



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
670 Rexdale Blvd.**

Date:	February 24, 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:	2010EY054

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 install two first party, illuminated wall signs for "Hasty Market" and "Country Style" on north elevation of the building containing units 1 & 2 at 670 Rexdale Blvd.

The request comes from Karamjit Jhass with King Printing and Signs for the owners Bhuphder Khumman 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 at 670 Rexdale Blvd. as they are minor in nature.

FINANCIAL IMPACT

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

COMMENTS

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 CP Local Planned Commercial Local Zone (CPL) and is also subject to By-law 1989-78. To the north there is a residential development zoned R3 to the east there is vacant land that is zoned R6 and to the south the lands belong to Woodbine Race Track which is presently working with the City on a redevelopment of the lands that will include a track of land for residential development that would be directly to the south of 670 Rexdale Blvd.

670 - 680 Rexdale Blvd is a new commercial development that consists of 2 separate buildings. The buildings at the time of approval were known as Buildings A & B. Building B, the smaller of the 2, is now known as 670 Rexdale Blvd and is a one storey commercial building with 8 units. The applicant's business is located in units 1 & 2 and the nature of these businesses is a variety store and coffee shop (Hasty Market and County Style).

The applicant has been given a permit under file no. 10 100882 SGN for the installation of (4) first party, illuminated fascia signs for "Hasty Market" and "Country Style" to be erected on the east and west elevations. The approved signs on the west elevation were approved under sections 215-20.J.(4)(e) & (f). The approved signs on the east elevation were approved under section 215-20.J.(4)(b). The applicant is now asking for additional signage on the north elevation of Building B which faces an existing residential development. The new signage can be varied from a number of different sections but for the purpose of this application these signs will be varied using section 215-20.J.(4)(b).

The proposed signs on the north elevation of 670 Rexdale Blvd are:

1. "Hasty Market" consisting of individual letters that are to be illuminated and will be approximately 1.16m x 3.23m (3'-10" x 10'-7") = 3.77 m² (40.57 ft²)
2. "Country Style" consisting of individual letters and a stylized cup that are to be illuminated and will be approximately 1.14m x 3.6m (3'-9" x 11'-10") = 4.12 m² (44.37ft²).

Note in calculating the maximum permitted sign display area along the street frontage (east elevation/Humberwood Blvd) for 670 Rexdale Blvd. units 1 and 2 the building facade area of the first storey was calculated as 22.44m² (241.5ft²).

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
Chapter 215, Signs. Commercial Zones:	Proposal is for four (4) illuminated fascia signs (2 existing signs on the east To	To permit the proposed two (2) illuminated fascia signs on the north elevation that will

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p>215-20.J.(4)(b) - Business identification fascia, awning or canopy signs in accordance with section 215-20.B. and D.(1) and (2).</p> <p>therefore;</p> <p>215-20.B.(1) - On each commercial building lawfully used under the city zoning by-laws, there may be erected two (2) fascia or awning signs for each occupancy located in the first storey thereof, provided that all such signs shall be located <u>on the street frontage wall of the building.</u></p>	<p>Erect two illuminated first party signs on the north elevation that will be in addition to two existing signs on the frontage elevation (east elevation) and by locating the additional signs on the north elevation the signs will not be on a wall that forms part of the street frontage wall.</p>	<p>increase To permit the number of first party illuminated signs on the street frontage to be 4 which exceeds the maximum number of signs permitted (2) and to permit the proposed signs on the north elevation not to be located on the street frontage wall (East Elevation).</p>
<p>Chapter 215, Signs.</p> <p>Commercial Zones:</p> <p>215-20.B.(4) - The total permitted display area of all signs located on the building face applicable to occupants within the first storey shall not exceed thirty per cent (30%) of the street frontage facade area of the first storey,</p>	<p>The proposed additional two (2) illuminated fascia signs would bring the new total sign display area to 303.06 sq. ft. (or 28.15 sq. m.) which is 37.6% of the street frontage facade area of the first storey</p>	<p>To permit a new total sign display area, resulting from the addition of the 2 fascia signs on the north elevation of 303.06 sq. ft. (or 28.15 sq. m.) or 37.6% of the street frontage facade area of the first storey which exceeds the allowable maximum 30%</p>

