign that will be 52.0 m from an existing roof sign at 1355 Martin Grove Rd.	To permit a new illuminated, third party ground sign that will be 52.0 m in lieu of 61.0 m from an existing roof sign at 1355 Martin Grove Rd.

It is recommended that Council approve the requested variances as the variances are 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
694-22. Third party sign general regulations. 694-22.D. A third party sign shall not be erected within 100 m of any other lawful third party sign whether or not erected.	Remove existing ground sign and erect a new illuminated, third party ground sign that will be 52.0 m from an existing roof sign at 1355 Martin Grove Rd.	To permit a new illuminated, third party ground sign that will be 52.0 m in lieu of 100.0 m from an existing roof sign at 1355 Martin Grove Rd.

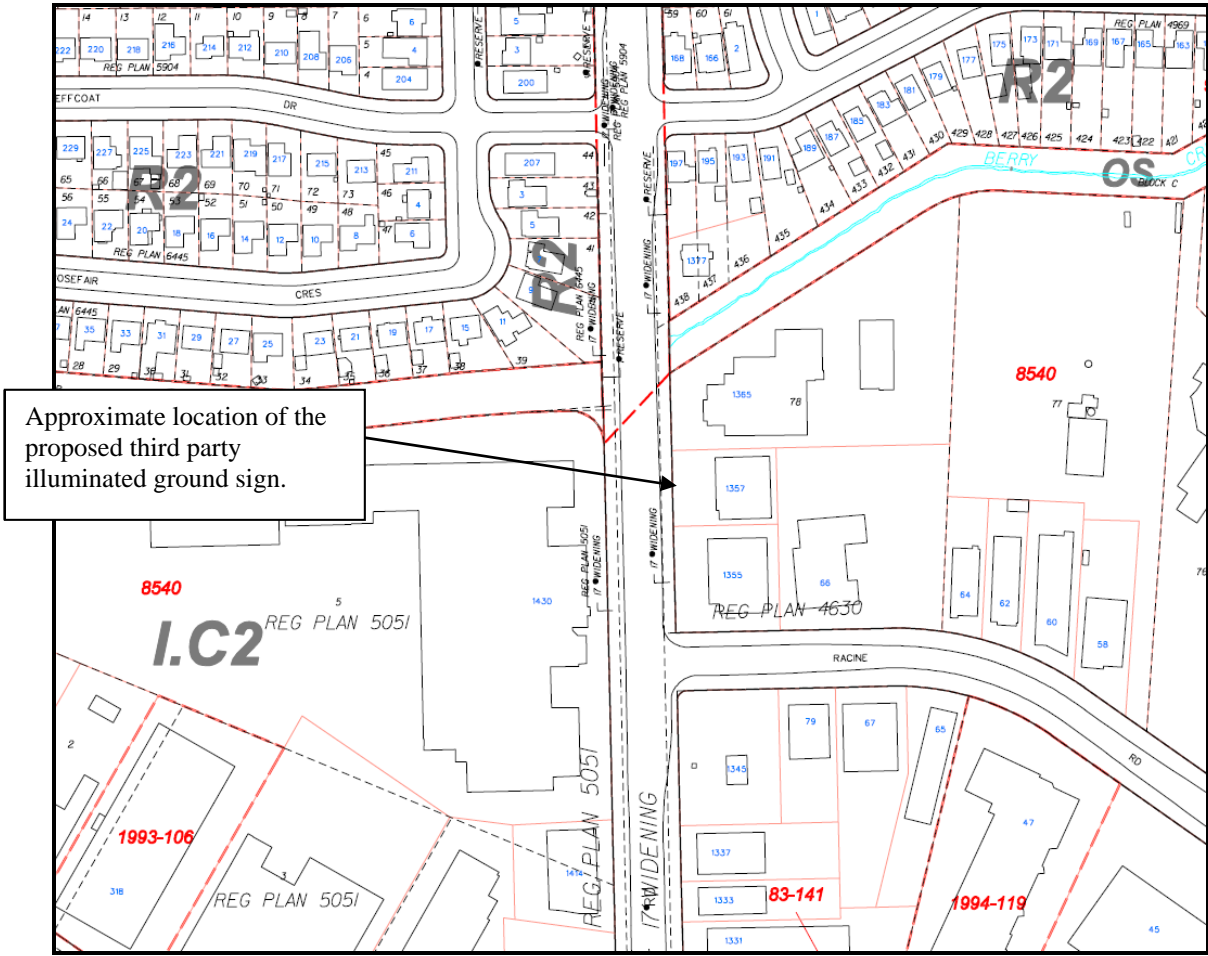
CONTACT

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 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

