



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
5485 – 5487 Dundas St W**

Date:	May 14, 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:	2009EY015

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 for approval of variance from Sophia McLean with Daynite Signs for 2109579 Ontario Inc., Attn: Angelo Soauzillo, Landlord, for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to erect a Third Party Illuminated Sign for a Harvey’s at 5485 – 5487 Dundas St W.

RECOMMENDATIONS

It is recommended that:

- (1) the request for variances be approved for the reasons outlined in this report; and
- (2) the applicant be 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 EC2 (Etobicoke Centre 2 Zone) as per By-law 1088-2002. The surrounding area is commercial and industrial in nature.

COMMENTS

The proposed third party illuminated sign will be located on the Shorncliffe wall elevation for the Swiss Chalet tenant. The Harvey's restaurant is on Dundas Street W. and is approximately 55 metres to the east of the proposed sign. The sign will be illuminated and will have a sign face area approximately 2.8 m².

There is a sign for Swiss Chalet that is located above the side entrance on the same elevation.

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
215-11. Sign By-law, Definitions; BUSINESS IDENTIFICATION SIGN: A class of sign which identifies a building, business, ownership and/or the primary activity or services offered at the premises on which the sign is located.	The applicant proposes to erect a business identification sign for a "Harveys" Restaurant on the West wall of the "Swiss Chalet" restaurant. The "Harveys" restaurant is located in a separate building on the same site.	Permit a third party illuminated sign for "Harveys" Restaurant to be located on the West wall of the "Swiss Chalet" restaurant, when only first party signs are permitted

The proposed sign face will front on Shorncliffe Rd and face an existing auto dealership located across the street. The area is surrounded by commercial and industrial buildings and therefore, there should be minimal impact on the surrounding area.

For this reason the recommendation is that the required variance be approved.

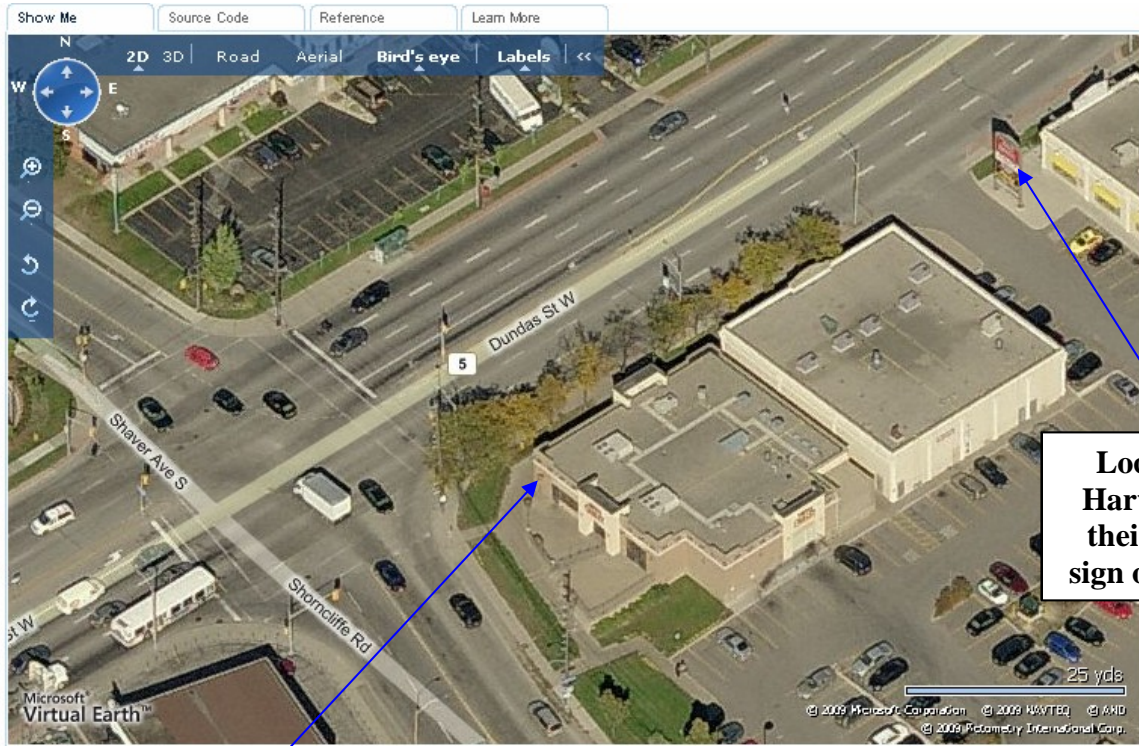
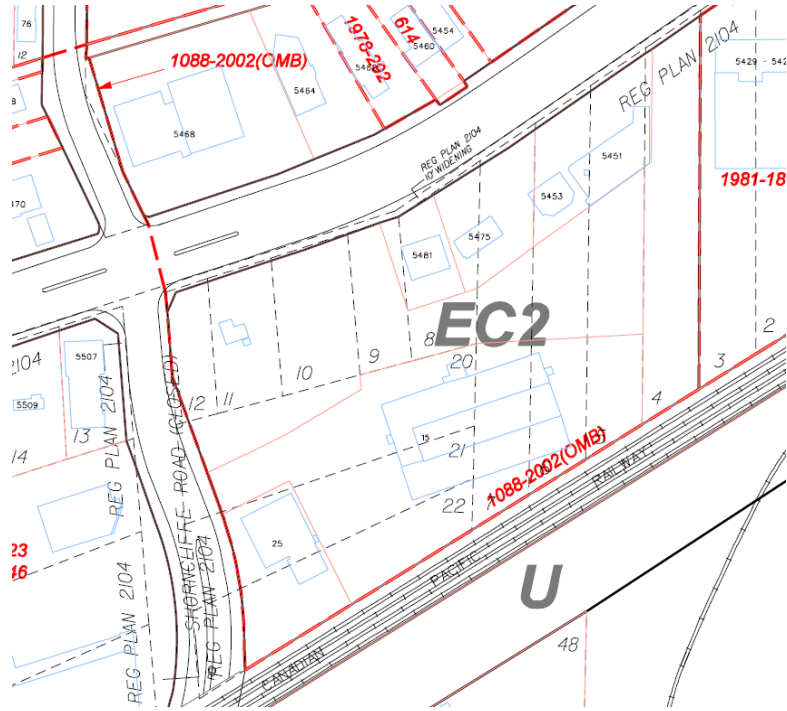
CONTACT

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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



Location of Harvey's and their ground sign on Dundas

Location of proposed Harvey's sign



West elevation, facing Shorncliffe Rd – elevation on which the Harvey’s illuminated fascia sign will be located



Harvey’s restaurant east of the Swiss Chalet along Dundas St W and business identification ground sign with Harvey’s sign

APPLICANT:

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