



STAFF REPORT ACTION REQUIRED

Sign Variance Report 871 Islington Avenue

Date:	February 25, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke-Lakeshore Ward 6
Reference Number:	2010EY050

SUMMARY

This staff report is about a matter for which the Community Council has been delegated authority from City Council to make final decision.

Toronto Building received a request for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, from Rachael Kelebay of 2157341 Ontario Ltd. the property owners.

The request is to permit to erect two first party fascia signs containing LED message boards 6.32 m wide and 12.2 m high (21 ft x 40 ft) with a face area of 75.90 m² (817 ft²) each and 32.56m (107.0ft) above grade located at 871 Islington Ave.

RECOMMENDATIONS

It is recommended that:

1. The Etobicoke York Community Council refuse the requested variance at 871 Islington Ave. 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 Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code the property is zoned Class 1 Industrial (IC.1) zone.

COMMENT

A building permit to construct a one storey addition to the south side of the existing building was issued in October of 2009. Goodwill store and Max's Market will occupy the building. Sign permit applications for the business identification of the two tenants have been applied for by the applicant and are presently under review.

The applicant is proposing in addition to 3 other identification wall and ground signs to erect two first party facia signs containing LED message boards on the south and east elevations of the tower square. Each sign face will be 6.32 m wide and 12.2 m high (21 ft x 40 ft) with a sign face area of 75.90 m² (817 ft²). The proposed facia signs will be erected 32.56m (107.0ft) above grade.

The proposed signs will be visible to traffic along Islington Ave., Queen Elizabeth Blvd. and F.G. Gardiner Expressway.

The signs do not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
215-22B (5) The total display area of any permitted signs shall not exceed twenty percent (20%) of the façade of the portion of the building they occupy.	To erect two facia signs with a signage area of 151.8 m ² .	To allow two facia signs to exceed the permitted signage area by 142 m ² .
215.14 Illumination Signs shall not be animated, flashing or have chasing lights.	To erect two facia signs containing LED displays.	To allow two facia signs that contain LED displays.

Therefore, it is recommended that Council deny the requested variance as it is not minor in nature.

PROPOSED NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that will come into force and effect on April 6, 2010. The following is an evaluation of this particular sign variance application against the new draft 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 proposed Sign By-law.

One of the main features of the proposed 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. This approach is similar to the one being utilized by the new proposed City-wide Zoning By-law mapping.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as an “E- Employment Sign District”.

Sign By-law Section & Requirements	Applicant’s Proposal	Required Variance
694-14. General regulations 694-14.I.(3) sign displaying electronic copy shall not display any visible effects.	To erect two wall signs containing LED displays.	To allow two wall signs that that contain LED displays.
694-21.District specific first party regulations. 694-21.E- Employment sign district 694-21.E.(5)(a) A wall sign shall only be erected at the first storey	To erect two wall signs 27.54 metres above the first storey	To allow wall signs to be erected above the first storey.
694-21.District specific first party regulations. 694-21.E- Employment sign district 694-21.E.(5)(c)The total sign face area of all wall signs erected on the building shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected.	To erect two wall signs with a signage area of 151.8 m ² .	To allow two wall signs to exceed the permitted signage area by 142 m ² .

