



STAFF REPORT ACTION REQUIRED

Sign Variance Report 8 Avon Park Dr

Date:	May 15, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke-Lakeshore, Ward 5
Reference Number:	2009EY017

SUMMARY

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

Toronto Building received a request from Douglas Giles with City of Toronto, Parks, Forestry & Recreation for City of Toronto for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to erect a First Party Illuminated Fascia Sign for "Queensway Park", located on the south elevation of the building at 8 Avon Park Dr.

RECOMMENDATIONS

It is recommended that:

- (1) the request for variances be approved for the reasons outlined in this report; and
- (2) the applicant is advised, upon approval of variances, of the requirement to obtain the necessary sign permit.

Financial Impact

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

ISSUE BACKGROUND

The property is located in the former City of Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code, the property is zoned OS and is subject to By-law 1993-141. To the south there are commercial properties along The Queensway. Residential properties abut the park on the north, west and east sides.

COMMENTS

The applicant is proposing to erect a fascia sign "Queensway Park" on the wall of a recreational field house building presently under construction, under Permit 07 229722 BLD. The sign will consist of individual channel letters and will be partially illuminated through the use of valence lighting above the word "PARK".

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
215-24 D. One fascia identification sign not exceeding 5m ² in display area may be erected on a wall facing the street frontage of the premises	A first party, partially illuminated fascia sign approximately 16.3 m ² .	To permit a first party partially illuminated fascia sign to have a display area of approximately 16.3 m ² in lieu of 5 m ² .
215-24 D. One fascia identification sign not exceeding 5m ² in display area may be erected on a wall facing the street frontage of the premises	A first party, partially illuminated fascia sign that will not face the street frontage, that being Avon Park Dr.	To permit a first party, partially illuminated fascia sign to not face the street frontage, that being Avon Park Dr. The sign will face the abutting street - The Queensway.

The proposed sign is going to be located on the south elevation of the new field house and due to the orientation of the wall, the resulting sign will be facing the commercial street, namely The Queensway. The only sign illumination will be valence lighting above the word "PARK" and therefore, the impact on the community from the sign illumination will be minimal.

Our recommendation is that the required variances be approved.

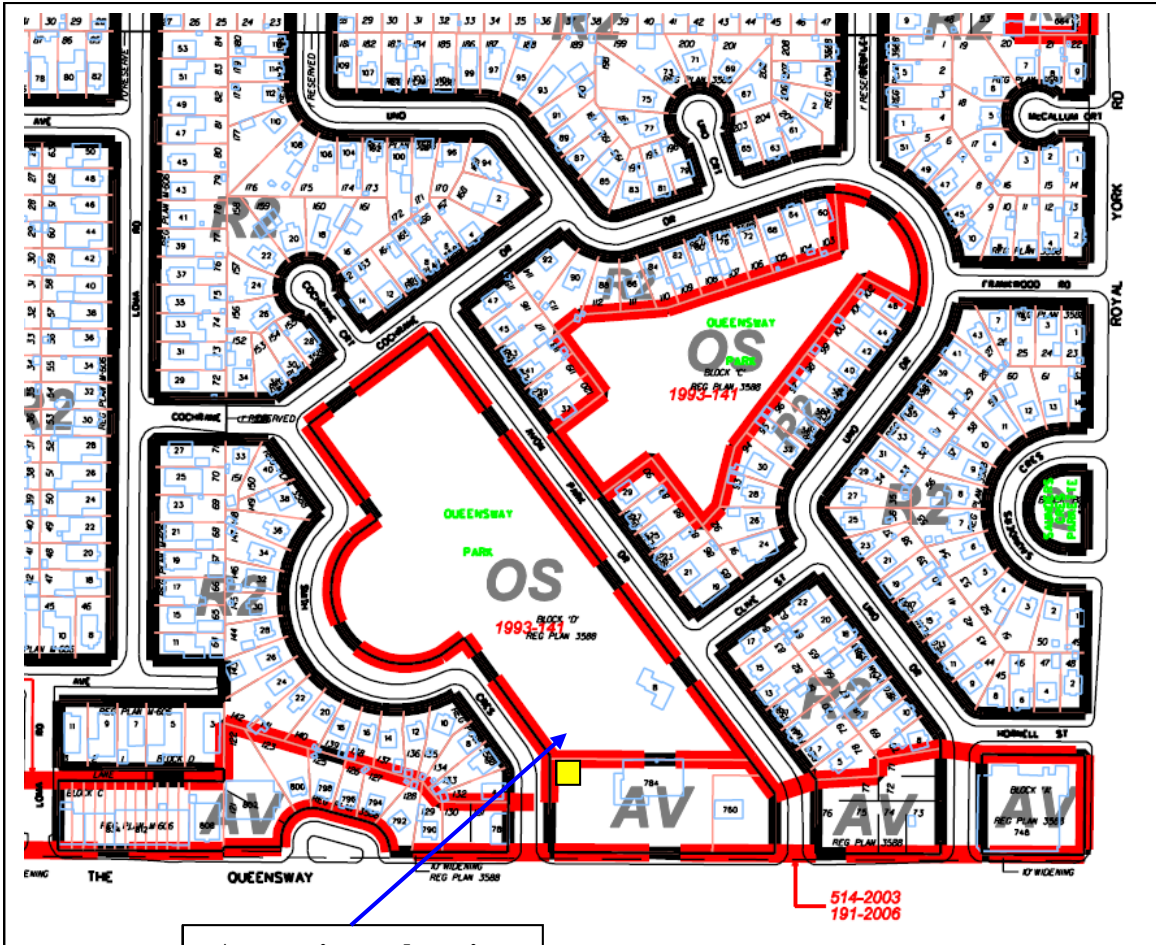
CONTACT

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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



Approximate location of field house under construction



Looking North from Smith Crescent.



Excavation for new field house has started.
Looking north from parking lot on The Queensway.



Single family dwellings along the west side of Smith Crescent

APPLICANT:

City of Toronto Parks, Forestry & Recreation for City of Toronto

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