



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
655 Dixon Rd**

Date:	March 2, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Srage, Director and Deputy Chief Building Official
Wards:	Etobicoke North, Ward 2
Reference Number:	2010EY060

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 erect one first-party, illuminated, 5'-2"x11'-0" ground sign "DOUBLE TREE BY HILTON" less than 1.5 m to the property line that was originally approved with the required setbacks under permit no. 10 162713 SGN for building at 655 Dixon Rd.

The request comes from Mr. Dominic Rotundo for Tek Signs Inc. for the owner Double Tree Hilton, attention Krista Lefebvre 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 variance at 655 Dixon Rd for the reasons outlined in this report.

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 Class 2 Industrial Zone (IC.2) subject to bylaws 8540 and 1980-98. This property is located in an area that has industrial and commercial zoned lands. At this property there is the existing "DOUBLE TREE BY HILTON" hotel.

The proposed illuminated ground sign will be located off Kelfield St on a strip of land that provides access to parking at the rear of 655 Dixon Rd. The proposed sign was originally approved under permit 10 162713 SGN on the basis that the sign is set back a minimum of 1.5 m from both the street property line and the side yard property line. When the sign company went out to erect the proposed sign they discovered that they did not have sufficient space to meet the required side yard setback.

The proposed first-party, illuminated, ground sign shall have 2 faces and will be approximately 5'-2"x11'-0" with a sign area of approximately 56.87 sf (5.29 m2).

The sign does 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
<p>215-13.A. – Location and setback limitations.</p> <p>Unless otherwise specified elsewhere in this chapter, no part of any ground sign or sign structure shall be located less than 1.5 m from any street line or property line.</p>	<p>Erect a first-party, illuminated, ground sign that will be 1.5 m from the street property line and 0.13 m (5") from the south property line.</p>	<p>Erect a first-party, illuminated, ground sign that will be 0.13 m (5") in lieu of 1.5 m from the south property line.</p>

The change in location of the sign will not significantly change the impact on the neighbouring properties therefore it is recommended that council approve the requested variances as the variance is 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. 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 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) A ground sign other than a sign providing direction permitted by Subsection E(2), provided: (b) the sign area shall not exceed 0.3 m² for each 1.0 m or part thereof of frontage at which the sign is erected to a maximum of 15 m².</p>	<p>Erect a first-party, illuminated, ground sign that will have 2 sign faces and will be approximately 5'-2"x11'-0" with a sign area of approximately 5.29 m² (56.87 sf) with a street frontage of approximately 9.14 m.</p>	<p>To permit a first-party, illuminated, ground sign that will have 2 sign faces and will have a sign area of approximately 5.29 m² (56.87 sf) in lieu of the maximum permitted 3.0 m².</p>
<p>694-21. District specific first party sign regulations.</p> <p>694-21.E.(3) A ground sign other than a sign providing direction permitted by Subsection E(2), provided: (e) the sign shall not be erected within 2.0 m of any property line</p>	<p>Erect a first-party, illuminated, ground sign that will be 1.5 m from the street property line and 0.13 m (5") from the south property line.</p>	<p>To permit a first-party, illuminated, ground sign that will be 1.5 m from the street property line and 0.13 m (5") from the south property line in lieu of the minimum of 2.0 m.</p>

CONTACT

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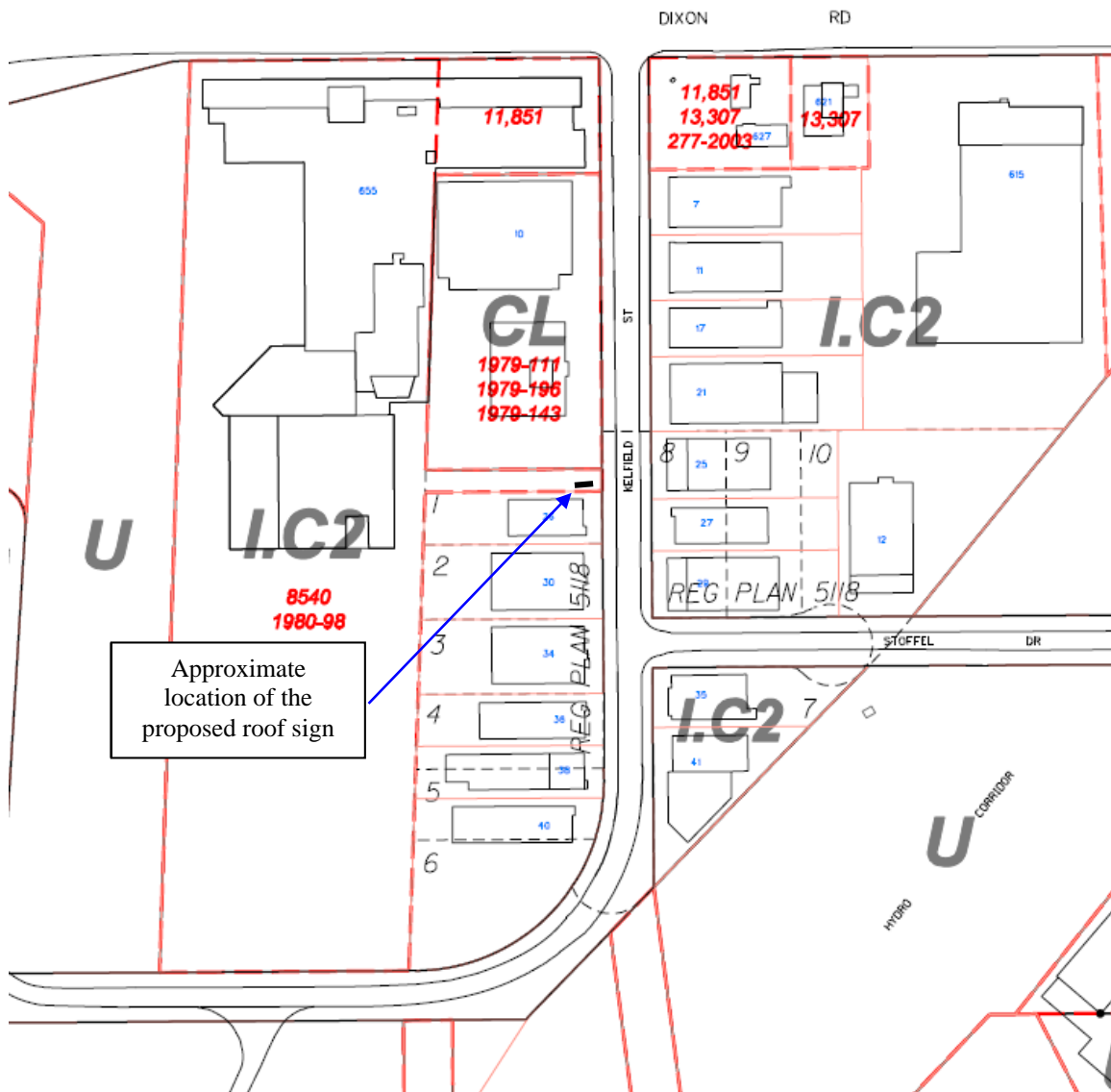
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Mark Sraga
 Director of Building and
 Deputy Chief Building Official
 The Etobicoke York District

ATTACHMENTS

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





Entrance off Kelfield Rd onto the property of 655 Dixon Rd



Entrance off Kelfield Rd onto the property of 655 Dixon Rd looking south.



Entrance off Kelfield Rd onto the property of 655 Dixon Rd looking north towards
Dixon Rd

Applicant:

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