



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
3227 Weston Rd.**

Date:	February 18, 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:	2010EY042

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 third party single faced illuminated trivision roof sign at 3227 Weston Rd.

The request comes from Ken Neufeld with Allvision Canada on behalf of the owner; Domen Developments, attn. Frank Domenichiello 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 3227 Weston 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 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. Immediately across Bradstock Rd there is a commercial building in a C2 - Commercial zone and immediately across Weston Rd there are a number of different commercial buildings in a C1 - Commercial zone spanning over half a block, behind these commercial zones are various residential zones, R to RM.

The property has a 2 storey building that has an auto repair shop in it.

COMMENT

The proposed roof sign will consist of a single faced illuminated tri-vision sign. The panel face will be 3.66m x 6.71m (12ft x 22ft) with the actual sign face being 3.05m x 6.1m (10ft x 20ft) with an additional irregular shaped panel of approximately 0.91m x 0.6m x 0.91m (3ft x 2ft x 3ft) on the top of the sign. The total sign face area will be 18.96m² (204ft²) and top of the sign panel will be 6.71m (22ft) above the roof of the building. The irregular shaped panel will read “emery VILLAGE”.

The proposed sign will be in close proximity to third party illuminated signs at 3220 Weston Rd. and 2 – 20 Bradstock Rd. The roof sign at 2 – 20 Bradstock Rd is the only roof sign that would be considered on the same side of the street therefore would be regulated by the minimum separation distance of 229.0 m.

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 5.3.1.1 A roof sign not exceeding 23.3m ² in sign area is permitted on the roof of a building in industrial zone provided that no such roof sign shall be less than 229.0 m from another roof sign on the same side of the street.	The proposed roof sign will be 91.5m from another third party illuminated roof sign at 2 – 20 Bradstock Rd.	To permit a roof sign to be erected 91.5m in lieu of the required 229.0m from another third party illuminated roof sign at 2 – 20 Bradstock Rd.

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 third party digital roof sign that will have 2 panels back to back in an Employment Industrial (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.

