



STAFF REPORT ACTION REQUIRED

Sign Variance Report 120 North Queen Street

Date:	June 19, 2008
To:	Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Ward 5
Reference Number:	2008EY016

SUMMARY

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

Request for Approval of Variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install Three Sided Non Illuminated Business Identification Ground Sign and Fascia Sign on the east elevation.

The request comes from Mr. Clive Grandfield, of Designers Collaborative, on behalf of the owner of the property, 2138444 Ontario Ltd., for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

RECOMMENDATIONS

Toronto Building recommends that:

1. The request for variances be approved for the reasons outlined in this report.
2. The applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits.
3. The applicant be advised, upon approval of variances, of the requirement to obtain approval from Ministry of Transportation prior to the issuance of a sign permit.

4. The applicant be advised, upon approval of variances, the owner will not permitted any other ground sign on this property unless owner removes three sided ground sign from the property first.

FINANCIAL IMPACT

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

COMMENTS

The proposed ground sign will be located on southwest corner of the property and the fascia sign will be located above the entrance of the new entertainment activities centre.

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. 215-22(B)(3) Does not permit any fascia signs unless it is facing a street.	Applicant is proposing a Fascia Sign and two Flag Signs on rear wall of the building which does not face a street.	Install a Fascia Sign and two Flag Signs on rear wall of the building where no sign is permitted.
2. 215-15(A) Does not permit any sign structure attached to a wall to extend beyond roof of the building.	Proposed Rear Wall Fascia and Flag signs will be above the roof of the building.	Install a Fascia Sign and two Flag Signs above the roof of the structure.
2. 215-12(F) Permits any Business Identification Ground Sign be single faced when parallel to the street or two faced when perpendicular to the street.	The proposed Business Identification and Tenant Directory Ground Sign will have 3 advertising planes and each post will have a flag sign at the top.	Permit a three Faced Business Identification Ground Sign with flag at each post in lieu of the maximum double faced ground sign.

The applicant is proposing one three sided ground sign at the southwest corner of the property. The Sign Code permits a maximum of two business identification ground signs where the site abuts more than one street. The applicant is proposing to have one ground sign with three sides in lieu of two ground signs he is allowed, where each sign permitted to have two sides perpendicular to the street.

The applicant would also like to include a flag on the top of each post. At the same time, he would also like to have a fascia sign at the rear wall of the building above the roof line, with two flag signs attached to the posts. The Sign Code does not permit any rear wall signs for industrial properties as well as it does not permit any sign above the roof line. The applicant however, is requesting this rear wall sign since the entrance to the property is from the rear where the parking lot is located. Due to this configuration, the entrance sign will be above the roof line of the structure.

The rear wall is approximately 45 metres from the rear of the property line and facing another industrial property to the east. There are no residential properties in the vicinity. The property is within 400 metres of the Highway 427 therefore, Ministry of Transportation of Ontario approval is required for all the signs if approved.

Staff is in the opinion that requested variances are minor in nature and should be permitted provided no other ground sign will be permitted on this property in the future.

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. Elevations
3. Sign Details
4. Pictures
5. Aerial View

APPLICANT'S INFO.

