



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 1919 Wilson Ave.

<b>Date:</b>	February 18, 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>	2010EY047

### **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 variances from the former City of North York Sign By-law No. 30788 to erect one digital third party ground sign that will have the panels configured in a "V" shape. Each sign panel will be approximately 5.49m x 15.85m (18ft x 52ft) at 1919 Wilson Ave.

The request comes from Ken Neufeld with Allvision Canada on behalf of the owner; 1919 Wilson Avenue Limited, attn. Bill Kooy, President for approval of the variances from the former City of North York Sign By-law No. 30788.

### **RECOMMENDATIONS**

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It is recommended that:

1. the Etobicoke York Community Council refuse request for variances at 1919 Wilson Ave be refused 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(87)(H)- Industrial commercial. The property is presently vacant with no signs on it. There is a proposal to construct a new 40,000 ft<sup>2</sup> industrial facility for Kooy Brothers Lawn Equipment Ltd before Planning.

## COMMENT

The proposed ground sign will consist of two digital sign faces in a “V” configuration and the sign will be located at the north - west end of the property. Each sign panel will be 5.49m x 15.85m (18ft x 52ft) with the actual sign face being 4.27m x 14.63m with an additional irregular shaped panel of approximately 2.44m x 1.2m x 0.91m (8ft x 4ft x 3ft) on the top of the sign. The actual total sign face area will be approximately 62.47m<sup>2</sup> (672.44ft<sup>2</sup>) and the sign will be 16.77m (55ft) high. The irregular shaped panel will read “emery VILLAGE”.

NOTE; under a separate sign variance report an identical sign is being proposed at the property on the north side at 1950 Wilson Ave which has a garden centre “Speelman’s” on it. These signs will be approximately 65 m apart.

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 digital 3 <sup>rd</sup> party ground sign.	To permit a digital 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.
7.2. Ground Signs  Subs 7.2.2. Height above grade  No ground sign shall exceed 7.7 m (25ft) in height.	To erect a 3 <sup>rd</sup> a party digital ground sign that will be approximately 16.67m (55ft) high	To permit a ground sign to be 16.67m in height which will exceed the maximum permitted sign height of 7.7m by approximately 215 percent.
Article 5.3.2.7 Ground signs in accordance with Sec 5.3.2.4. may be erected on each street frontage ...	To erect a 3 <sup>rd</sup> a party digital ground sign on a street frontage of approximately 166m having a sign area of	To permit a 3 <sup>rd</sup> party digital ground sign to be erected even though the aggregate area of the ground signs will

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Article 5.3.2.4. Two ground signs are permitted on a street frontage of more than 91.5 m provided that the ground signs have a maximum aggregate area of 24.5m <sup>2</sup> and that the maximum size of any one sign is 18.6m <sup>2</sup> .	63.95m <sup>2</sup> .	exceed 24.5m <sup>2</sup> and that the size of one sign will exceed the maximum of 18.6m <sup>2</sup> by 350 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.

<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.	Erect a third party digital ground sign at the southern end of the property.	To permit a digital display sign type that is not expressly permitted in this sign district.
694-25. District Specific third party sign regulations  694- 25.B.(1) (c) The sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law.	Erect a third party digital ground sign at the north - west end of the property that will be setback 5.0m in lieu of 5.5m from the street lot line as required by Zoning Bylaw 7625 Section 64.33(87).	To permit a third party digital ground sign at the north - west end of the property that will be setback 5.0m in lieu of 5.5m from the street lot line as required by Zoning Bylaw 7625 Section 64.33(87).

