



STAFF REPORT ACTION REQUIRED

Sign Variance Report 2266 Keele St.

Date:	February 16, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Building and Deputy Chief Building Official
Wards:	York South-Weston, Ward 12
Reference Number:	2010EY037

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 the former City of North York Sign By-law No. 30788 to erect a back to back illuminated third party roof sign that will display a single static copy on a 3.05m x 6.1m (10ft x 20ft) panel and be located immediately adjacent to an existing illuminated third party tri-vision back to back roof sign with display areas of 3.05m x 6.1m (10ft x 20ft) that was approved under permit 08 182479 SGN at 2266 Keele St

The request comes from Vince Nesli of 1412707 Ontario Inc., owner of the property 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 2266 Keele St. for the reasons outlined in this report.

FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report.

ISSUE BACKGROUND

The existing third party illuminated tri-vision roof sign at this property was subject to a sign variance approval granted by the Etobicoke York Community Council at its regular meeting on January 15, 2008 under item 13.9. This approval was based on the following conditions;

1. Removing the existing wall sign located on the north elevation of the property.
2. Removing the existing ground sign located in the parking area at the north end of the property; thereby permitting an additional much needed parking space.
3. Reducing the size of the proposed roof sign from 10ft x 35ft (350 sq. ft.) to 10ft x 20ft (200sq. ft.).
4. Removing additional temporary signage which is attached to the railing located at the north end of the property.

The sign permit has not been cleared to date because the applicant has not met conditions 2 and 4. An Order to Comply has been issued to the owner directing him to bring the property and signs into compliance.

COMMENT

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). On the east side of the street there are commercial and industrial zoned lands. To the south and west there are residential buildings. To the north on the same side of the street there are commercial districts.

The proposed signs will be erected on the roof at the north end of a 2 storey building consisting of commercial uses on the ground floor and residential on the second floor. This building consists of four separate commercial units on the ground floor. The proposed sign will have back to back illuminated display areas of approximately 3.05m x 10.67m (10 ft x 35 ft).

On the roof of the most southerly unit there are two 3rd party illuminated signs. The proposed sign will be approximately 12.96m (42.5ft) from these signs.

To the north at 2290 Keele St (corner of Flamborough Dr and Keele St) there are two more 3rd party illuminated signs. These signs will be approximately 66.46m (218 ft) from the proposed roof sign.

The existing tri-vision roof sign along with the proposed single copy static roof sign will each have back to back illuminated sign faces that will be 3.05m x 6.1m (10ft by 20ft) for a sign area of 18.61m² (200 ft²) and a combined sign area of both signs being 37.18m² (400ft²).

The sign does not comply with the former City of North York Sign By-law No. 30788 in the following way:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Section 5.2.1.1 - No roof sign shall be located within 152.4m (500ft.) of another roof sign on the same side of the street.	The proposed roof sign along with the existing sign will be located within 12.95m (42.5ft) from another roof sign to the south and 66.45m (218ft) to the north on the same side of the street.	To permit a roof sign that will be 12.95m (42.5ft) and 66.45m (218ft) from other roof signs on the same side of the street.
Section 5.2.1.1 - No roof sign shall exceed 32.5m ² (349.8ft ²) in sign area	The proposed roof sign along with the existing sign will each have will each have back to back illuminated sign faces that will have a sign area of 18.61m ² (200ft ²) and a combined sign area of 37.18 m ² (400ft ²)	To permit 2 illuminated third party signs that will be erected side by side on the roof to have a combined signs area of 37.18 m ² in lieu of 32.5m ²

If the proposed roof sign were to be approved, there would be 4 roof signs within approximately 79.25m (260ft) of each other. Considering that the sign By-law requires roof signs to be a minimum of 152.4m (500ft) apart from other roof signs this would be a substantial variance from what is permitted. In addition there are residential properties to the west that will be impacted by the residual illumination off these signs and seeing that there are already two other illuminated roof signs in close proximity the impact from the illumination would be greater.