**CLIVE GRANDFIELD
DESIGNERS COLLABORATIVE
194 HOWLAND AVE.
TORONTO ONTARIO
M5R 3B6**

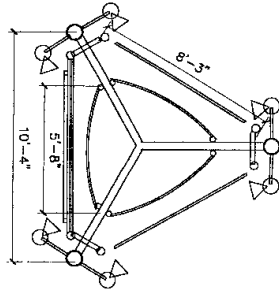
TEL: 416-533-0916

THE E-ZONE

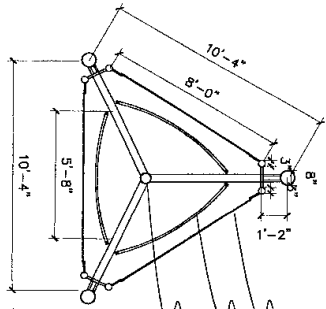
THE ENTERTAINMENT ZONE

120 NORTH QUEEN ST.

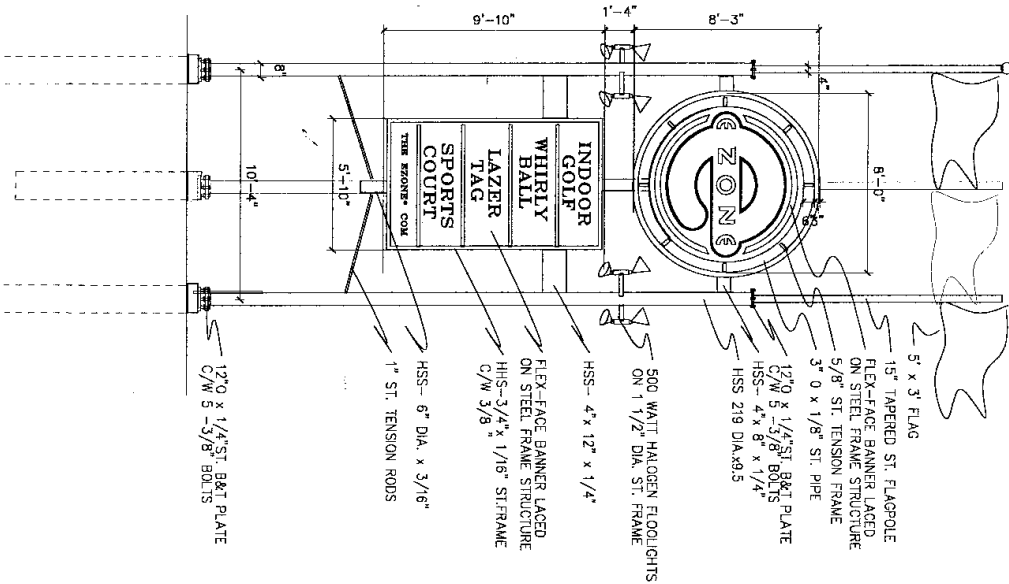
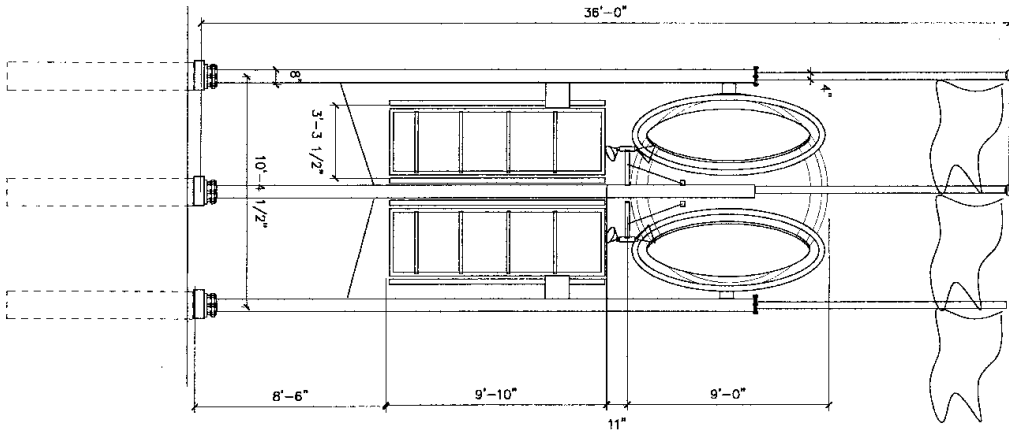
95 THE EAST MALL



SIGN PYLON



FLEX-FACE BANNER LAGED ON STEEL FRAME STRUCTURE
 FLEX-FACE BANNER LAGED ON STEEL FRAME STRUCTURE
 HSS- 6" DIA. x 3/16"



SIGN DETAILS



EXISTING REAR WALL AND ENTRANCE



AERIAL VIEW