CONTACT

Galina Veltman, Manager, Plan Examination

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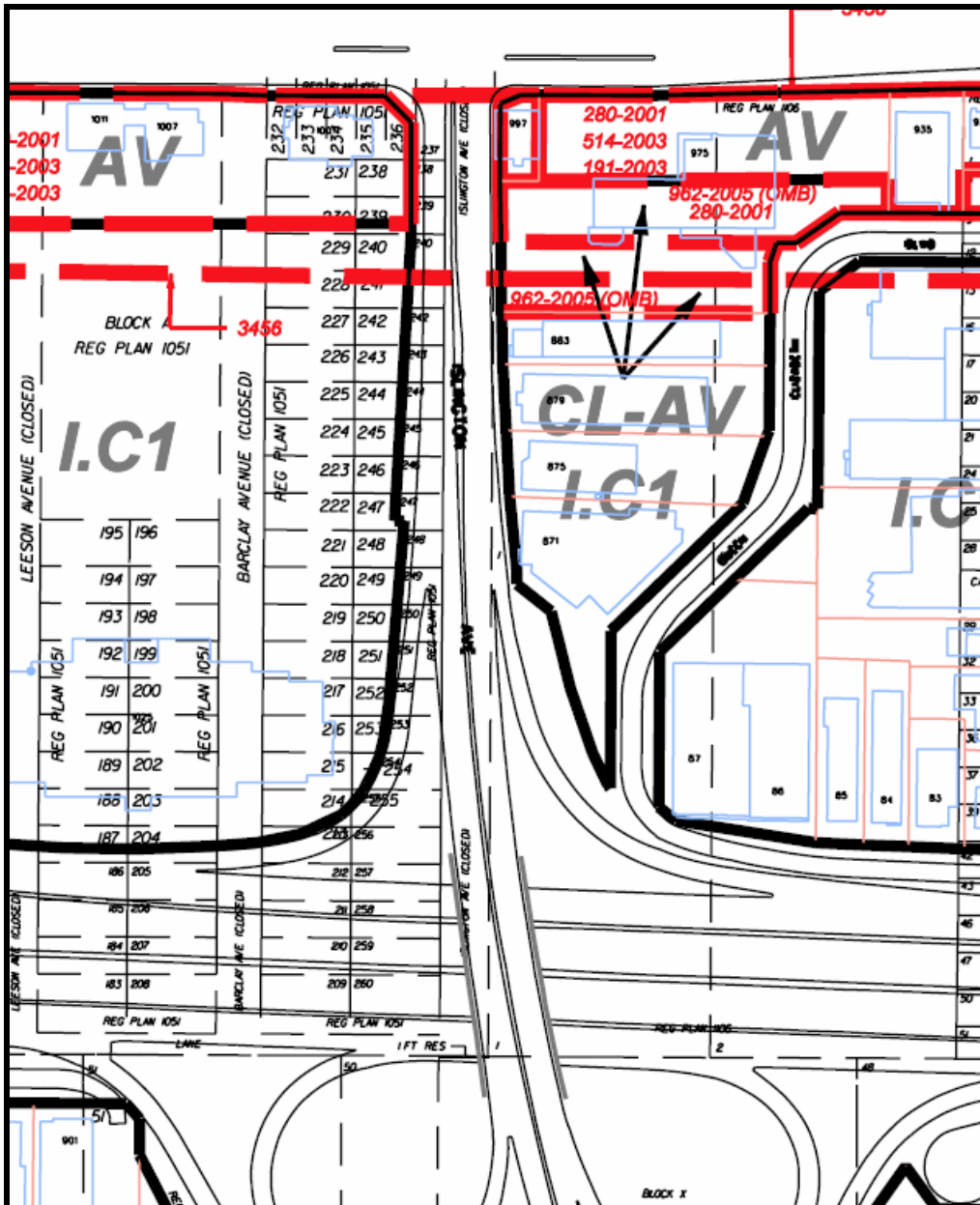
E-mail: veltman@toronto.ca

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

ATTACHMENTS:

- Attachment 1 – Zoning Map
- Attachment 2 – Aerial Map
- Attachment 3 – Site Plan
- Attachment 4 – Proposed Sign Details
- Attachment 5 – Applicants Letter