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
<p>694-21. District specific first party sign regulations. 694-21.D. (5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection D(4), provided: 694-21.D. (5)(b) Where erected at the first storey, the height shall not exceed the lesser of 4.5 m or the 694-21.D. (5)(c) The total sign face area of all wall signs erected at the first storey shall not exceed 20% of the area of the wall at the first storey on which the signs are erected</p>		<p>In sufficient information provided to determine if variances are required from the standards in section 694-21.D. (5)</p>

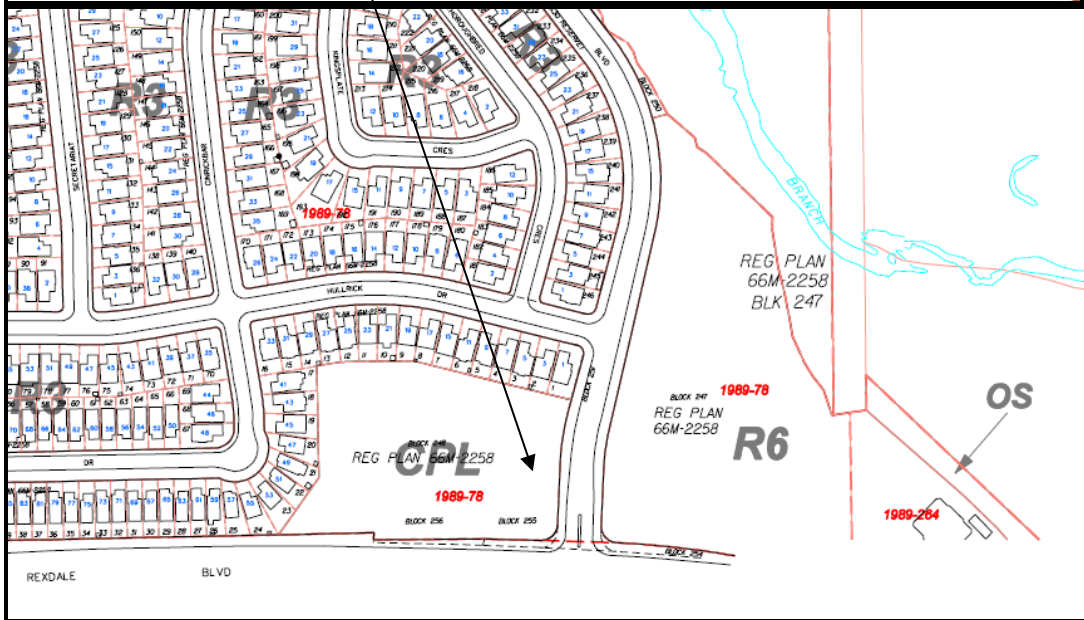
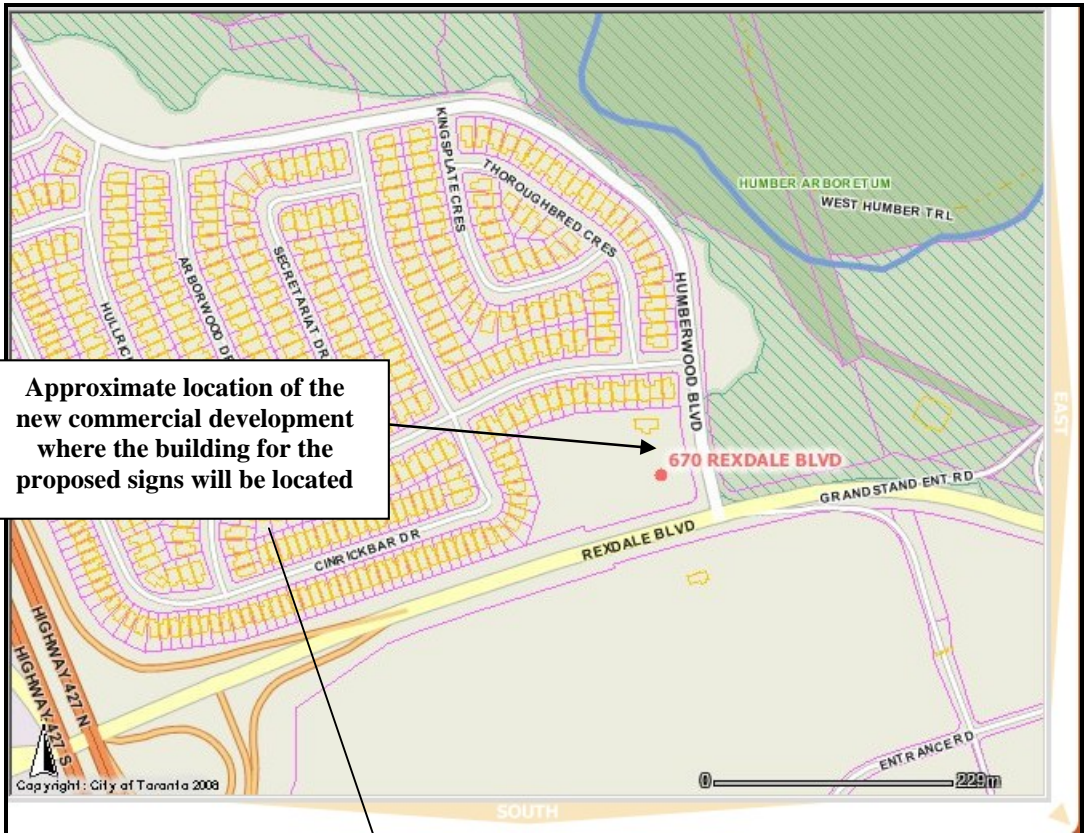
CONTACT