## **CONTACT**

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Mark Sruga

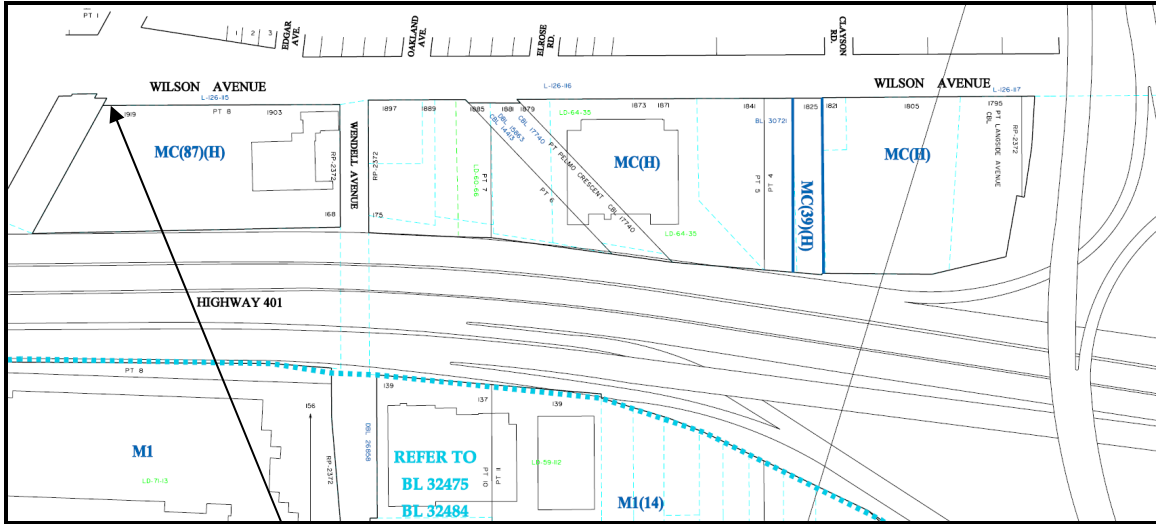
Director of Building and

Deputy Chief Building Official

Etobicoke York District

## **ATTACHMENTS**

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



**Approximate location of the proposed digital third party ground sign. Note that the building that is shown on the property of 1919 Wilson Ave was demolished under permits between 2004 and 2009**

Approximate location of the proposed digital third party ground sign. Note that the buildings that are shown on the property of 1919 Wilson Ave where demolished under permits between 2004 and 2009

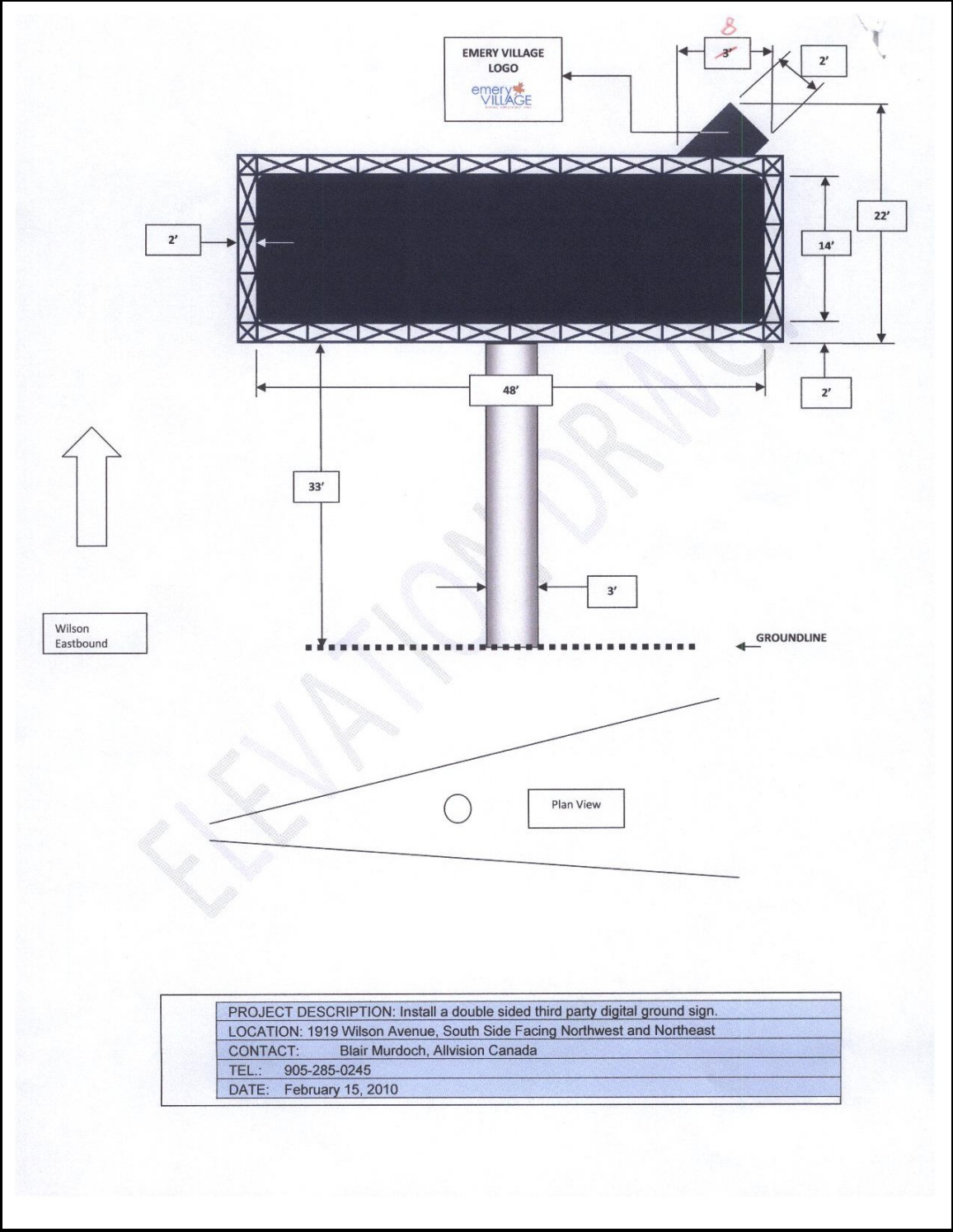




Vacant lot at 1919 Wilson Ave



Looking east along Wilson Ave with 1919 Wilson Ave. is to the right and to the left is 1950 Wilson Ave.