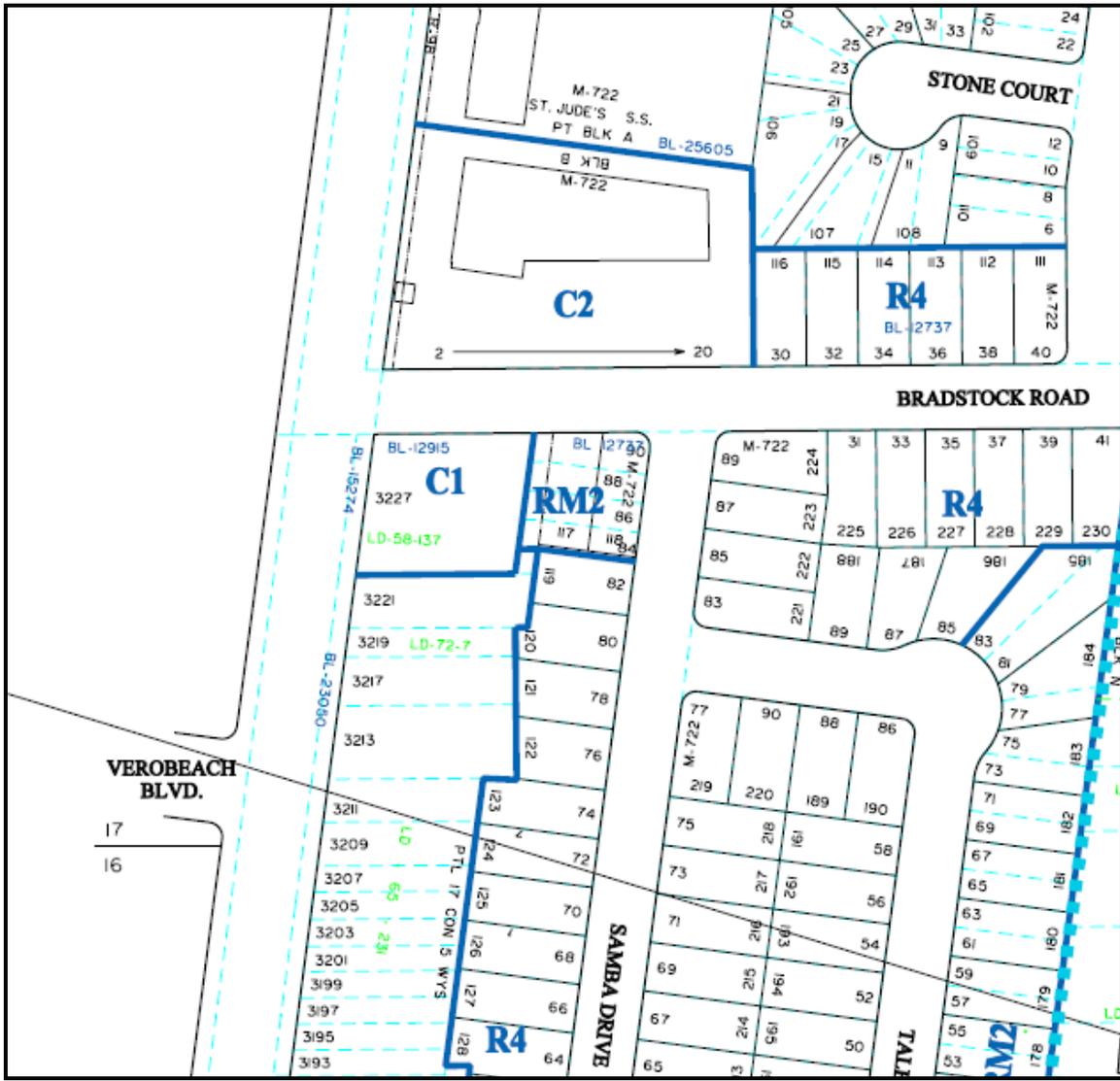
CONTACT

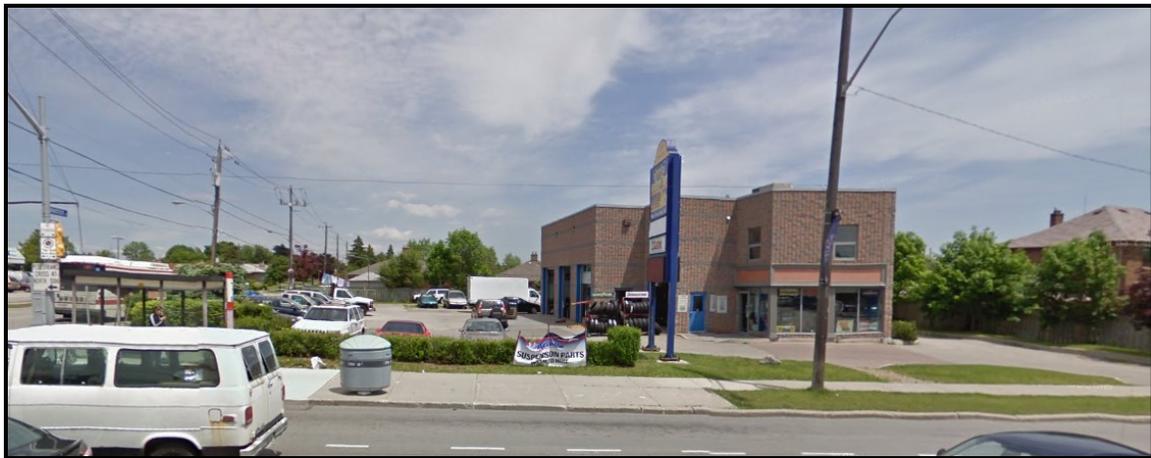
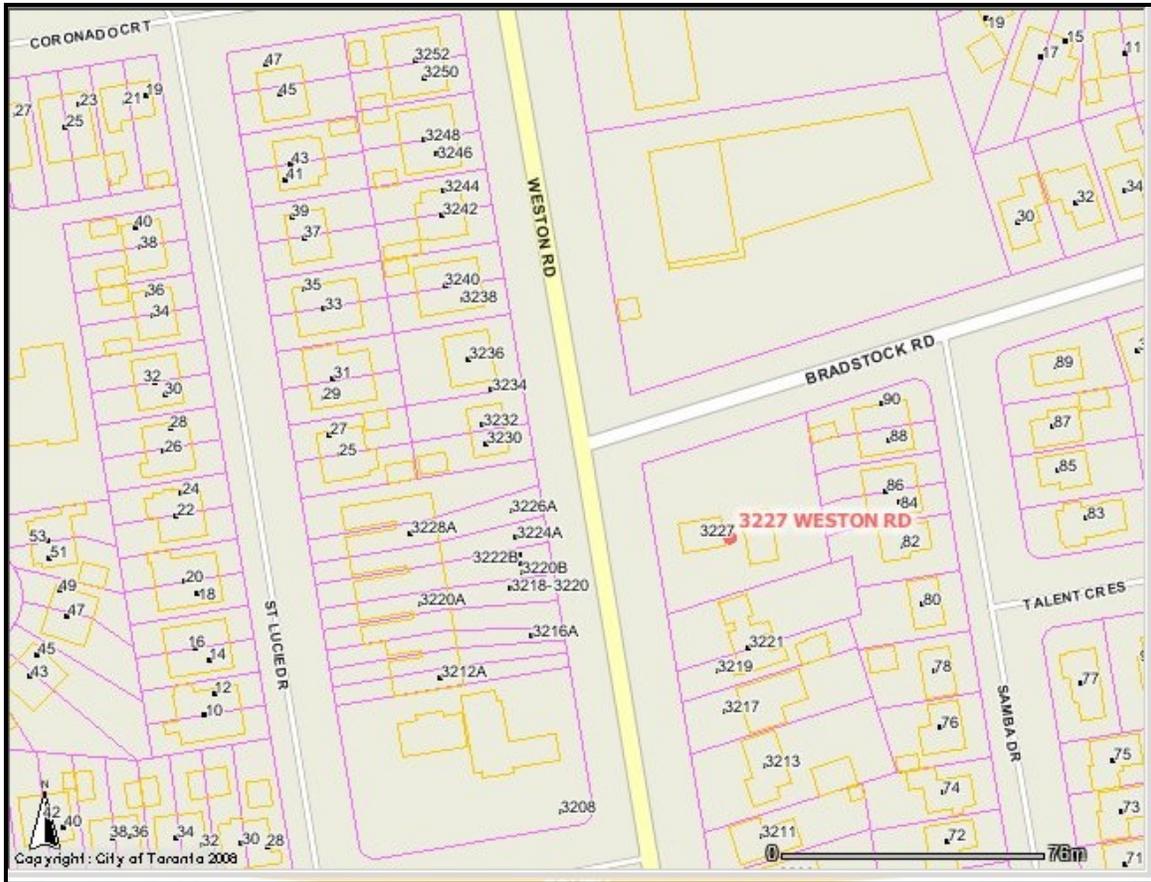
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Mark Sraga
 Director of Building and
 Deputy Chief Building Official
 The Etobicoke York District

