



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 2150 Islington Ave

<b>Date:</b>	August 21, 2009
<b>To:</b>	Chair and Members, The Etobicoke York Community Council
<b>From:</b>	Mark Sraga, Director and Deputy Chief Building Official
<b>Wards:</b>	Etobicoke North, Ward 2
<b>Reference Number:</b>	2009EY030

### SUMMARY

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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 variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to erect a first party illuminated fascia sign for "Jones Deslaurier" located on the north elevation at the top floor of the building at 2150 Islington Ave.

The request comes from Robert Jones with Daponte Management Services Ltd. for Blackwood Partners for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

### RECOMMENDATIONS

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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 and

- (3) MTO (Ministry of Transportation) approval will be required. Contact Ken Sherbanowski at (416) 235-5560.

**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 Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code the property is zoned Class 1 Industrial Zone (IC.1) and is also subject to By-law 8670. To the south and the east there are residential zones. To the north and west there is Highway 401.

**COMMENTS**

The proposed illuminated fascia sign will be for a major tenant in the building. The sign will be on the north elevation facing Highway 401. To the north east there is a hotel “Quality Inn” approximately 13 storeys in height. The proposed sign will be 5’-3” x 24’ (approximately 128 sf (11.89 m2)). This sign will be approximately 100 ft (30 m) from the hotel’s west elevation which has windows for their patrons. To the west there is a low rise industrial building.

The sign does not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following way(s):

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
<p>Business and Professional Office Buildings Exceeding Two (2) Storeys in Height.</p> <p>215-20.L.(5) - One (1) fascia sign, for the identification of the major tenant of a building exceeding seven (7) storeys in height (including the mechanical penthouse) may be erected on each mechanical penthouse elevation. Such fascia sign shall not exceed twenty per cent (20%) of the facade of the mechanical penthouse elevation .....</p>	<p>A major tenant “Jones Deslauriers” (occupies 26% of the building ) Proposes an illuminated first party fascia sign on the north elevation that will be located between the 4<sup>th</sup> storey and the roof, directly below the mechanical pent house for a major tenant in the building.</p>	<p>To permit the erection of an illuminated first party fascia sign on the north elevation that will be on a building that does not exceed 7 storeys in height, will be located on an exterior wall not forming part of the mechanical penthouse and will have an area of approximately 36% of the facade of the mechanical penthouse north elevation which exceeds the permitted 20% of the facade of the mechanical penthouse north elevation.</p>

The proposed illuminated first party sign will be orientated in such a direction that there will be very little impact on the residential neighbourhood from the illumination from the sign. The hotel suites are some what impacted but being approximately 30m (100 ft) away from the closest windows the amount of illumination reaching these windows should be minimal. Our recommendations are that the required variances be approved.

## **CONTACT**

Algimantas Jasinevicius, Manager, Plan Examination

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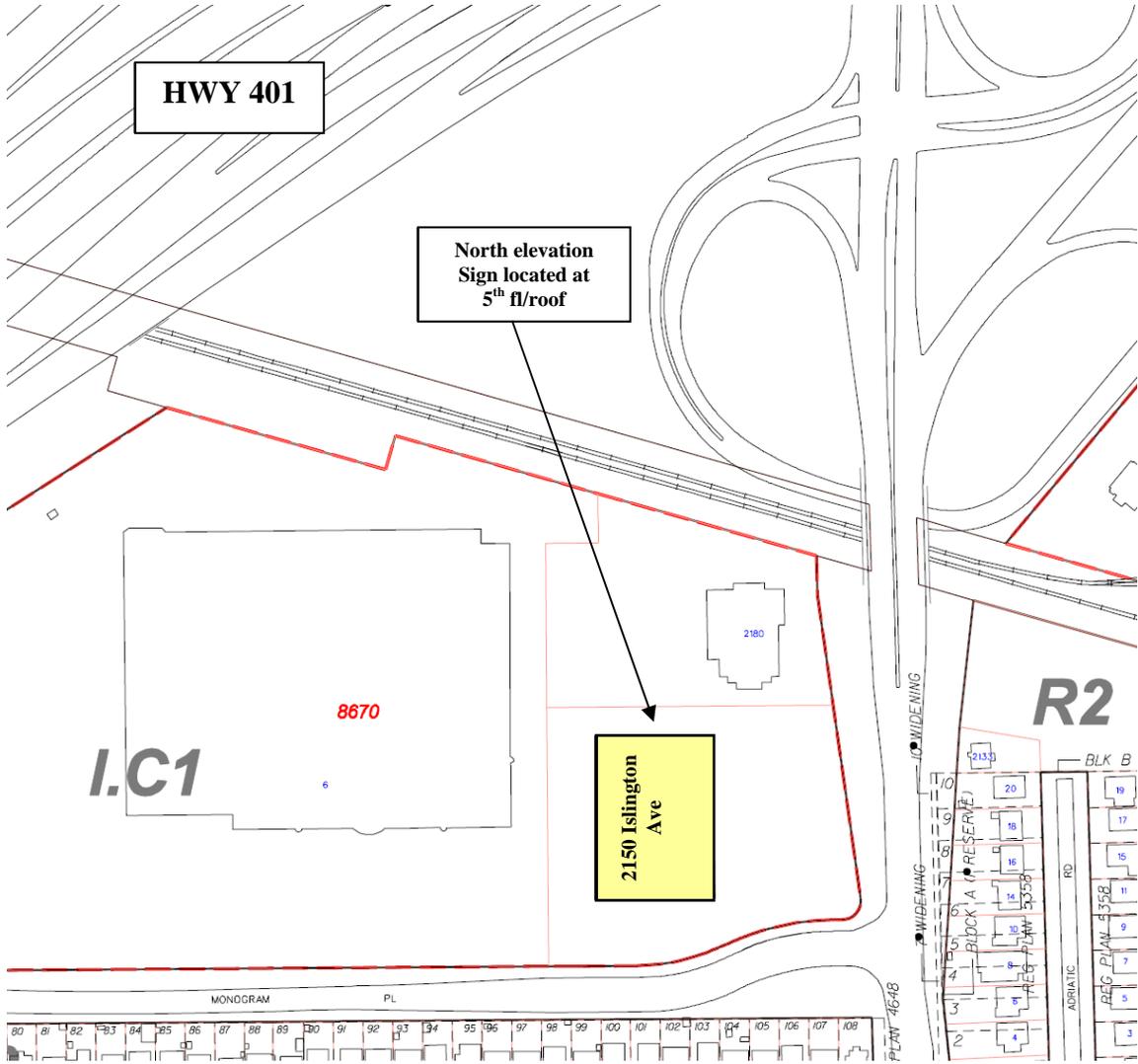
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Mark Sraga  
Director of Building and  
Deputy Chief Building Official  
The Etobicoke York District

## **ATTACHMENTS**

- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan





North Elevation.  
Sign to be located in same spot as the banner sign in the picture.



Partial north elevation of 2150 Islington Ave and a partial view of the Quality Inn being viewed from the north parking lot towards Islington Ave.



The west elevation of the “Quality Inn” that will be some what impacted by the proposed fascia sign.

Applicant:

Daponte Management Services Ltd.  
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