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TO:	CHAIR AND MEMBERS BUILT AND NATURAL ENVIRONMENT COMMITTEE MEETING ON MONDAY AUGUST 15, 2011 AT 4:45 PM
FROM:	GEORGE KOTSIFAS, P. ENG. DIRECTOR OF BUILDING CONTROLS
SUBJECT:	APPLICATION BY: 1383266 ONTARIO LIMITED 715-725 WELLINGTON ROAD SOUTH

RECOMMENDATION

That, on the recommendation of the Director of Building Controls, based on the sign application of 1383266 Ontario Limited for a variance from the regulations of the Sign and Canopy By-law at 715-725 Wellington Road South to permit the placement of a second 6.0 m² (64.58 ft²) read-o-graph mobile sign in addition to the existing 6.0 m² read-o-graph mobile sign, where the street frontage is 70.84 m (232.41 ft) and 90.0 m (295.27 ft) of street frontage required, **BE REFUSED.**

PURPOSE AND EFFECT OF RECOMMENDED ACTION

Staff have recommended refusal of the requested variance for the additional mobile sign for the following reasons:

1. The intent of the City's Sign and Canopy By-law is to create fair and equitable regulations for the display of signs. The variance procedure is available to accommodate proposals that cannot comply with the regulations of the By-law due to extenuating circumstances or hardships. The applicant has not provided any hardships that would necessitate support or justification to provide relief from the By-law. Staff do not consider the sole desire to display additional signage as justification to support a variance application. The substantial increase in sign area is not considered minor in nature.
2. There is one existing read-o-graph mobile sign on the property based on one sign per 45 m (147.63 ft) of lot frontage. A second mobile sign on the property would require 90 m of total street frontage; the existing frontage is 70.84 m and is deficient by 19.16 m (62.86 ft).
3. There is one permanent ground sign which displays the names of the various tenants within the plaza and it is located in the south east corner of the site and currently all eight tenants are advertised. The existing sign face area is approximately 16.8 m² (180.83 ft²) and could be altered to allow a much larger permanent ground sign. Under the provisions of the By-law, a ground sign of 23.0 m² (247.57 ft²) maximum would be permitted and the existing read-o-graph mobile sign could remain.
4. In addition to the ground signage there is a maximum of over 100 m² (1076.42 ft²) of sign face area in total permitted to allow for facial wall signs and not all of that sign face area has been utilized.
5. There is also a provision in the Sign and Canopy By-law that allows for 0.6 m² (6.45 ft²) of A-board signage for each individual tenant within the premises.

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BACKGROUND

The property known as 715-725 Wellington Road is permitted a total of one mobile sign on the premise and currently there is one mobile sign located at the north end of the site.

From February 1997 to April 2011, there have been a total of four (4) By-Law Enforcement complaints for the number of mobile signs on the property. The complaints in 1997 were for three (3) mobile signs where only one mobile sign is permitted and the complaints in 2011 were for two mobile signs where only one is permitted.

In October 1991, the Sign and Canopy by-law came into effect regulating the number of mobile signs, size, height and location. Under the Sign and Canopy By-law, a mobile sign can be maximum 4.0 m (13.12 ft) in height with a 6.0 m² (64.58 ft²) sign face area and a commercial use is permitted a maximum of one mobile sign per 45 m (147.63 ft) of street frontage.

Information concerning the requested variance is summarized in the following Table.

	By-law Regulation	Proposed Sign	Variance Required
Maximum Sign Face Area	6 m ²	6 m ²	6 m ² for the additional mobile sign.
Maximum Sign Height	4 m	4 m	N/A
Number of Signs	One mobile sign per 45 m total street frontage. One permitted.	2 Mobile Signs	One additional Mobile Sign.

Note: Street frontage measures 70.84 m. The property would require 90 m of frontage to accommodate two mobile signs.

Letters from the owner and various tenants outlining reasons for the requested variance are attached.

SUBMITTED BY:	RECOMMENDED BY:
PETER KOKKOROS, P.ENG. MANAGER PLANS EXAMINATION, ZONING AND SIGN & CANOPY BY-LAW	GEORGE KOTSIFAS, P.ENG. DIRECTOR OF BUILDING CONTROLS

August 8, 2011
lm/Attach.