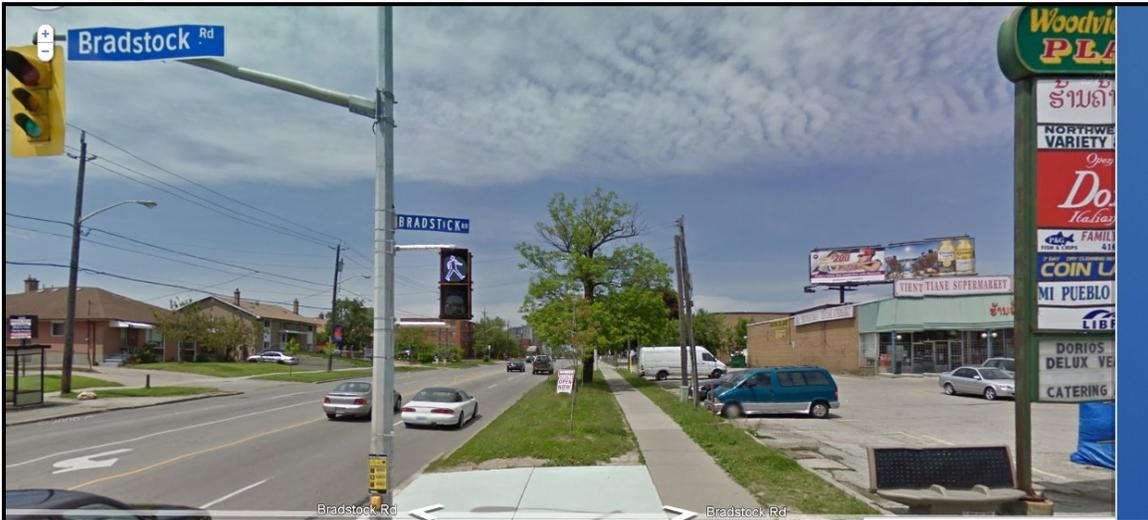
ATTACHMENTS

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





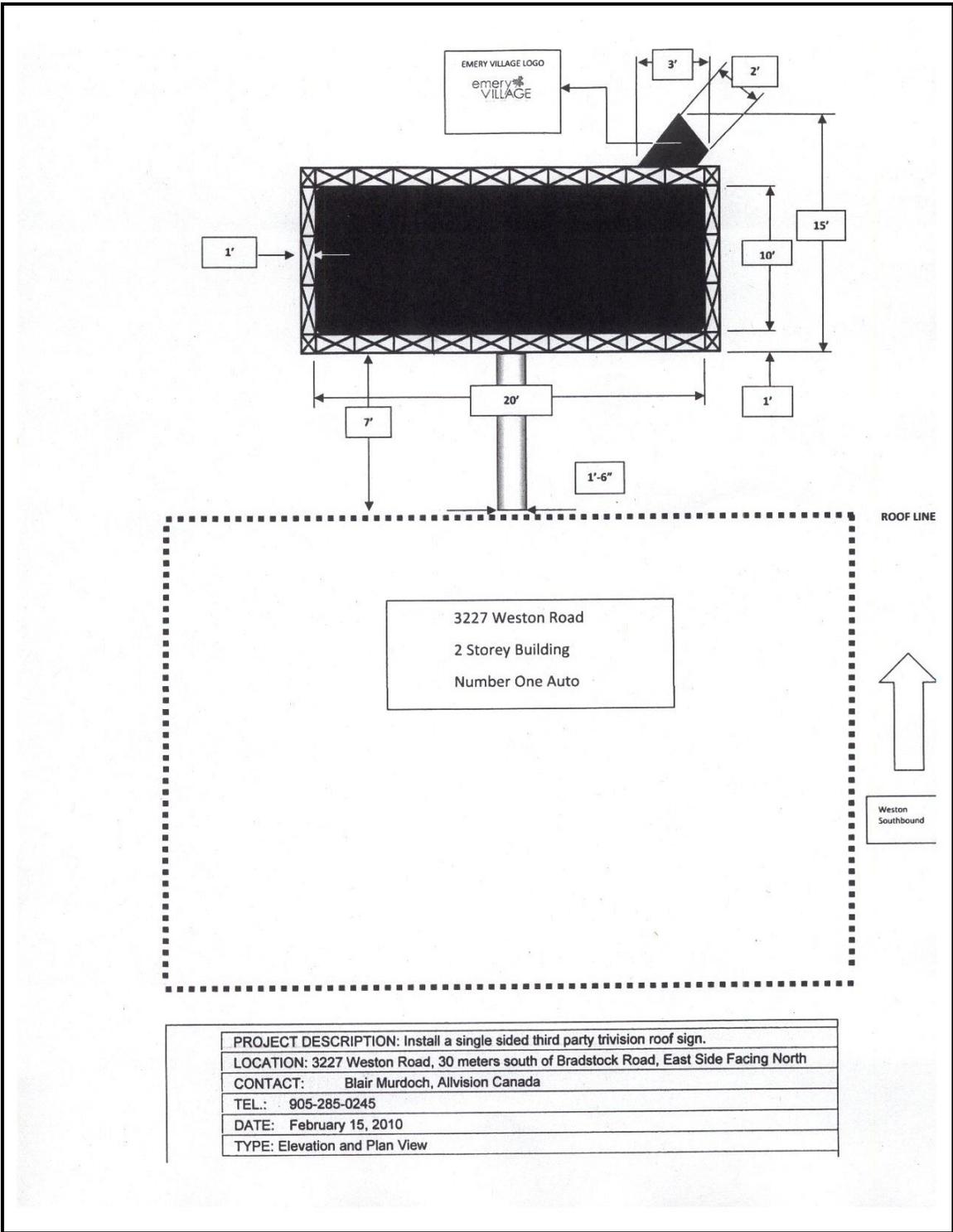
The west – north elevations of 3227 Weston Rd