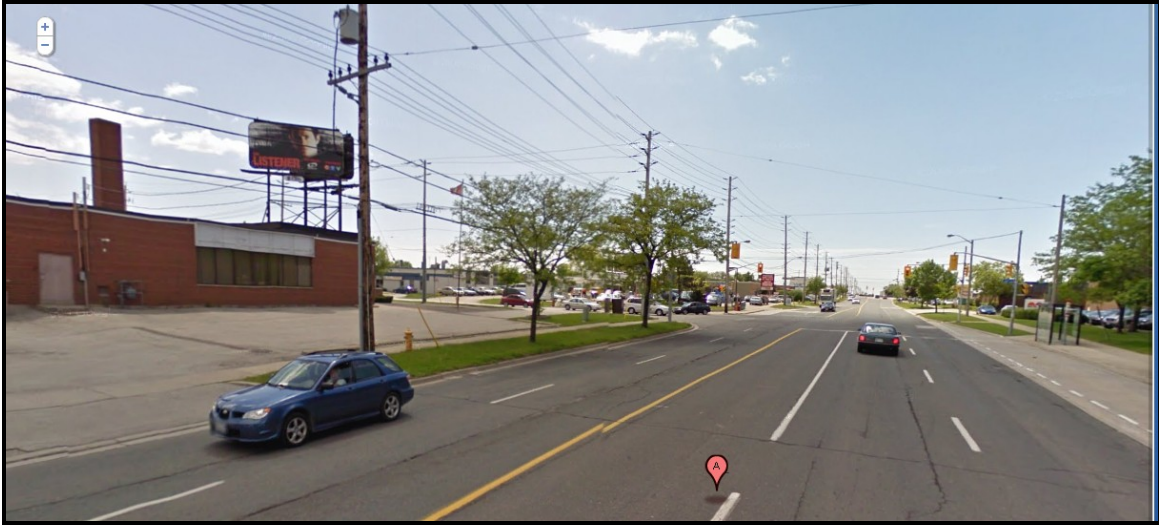




Toronto Region Conservation Authority (TRCA) regulated area



1357 Martin Grove Rd looking north. In the picture one can see the existing ground sign that the applicant proposes to remove.



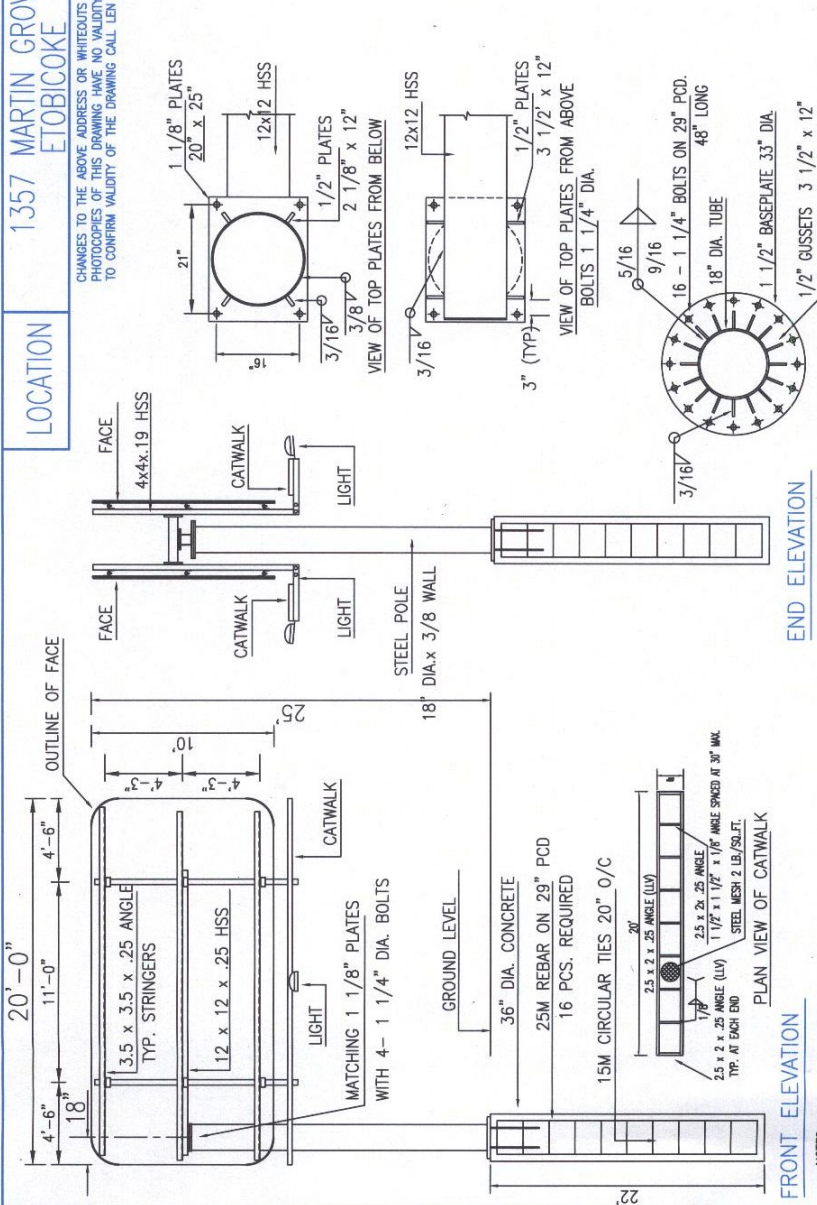
1357 Martin Grove Rd looking south. In the picture one can see the third party roof sign at 1345 Martin Grove Rd

