



STAFF REPORT ACTION REQUIRED

Sign Variance Report 0 Galaxy Blvd (Property is to the north of 175 Galaxy Blvd)

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:	2010EY057

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 an existing leasing/sale sign to the north of the proposed new sign and then erect a new non-illuminated first party leasing/sale sign with a single copy panel approximately 4.57m x 6.1m (15ft x 20ft) at 0 Galaxy Blvd (CON 3 FTH PT LT19 RP 64R11968 PTS 4 5 & 6).

The request comes from Gerald Maister, V.P. Sales & Marketing with Global Imaging Inc. on behalf of the owners Gottaroo Galaxy Inc., attn. Aldo Gottardo President & CEO 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 refuse the requested variances at 0 Galaxy Blvd (CON 3 FTH PT LT19 RP 64R11968 PTS 4 5 & 6) as they are not minor in nature.

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. The property is located in an industrial area except that along the east property line it abuts Public Open Space (POS). This public open space is a valley through which Mimco Creek runs and is the location of a public golf course “Royal Woodbine”.

COMMENT

The proposed sign will non-illuminated and will be a sign advertising the future construction of a building that is for lease or sale (first party sign). The sign will have a single panel that will be 6.1M X 4.57M (20ft x 15ft) for a sign face of 27.89m² (300ft²). The applicant states the sign will be setback 4.57m (15ft) from the property line even though on the drawings it was not dimensioned so. The sign location is not dimensioned so an exact location has not been given but it does appear that the intent is to locate the sign at the foot of International Blvd along the frontage of Galaxy Blvd. The sign will be 6.25m (20.5ft) high.

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
<p>215-5. Temporary signs</p> <p>Sales or lease signs: a maximum of one sign for each street frontage, provided that such sign is located on the property being sold or leased and does not exceed 0.6 m² in display area for lots up to 30 m frontage, plus 0.1m² for each additional 10 m in frontage up to a maximum of 3 m².</p>	<p>To erect a sales or lease sign with a display area of 27.89m² on a property having a lot frontage of approximately 330m.</p>	<p>To permit a sales or lease sign with a display area of 27.89m² in lieu of 3m².</p>

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.

Sign By-law Section & Requirements	Applicant’s Proposal	Required Variance
<p>694-21. District specific first party sign regulations.</p> <p>694-21.E.(3)(b) The sign face area shall not exceed 0.3m² for each 1.0 m or part thereof of frontage at which the sign is erected to a maximum of 15m².</p>	<p>To erect a sales or lease sign (first party sign) with a display area of 27.89m² on a property having a lot frontage of approximately 330m.</p>	<p>To permit a sales or lease sign (first party sign) with a display area of 27.89m² in lieu of the maximum 15m² which would exceed the maximum display area by 185%.</p>
<p>694-21. District specific first party sign regulations.</p> <p>694-21.E.(3)(b) The sign shall not be erected within 6.0m of the intersection of 2 street lines.</p>	<p>Applicant has submitted insufficient information to determine the distance to the street lines. The applicant has stated that the sign will be located 4.57m (15ft) from the property line.</p>	<p>Not able to determine if a variance is required.</p>