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 (C) 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 a Commercial (C) 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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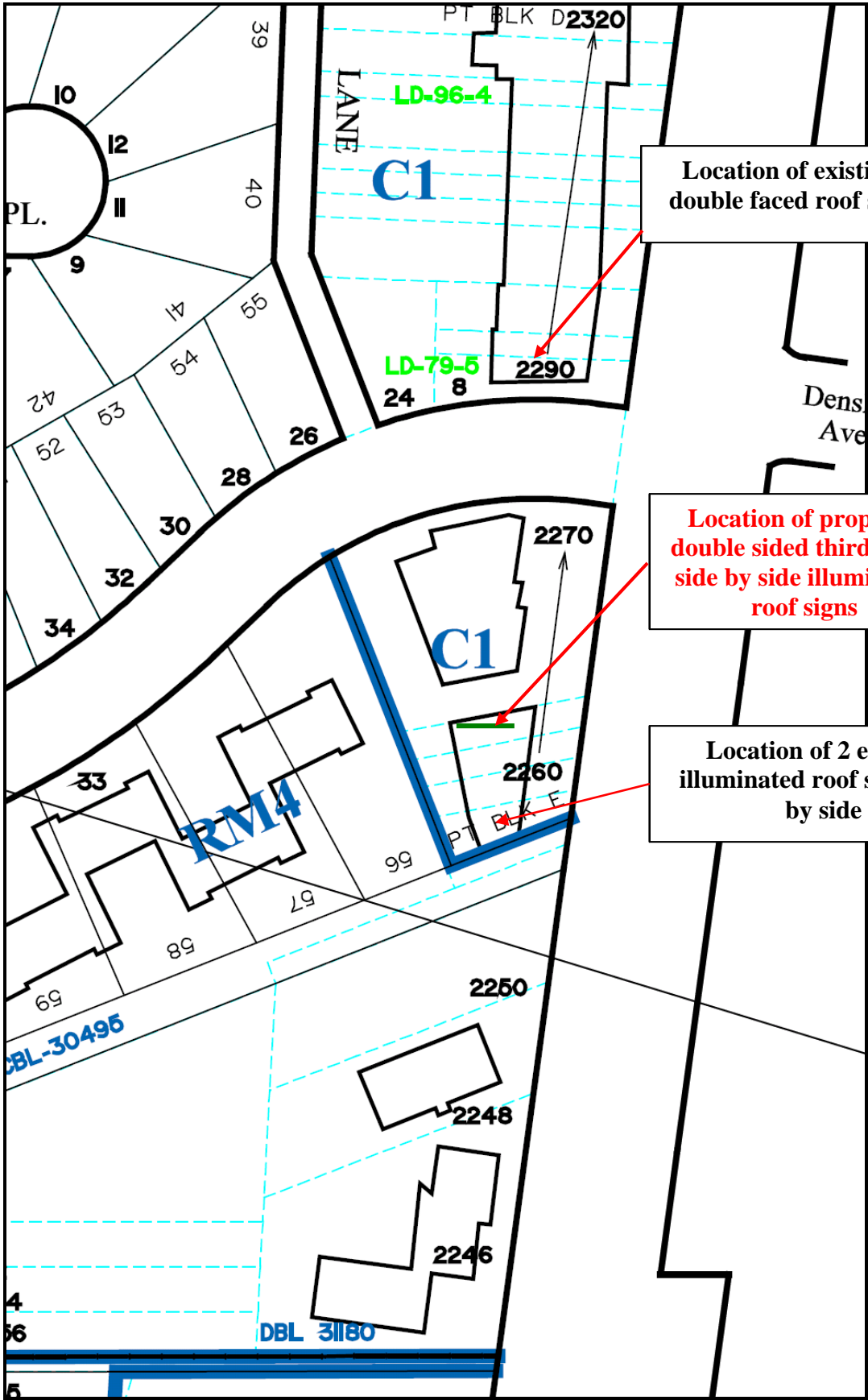
Mark Sraga
 Director of Building and
 Deputy Chief Building Official
 The Etobicoke York District

