



STAFF REPORT ACTION REQUIRED

Sign Variance Report 21 Ascot Ave

Date:	May 15, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Davenport - Ward 17
Reference Number:	2009EY016

SUMMARY

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

Request for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to erect a double sided illuminated first party sign with reader board at s/w corner of Dufferin & Ascot for Hudson College at 21 Ascot Ave.

The request comes from Robert Ascenzi with Spectra Advertising for Toronto Separate School Board for approval of the variances from Chapter 297, Signs, of the former City of Toronto Municipal Code.

RECOMMENDATIONS

It is recommended that:

- (1) the request for variances be approved on the condition that the banner signs identified in the report along Dufferin St be removed prior to the issuance of a building permit 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 municipality of Toronto and is subject to Zoning By-law No. 438-86, as amended. Based on Zoning By-law No. 438-86, the property is zoned R2 Z0.6. The sign will be located on a portion of land fronting Dufferin St not far from the corner of Ascot Ave. Lands surrounding this property are all residential properties.

COMMENTS

The building for which this sign is being erected houses 2 schools. Earls court Junior Public School is in the western half and Hudson College is in the eastern half of the building. The ground sign will be for Hudson College.

The sign will be approximately 2.36 m (7.75 ft) above grade and will have a illuminated sign face of approximately 2.8 m² (30 sf). Presently there a number of banner signs along Dufferin St. Some of the signs are hung off a chain link fence that runs along Dufferin St, one on a guard at the top of exterior stairs and the other has been erected on temporary posts just to the north of the proposed location of the new sign.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
297-9.D.(6)(a) A ground sign used for any purpose in conjunction with a school use is permitted if: (a) The area of sign is not more than 2.5 square metres	A illuminated ground sign having a sign area of 2.8 square metres	The sign will have an area of 2.8 square metres instead of the maximum area of 2.5 square metres.
297-9.D.(6)(b) A ground sign used for any purpose in conjunction with a school use is permitted if: (b) The height of sign is not more than 2 metres	A illuminated ground sign having a height of 2.5 metres	The sign will have a height of 2.5 metres instead of the maximum allowed 2.0 metres.

The sign is going to be located along Dufferin St that is fairly well lit being a major street. In addition the proposed location of the sign will be approximately 25 metres away

from any residential building in the area. The sign is relatively small therefore the impact on the community from the sign illumination will be minimal.

Our recommendation is that the required variances be approved on the condition that the banner signs identified in the report along Dufferin St are removed prior to the issuance of a building permit.

CONTACT

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Mark Sraga
Director of Building and
Deputy Chief Building Official
The Etobicoke York District

ATTACHMENTS

- Pictures from site
- Elevation drawings
- Site plan





View along Dufferin St looking south from the west side.

Banner signs
on chain link
fence and
guard



Approximate location of
illuminated ground sign

View along Dufferin St looking south from the west side just south of the banner sign in the picture above.

Applicant:

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