



STAFF REPORT ACTION REQUIRED

Sign Variance Report 1100 The Queensway

Date:	December 12, 2007
To:	Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Ward 5
Reference Number:	2008EY002

SUMMARY

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

Toronto Building received a request from Robert Manning of Gregory Signs Ltd. on behalf of 1100 The Queensway Prop Ltd., owner of the property, for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to install an illuminated business identification ground sign at 1100 The Queensway.

RECOMMENDATIONS

Toronto Building recommends that

1. The request for variances be approved for the reasons outlined in this report; and
2. Applicant is advised, upon approval of variances, of the requirement to obtain the necessary sign permits.

FINANCIAL IMPACT

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

COMMENTS

The proposed signs will be located on southwest corner of the property and would be replacing an existing ground sign located southeast corner of the site.

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
1. 215-20(F) does not permit any business identification ground sign on commercial properties unless occupancy of the property complies with Articles 215-20(J), (L) or (M)	The applicant is proposing to replace an existing ground sign, permitted by a previous sign variance, with a similar size and height sign at a different location of the site	Permit a business identification ground sign at a location where no ground sign is permitted.

The applicant is proposing to replace an existing ground sign which he indicates is in disrepair, and at the same time would like to relocate the sign from the southeast to the southwest corner of the lot.

The Sign Code does not permit any ground sign on commercial properties. However, the former City of Etobicoke Council had approved a sign variance for the existing sign.

Presently, the sign is 6.70 metres in height and has two parts. Firstly, the business identification sign has a display area of 4.65 square metres and secondly, the sign that had received sign variance approval from Etobicoke Council in 1995, is a double-sided product advertising sign with display area of 1.33 square metres.

The new proposed sign will be an illuminated business identification sign with a display area of approximately 5.90 square metres and height of 6.10 metres. It will be slightly lower with the same display area as the existing sign.

Toronto Building staff is of the opinion that the request for variance is minor in nature and recommend that Community Council approve the sign variance for 1100 The Queensway.