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

ATTACHMENTS

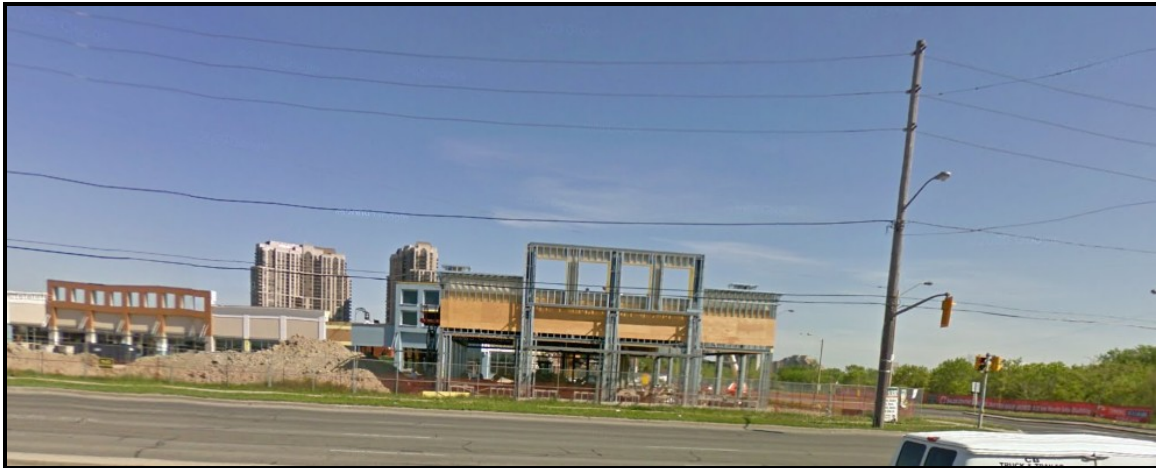
- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan



Approximate location of the proposed first party illuminated fascia signs



Aerial view of 670 & 680 Rexdale Blvd.



South elevation of 670 Rexdale Blvd under construction



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

North Elevation

KING PRINTING & SIGNS INC. 7150 Torbram Rd, Unit # 6, Mississauga, Ont. L4T 3Z8	Tel.: (905) 673-9229 Fax.: (905) 672-8338 E-mail: info@kingprintsign.com	Client Address Hanifa 670 Rexdale Blvd. Unit # 1 & 2	Date Dec. 23/09	Designer Karanjit Jhass	Approved By Name Sign.	<input type="checkbox"/> CONCEPTUAL Not For Construction <input type="checkbox"/> SHOP READY Construction Capable
			Rev. Unit # 1 & 2	Rev.		

110V Electric/Final Hook Up provided by Client

Proposed Facia Signage – North Elevation

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