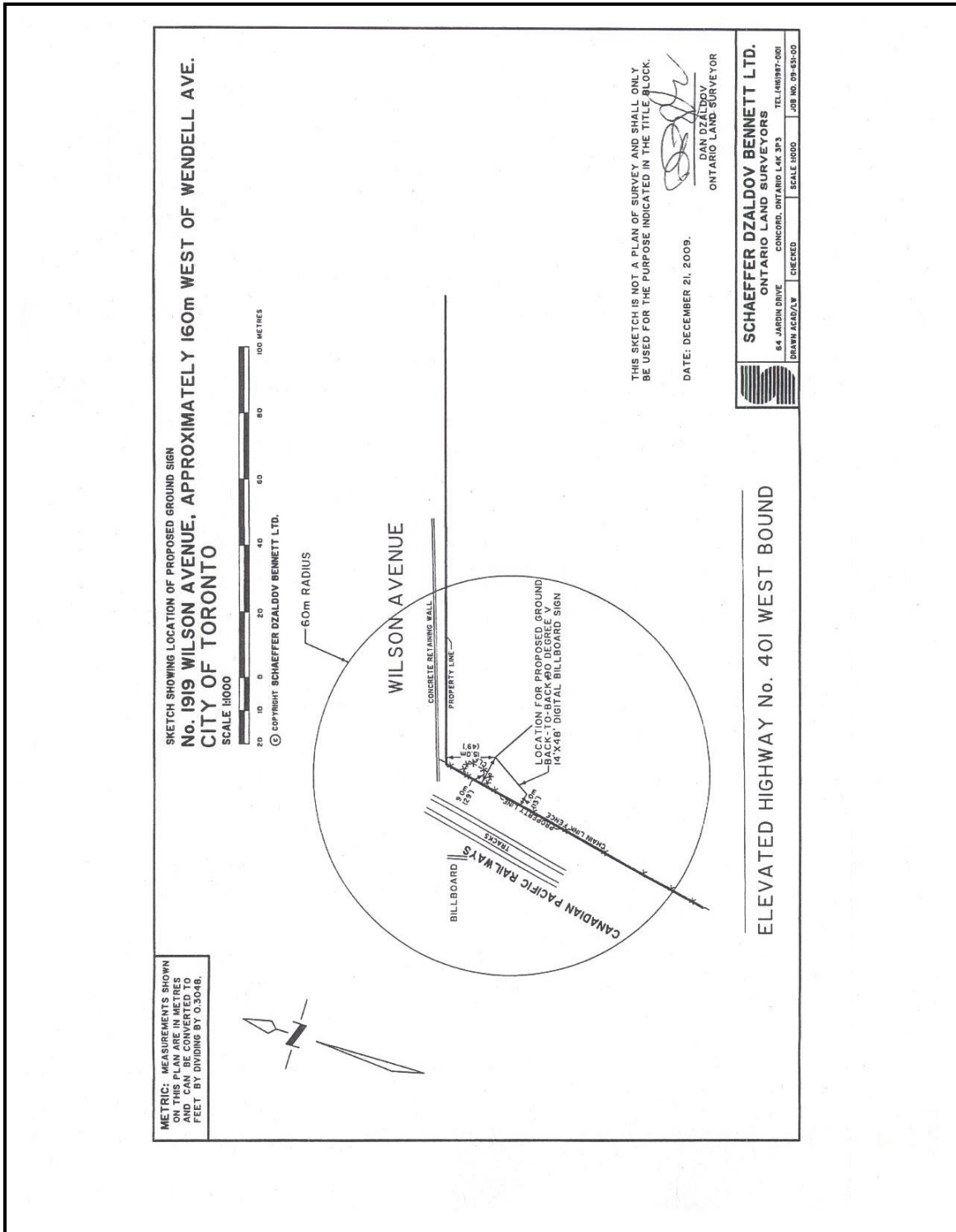


Proposed Ground Sign detail





Proposed Ground Sign - elevation



1919 Wilson Ave. – survey of existing and proposed signs

Applicant:

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