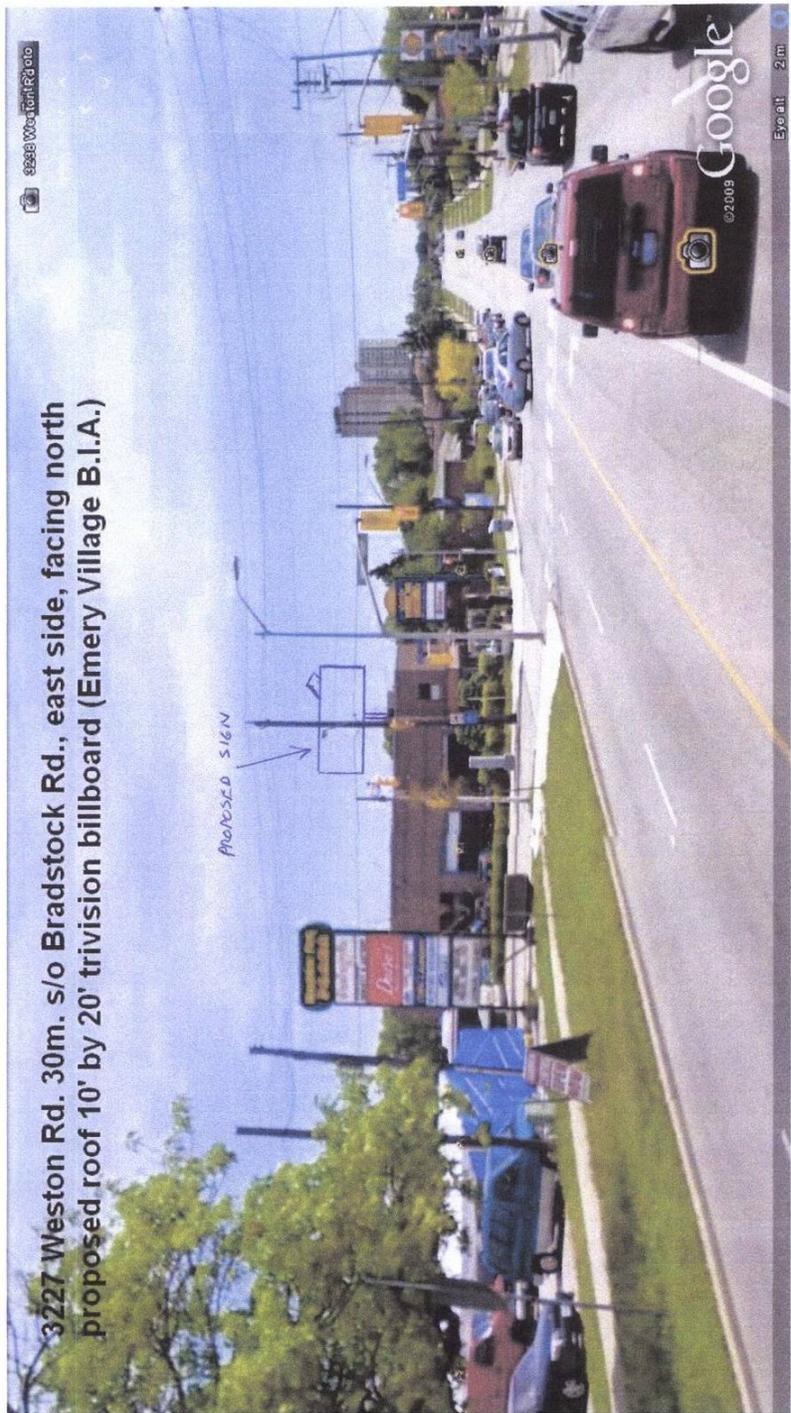
The intersection of Weston Rd and Bradstock Rd. Commercial and residential buildings on Weston Rd. directly across the street from 3227 Weston Rd, looking north.



