

**Sign Variance Report
650 Cosburn Avenue**

Date:	May 8, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 31 – Beaches-East York
Reference Number:	06-183655

SUMMARY

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

This report reviews and makes recommendations on a request by Greg Leskew, with Nevco Scoreboards, for East York Collegiate for approval of variances from By-law No. 64-87 of the former Borough of East York to permit, for identification purposes, an electronic scoreboard ground sign for East York Collegiate Institute at 650 Cosburn Avenue.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for variances to permit, for identification purposes, an illuminated electronic scoreboard ground sign for East York



Collegiate Institute at 650 Cosburn Avenue with a condition that the back face of the scoreboard that faces Cosburn Avenue would remain non-illuminated, and require that energy efficient lights be used; and

2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property, known as the East York Collegiate Institute is located on a city block bounded by Cosburn Avenue to the south, Coxwell Avenue to the west, Plains Road to the north and the Binswood Avenue to the east. The applicant is requesting permission to install, for identification purposes, an electronic scoreboard ground sign on the south side of the school ground along Cosburn Avenue. The two sided sign is 7.32m wide and 4.27m high with an area of 31.26m². The electronic scoreboard would face north towards inside the school ground. The back side of the sign would remain non-illuminated, it would face south towards Cosburn Avenue and it would identify the “Memorial Stadium – East York Collegiate Institute”.

The sign does not comply with By-law No. 64-87, Signs, of the former City of East York in the following ways:

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
1. By-law No. 64-87	The sign would have an area of 31.26m ²	The 31.26m ² sign area would exceed by 25.26m ² , the maximum 6.0m ² sign area permitted
2. By-law No. 64-87	The height of sign from grade to the top of the sign would be 7.32m.	The 7.32m sign height would exceed by 4.82m, the maximum 2.50m sign height permitted.

COMMENTS

The permitted type signs in a Q zone are required to be small and low. The proposed ground sign is larger than it is permitted in this area.

On May 1, 2007, a Community Consultation meeting, chaired by the Ward Councillor was held at the East York Collegiate Institute. The overall purpose of this meeting was to

get input from the surrounding community about the location, size and height of the sign. Those in attendance were supportive of the sign and the proposed location.

Staff recommends approval of the proposed sign at this location with a condition that the back face of the scoreboard that faces Cosburn Avenue remains non-illuminated. With this condition in place the proposed sign is acceptable.

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax No. 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

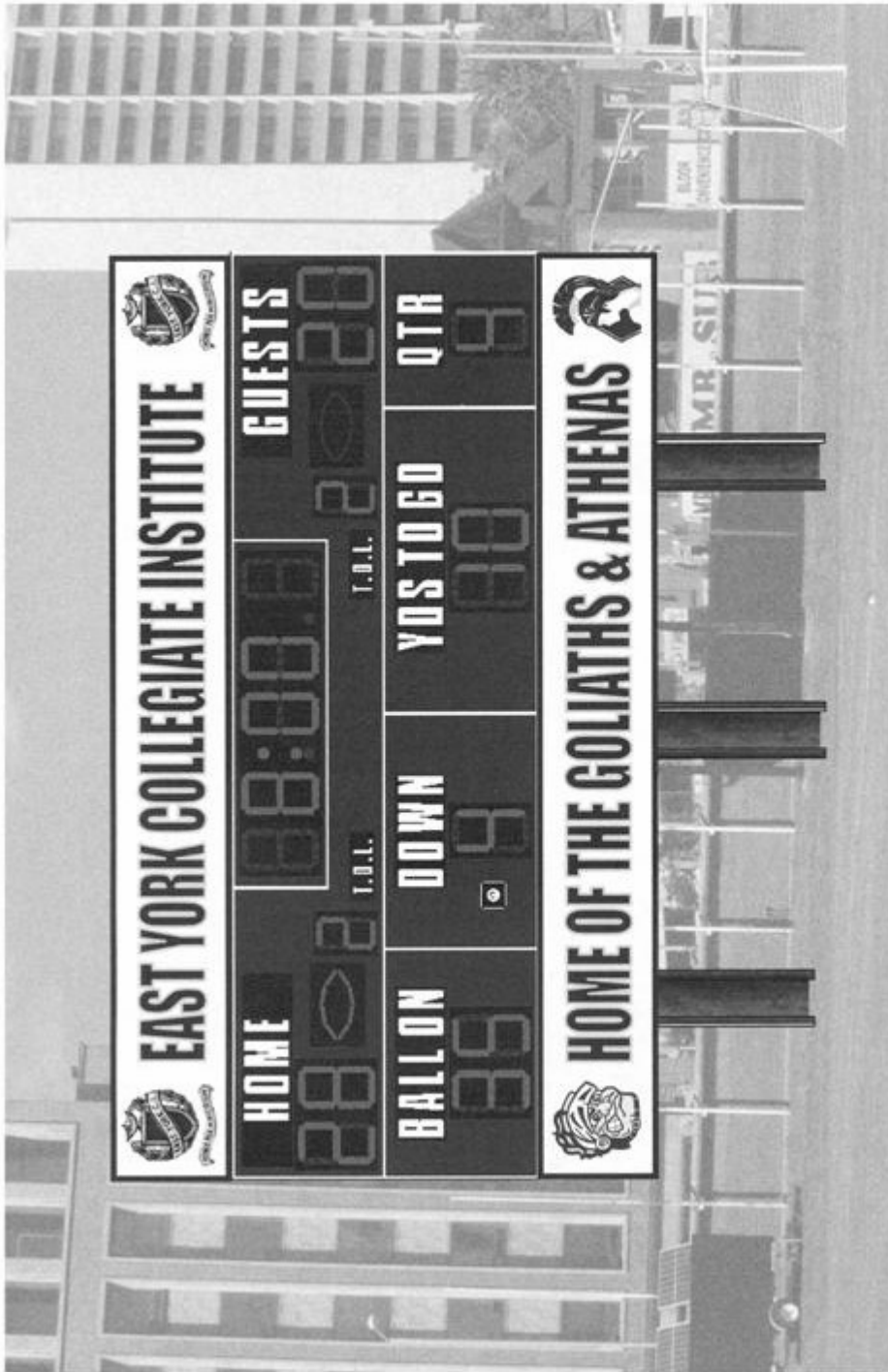
Gary Wright, Director
Community Planning, Toronto and East York District