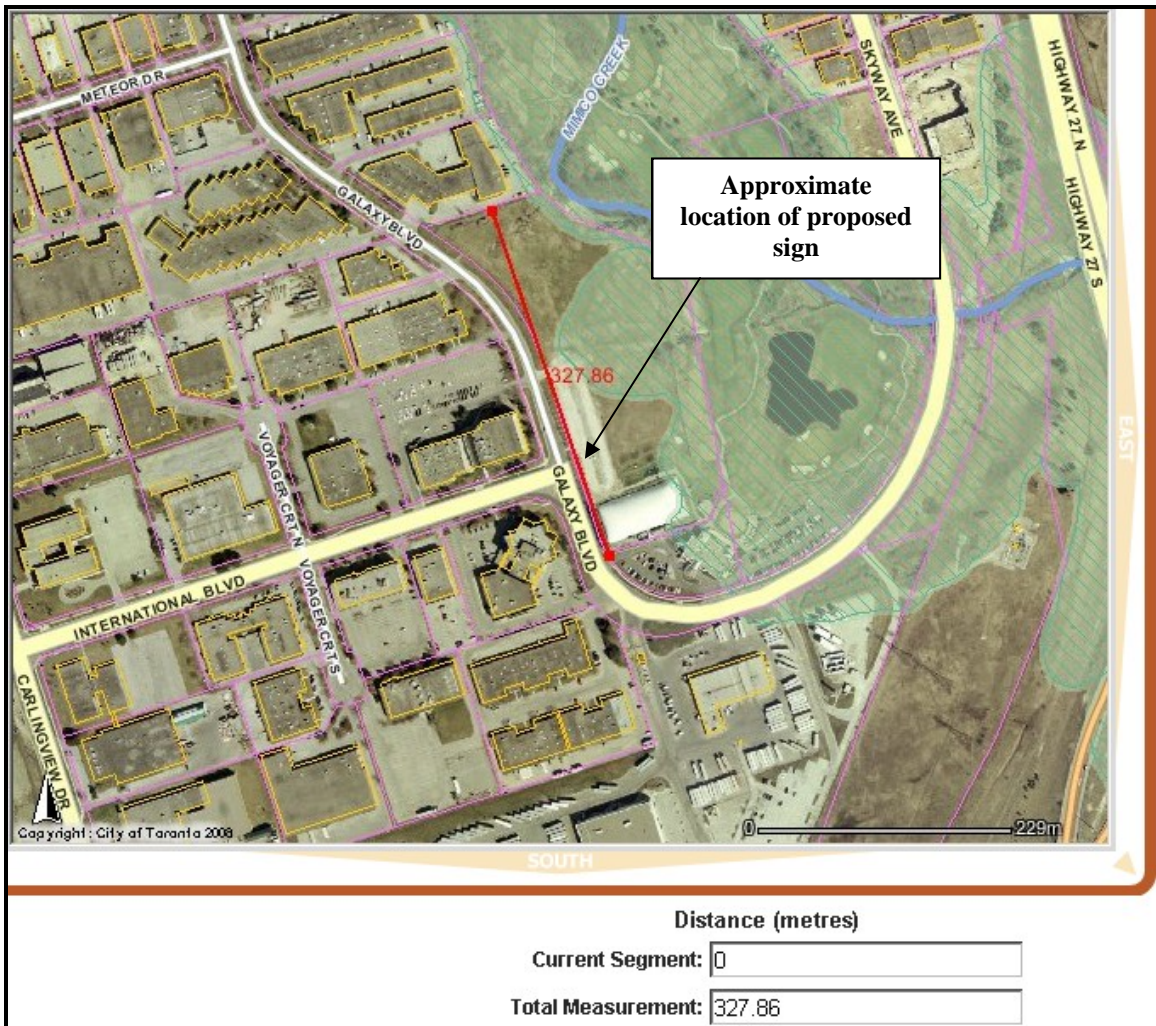
CONTACT

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

ATTACHMENTS

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

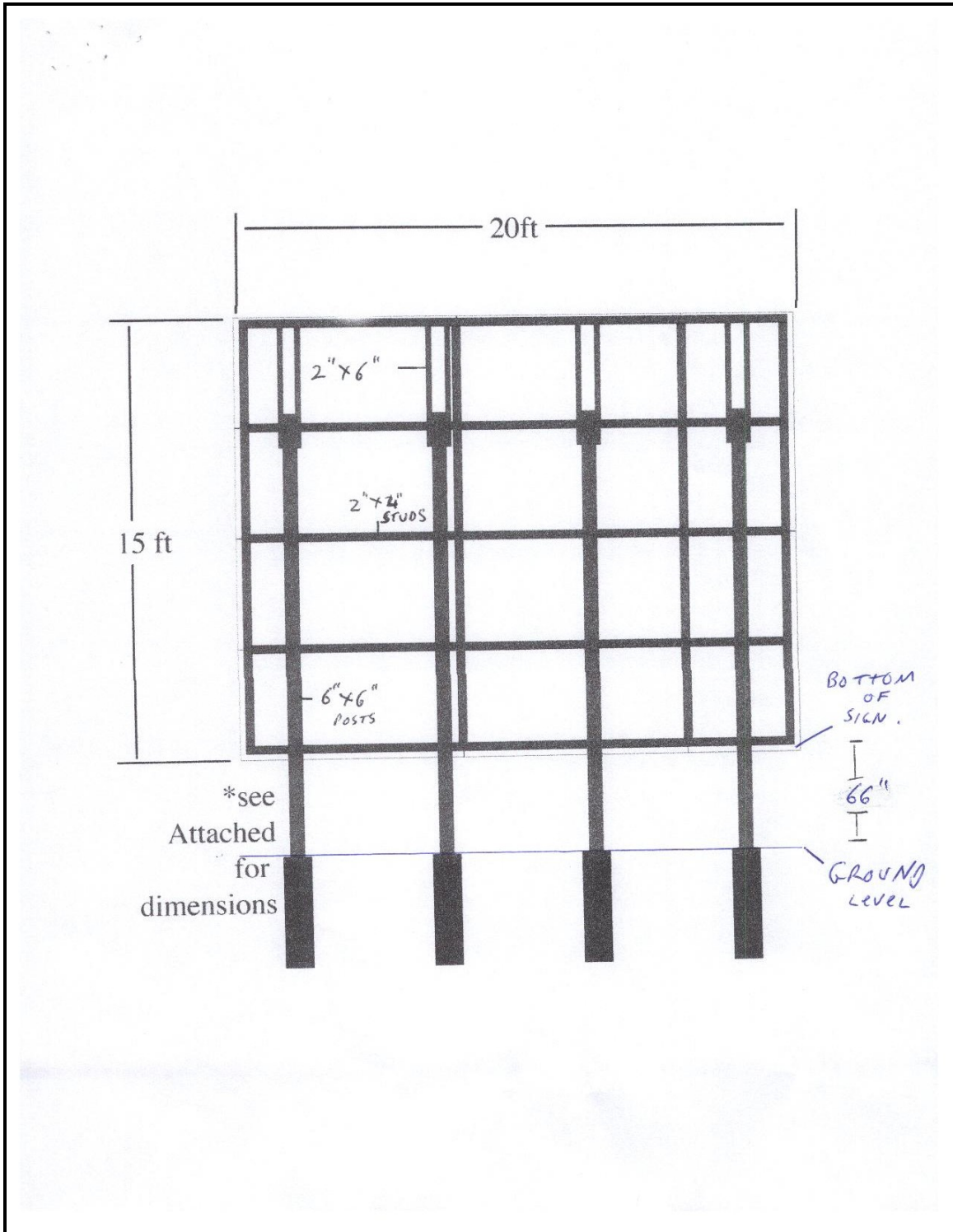




Looking north along Galaxy Blvd from approximately 175 Galaxy Blvd which is just to south of where the sign will be located.



Continuing to look north along Galaxy Blvd from the foot of International Blvd.



Proposed Ground Sign detail

Applicant:

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