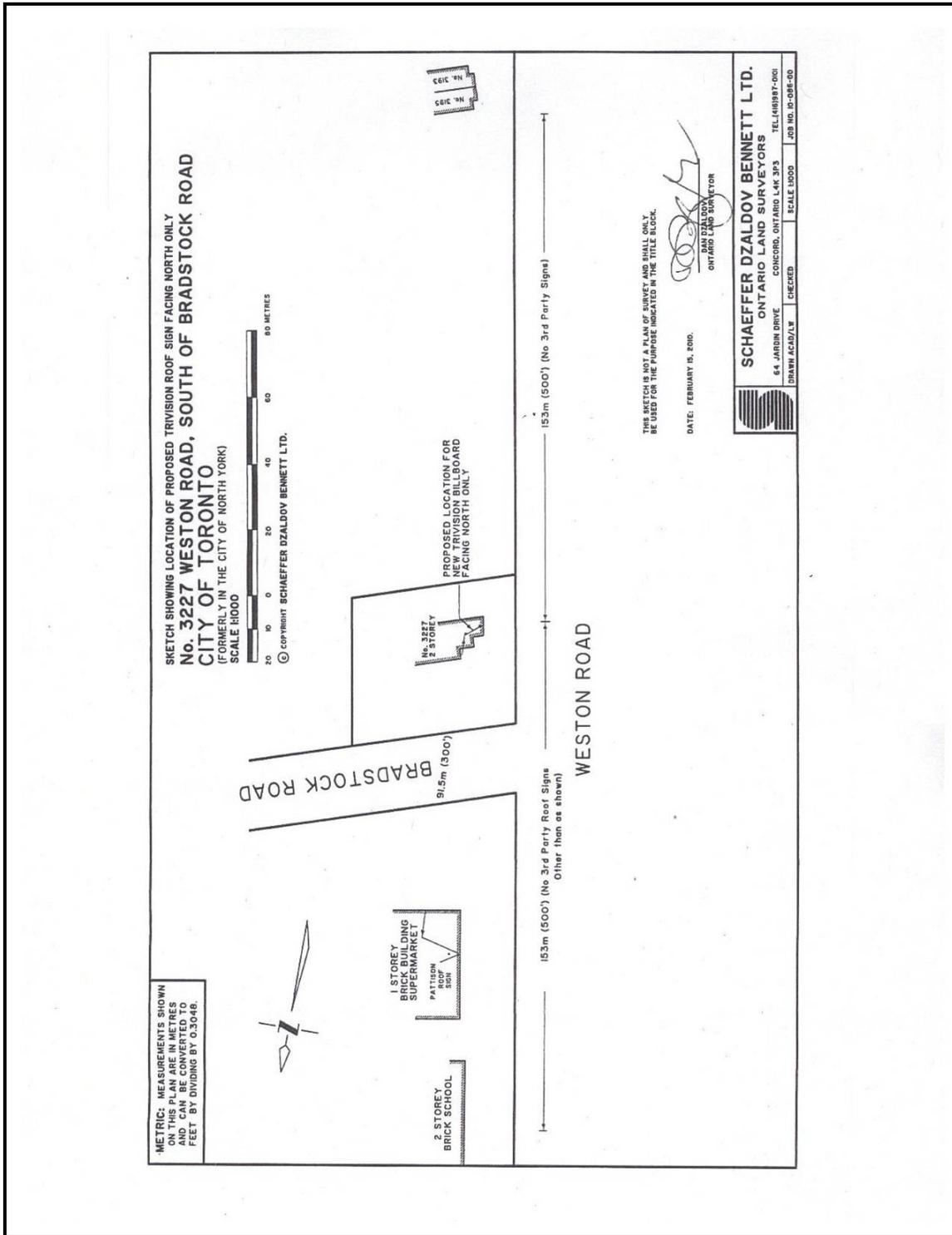
The intersection of Weston Rd. and Bradstock Rd. Looking at the commercial buildings on Weston Rd. directly across the street from 3227 Weston Rd.



Proposed Roof Sign detail



Proposed Roof Sign – elevation detail



3227 Weston Rd. – survey of existing and proposed sign

Applicant:

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