1357 MARTIN GROVE RD.
ETOBICOKE

LOCATION

CHANGES TO THE ABOVE ADDRESS OR WHITEOUTS RENDER THIS DRAWING INVALID
PHOTOCOPIES OF THIS DRAWING HAVE NO VALIDITY
TO CONFIRM VALIDITY OF THE DRAWING CALL LEN MAILE IN DOUBT

THIS DRAWING IS THE
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AT THIS ADDRESS.



NOTES

1. STEEL REBAR DEFORMED 400 MPa
2. STEEL HSS50 KSI YIELD
3. STEEL TUBE50 KSI YIELD
4. STEEL STRUCTURAL C.S.A. G40.21-44W
5. ANCHOR BOLTS 44 KSI YIELD
6. WELDING C.S.A. W59- 1989 & W47.1
7. FOOTING DESIGNED FOR NORMAL SOIL- LATERAL BEARING PRR OF 150 LB/SO/FT./FT.DEPH MINIMUM INSTALLER MUST CONFIRM THIS BEFORE POURING CONCRETE.

PLAN VIEW OF BASEPLATE

8. DESIGN IS FOR A WIND VELOCITY PRR OF 53 kPa
9. BOLTSASTM A325 OR EQUAL.
10. CONCRETE STRENGTH 32MPa AT 28 DAYS 5% AIR INSTALL TO CAN/CSA A23.1 & A23.2 - M90
11. DESIGN TO CONFORM TO ONTARIO BUILDING CODE (2007)

LEN MAILE

P.ENG STRUCTURAL ENGINEER
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275EP07 DWG. NO. 5745-1

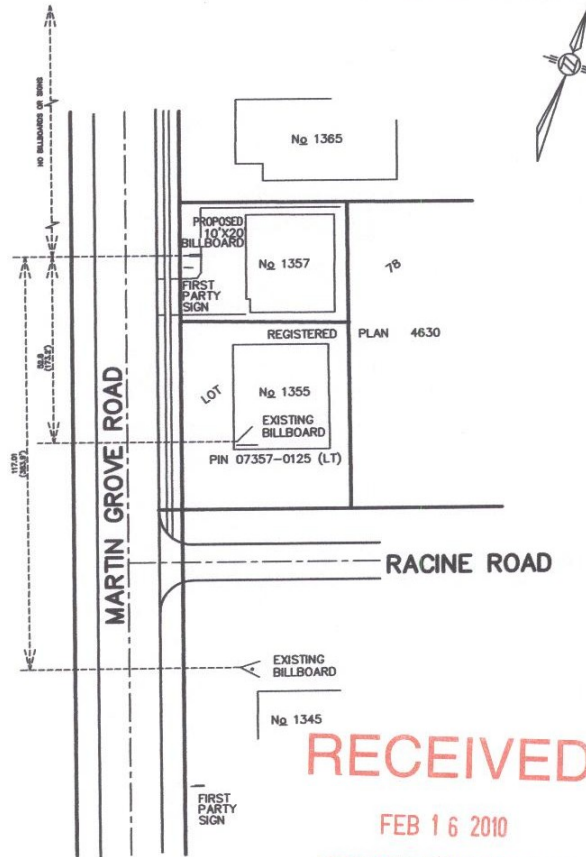
Ground Sign details

**SKETCH SHOWING EXISTING BILLBOARDS IN
PART OF LOT 78
REGISTERED PLAN 4630
CITY OF TORONTO
(FORMERLY CITY OF ETOBICOKE)**

SCALE 1:1500
15m 0 7.5m 15m 30m

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Pattison Outdoor Advertising
AND THE UNDERSIGNED ACCEPTS NO
RESPONSIBILITY FOR USE BY
OTHER PARTIES

RECEIVED

FEB 16 2010

URBAN DEVELOPMENT SERVICES
BUILDING DIVISION, CUSTOMER SERVICE
2 CIVIC CENTRE COURT, 1ST FLOOR

SURVEYOR'S CERTIFICATE
I CERTIFY THAT:

THE SURVEY WAS COMPLETED ON THE
23rd, DAY OF JANUARY 2010.

28, JANUARY 2010

DATE

G. Dosen
VLADIMIR DOSEN, B.Sc.
ONTARIO LAND SURVEYOR

**VLADIMIR DOSEN SURVEYING
ONTARIO LAND SURVEYORS**

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DRAWN BY: VD
CHECKED BY: VD

CAD FILE: 1357MARTINGROVE
FILE: 10-012 JOB No: 10015

Existing and Proposed Sign Location Survey

Applicant:
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