(P:\2007\Cluster B\pln\teycc5411169099.doc) - smc

ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Elevation
Attachment 3: Elevation

Attachment 1: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale
01/1/07

650 Cosburn Avenue

File # 06_183655

Attachment 2: Elevation



Stretched vinyl School I.D. sign mounted on back of scoreboard

25 ft.

15 ft.

Elevation

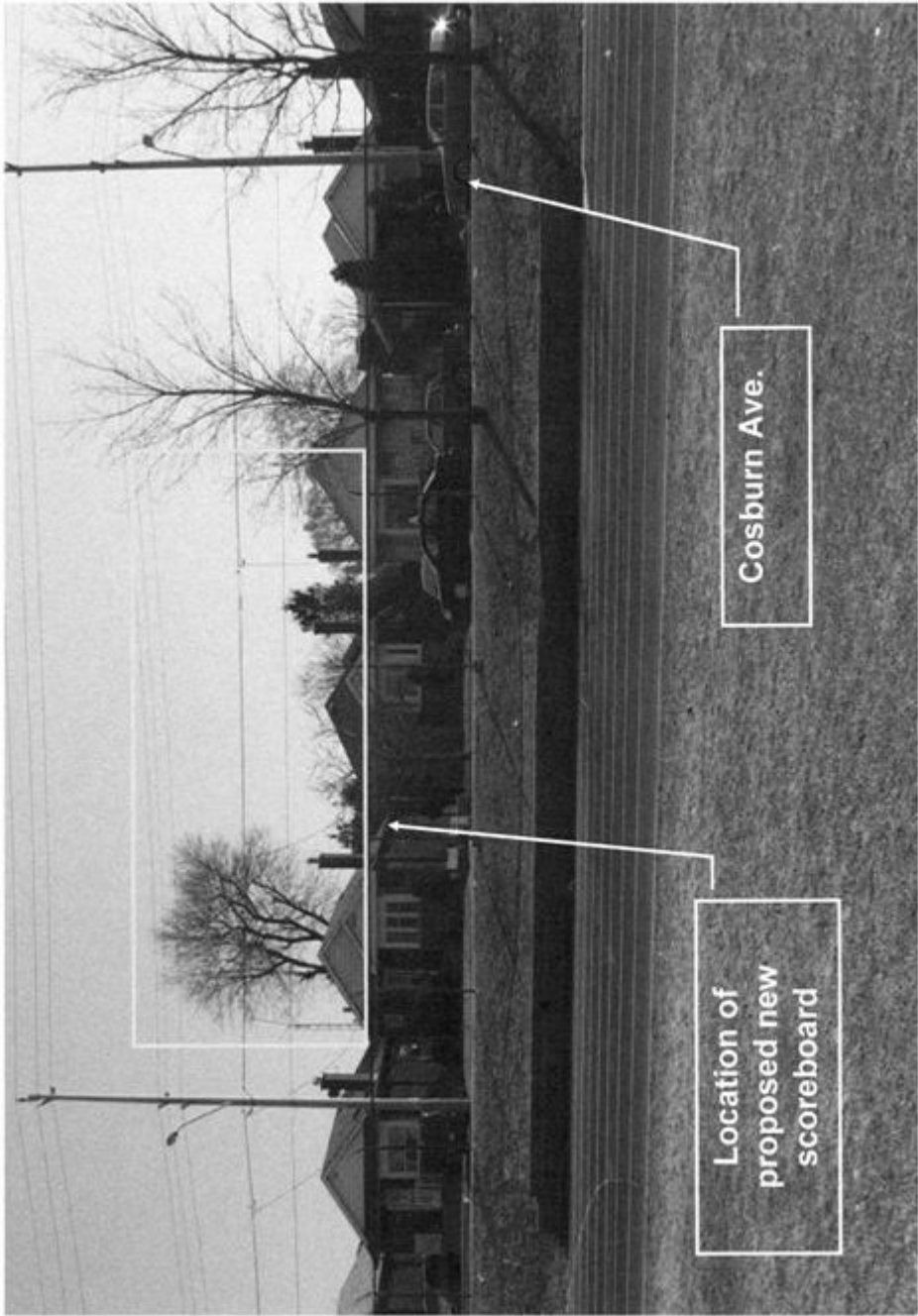
Applicant's Submitted Drawing

Not to Scale
01/11/07

650 Cosburn Avenue

File # 06_183655

Attachment 3: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale
01/11/07

650 Cosburn Avenue

File # 06_183655