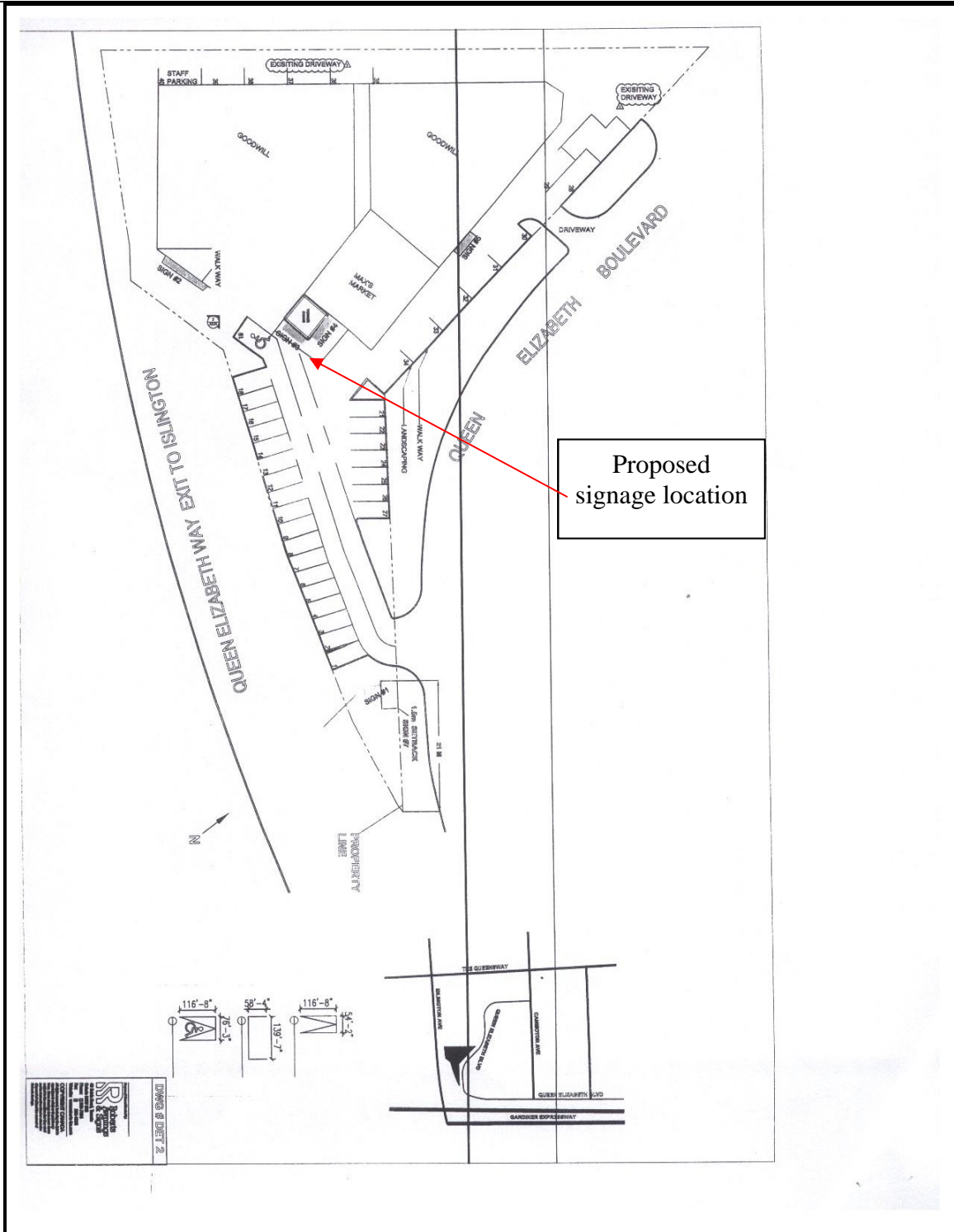
Attachment 1 – Zoning Map

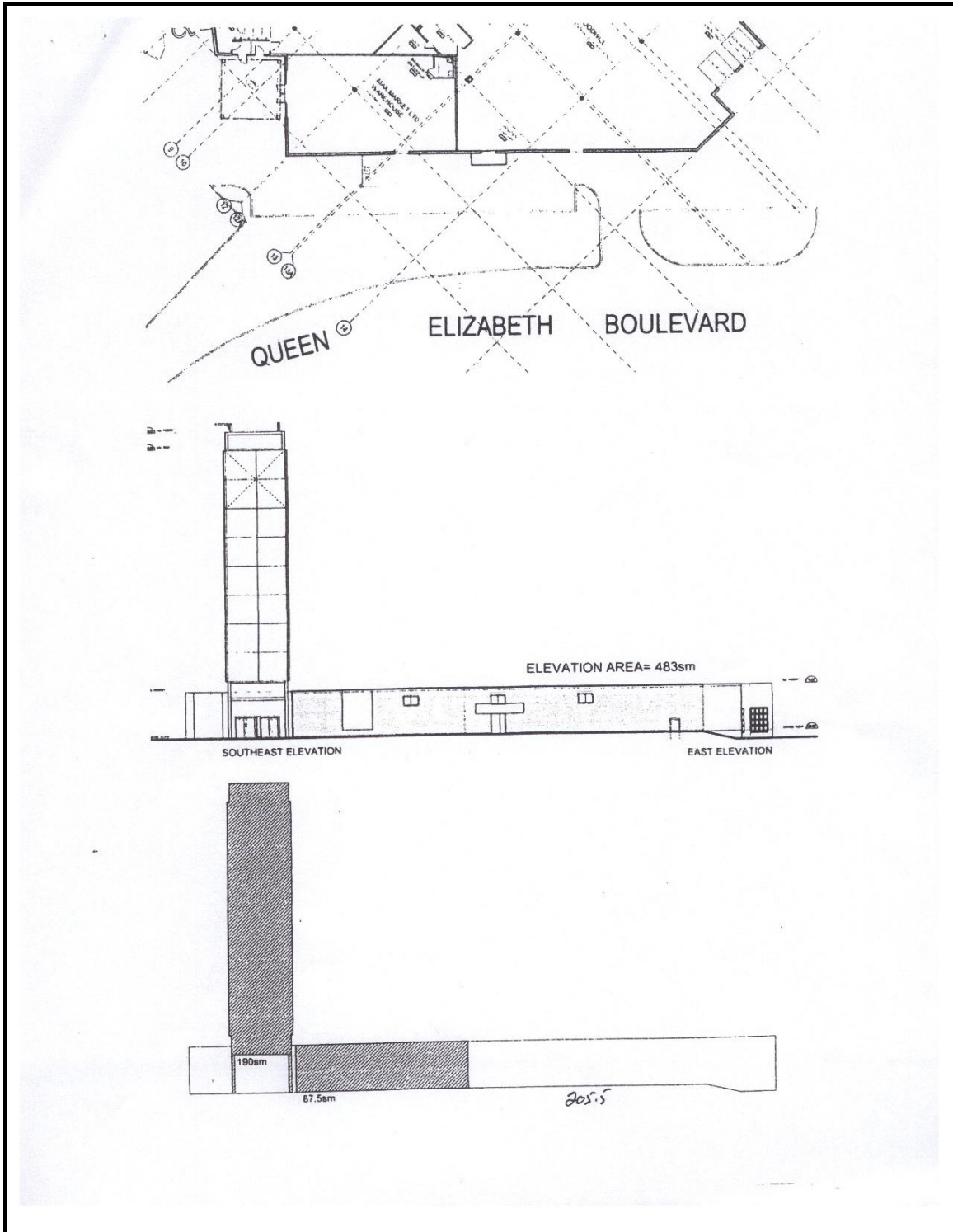


Attachment 2 – Aerial Map

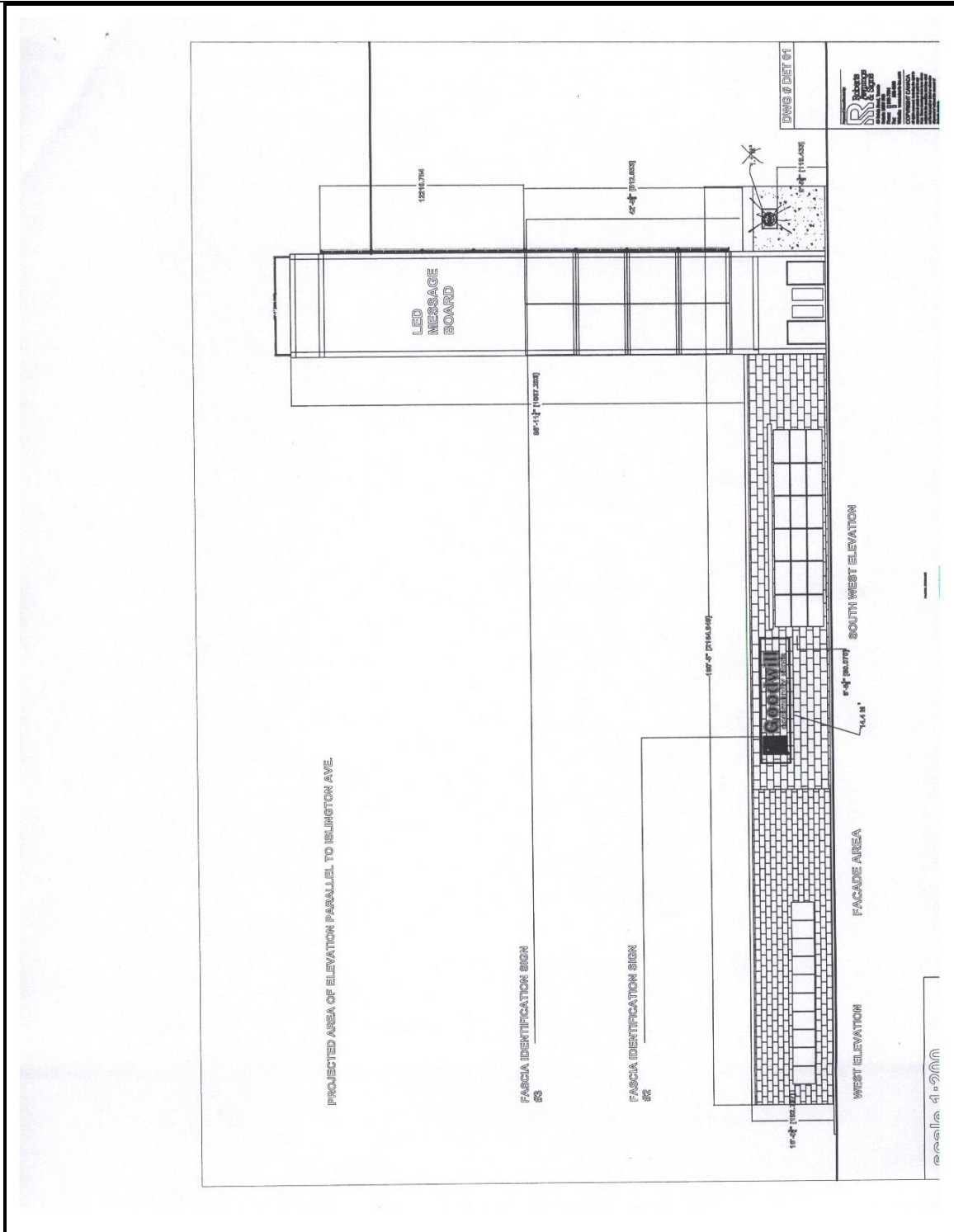


Attachment 3 – Site Plan





Attachment 4 – Proposed Sign Details





Attachment 5 – Applicants Letter

February 19, 2010

Re. 871 Islington
Sign Permit Application # 10-120514

Ms. Galina Veltman,


I would like to briefly describe the purpose of the sign relating to this application. One of the tenants in this building is Max's Market. This location will be the central warehouse for the Max's stores, which specialize in freshly prepared and packaged fine foods.

The sign for which we are applying would promote the concept of Max's through lifestyle and gastronomic images and text. Changeable images would present categories such as "Around The World Foods", holiday and seasonal, and health-conscious choices.

I am attaching an example of one series of messages, per your request.

Thank you for your assistance in this application.

Yours,



Rachael Kelebay

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