CONTACT

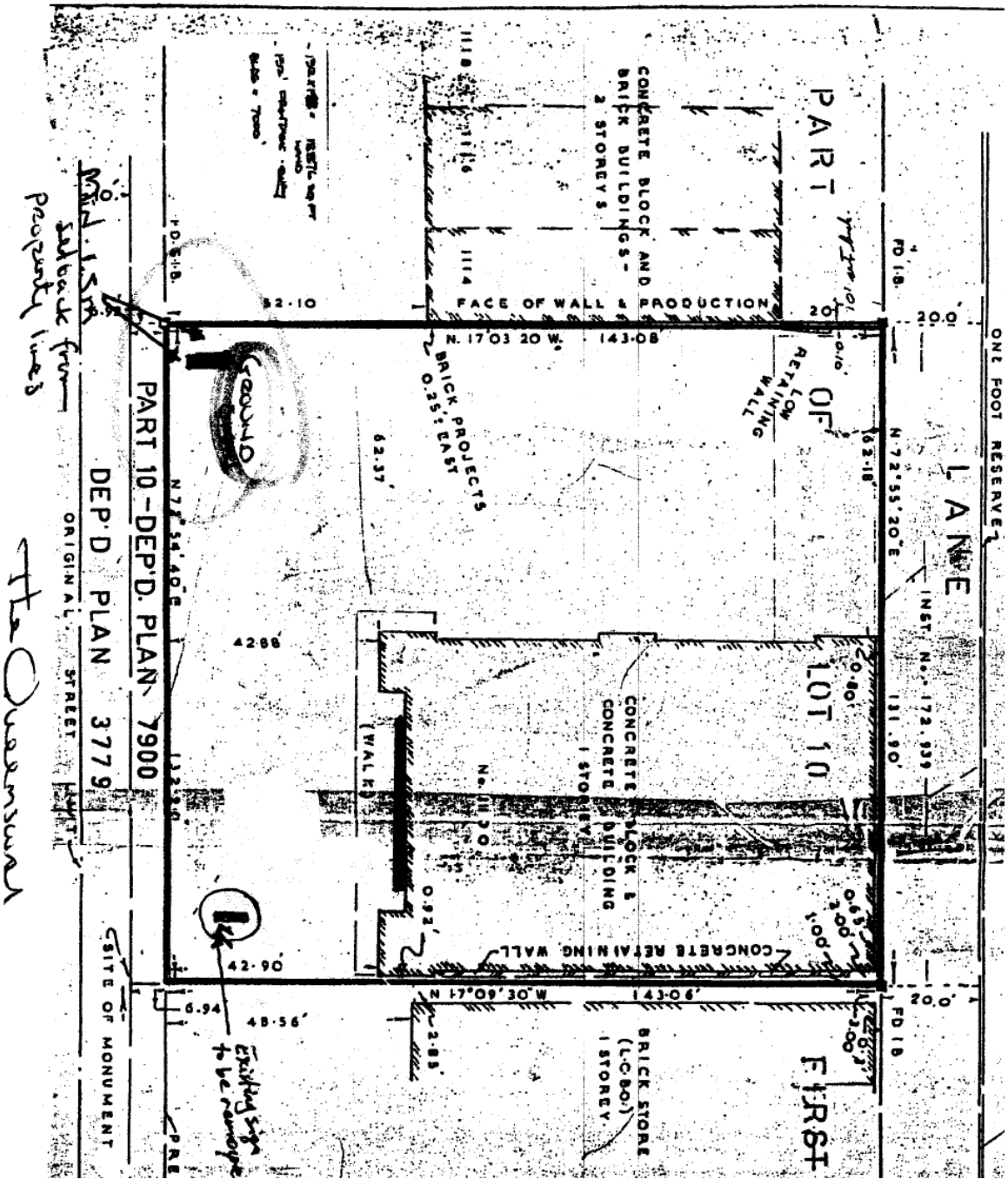
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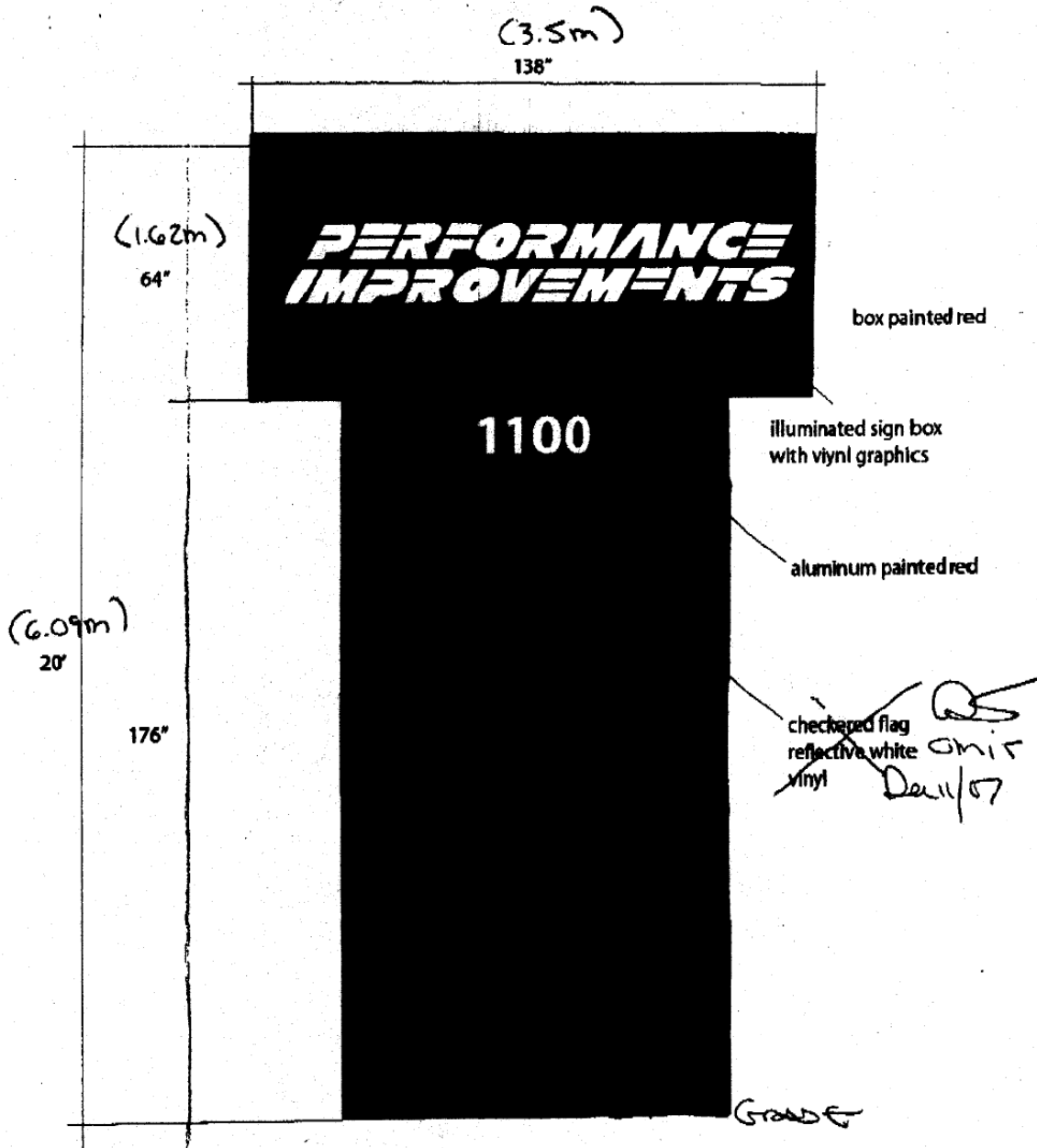
Edward Tipping P.Eng
Director of Building and
Deputy Chief Building Official
The Etobicoke York District

ATTACHMENTS

- 1.) Site Plan
- 2.) Elevation
- 3.) Existing Sign



SITE PLAN



ELEVATIONS



EXISTING SIGN