ATTACHMENTS

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



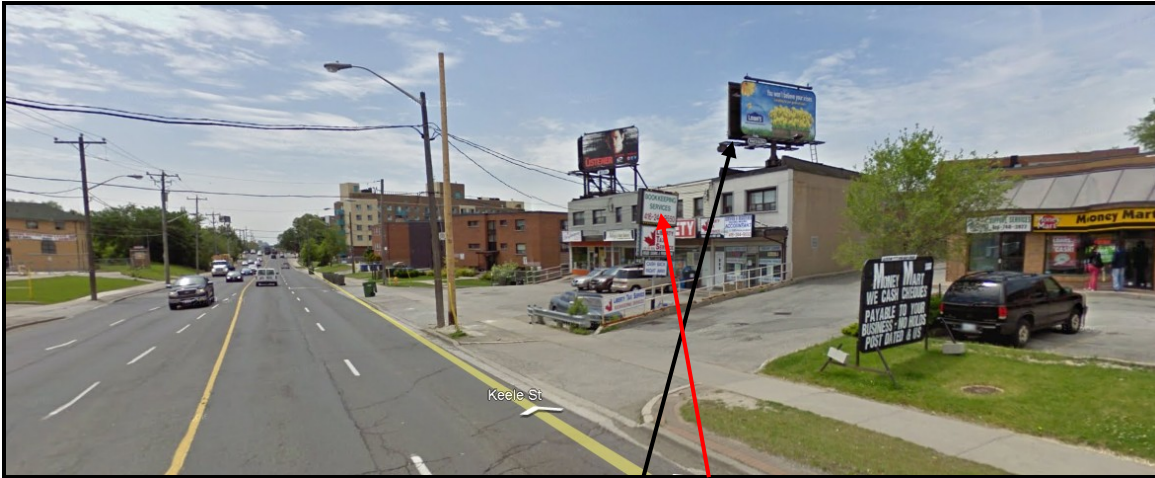
Aerial view of the surrounding area in around 2266 Keele St



Location of existing double faced roof sign

Location of proposed double sided third party side by side illuminated roof signs

Location of 2 existing illuminated roof signs side by side



2266 Keele St with an existing illuminated third party, trivision back to back roof sign that was approved under permit 08 182479 SGN

The following are the location of the existing ground sign that is required to be removed to permit an additional parking space and the temporary signage which is attached to the railing that is to be removed as requested by the Etobicoke Community Council.



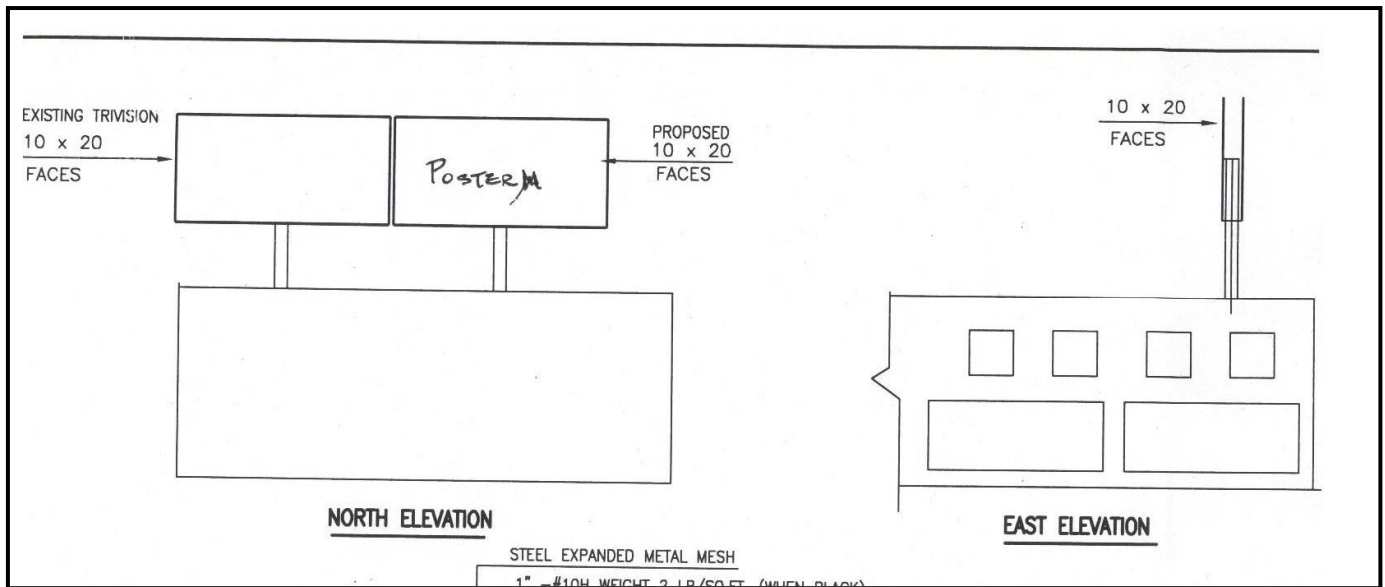


2266 Keele St - North end of a strip of 4 buildings. Picture taken before the erection of the tri-vision roof sign.

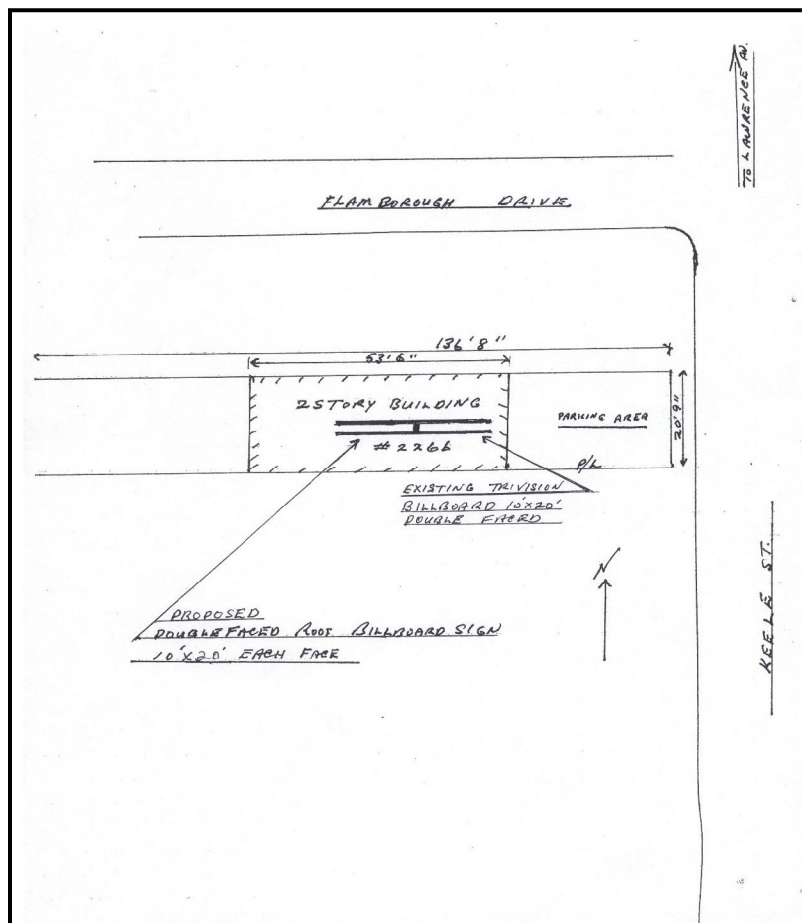


2260 Keele St - South end of a strip of 4 buildings Picture taken before the erection of the tri-vision roof sign.

Note the 2 roof signs above 2260 Keele St and in the background the 2 roof signs above 2290 Keele St



Proposed Roof Sign detail



Location of Proposed Roof Sign

Applicant:

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