



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 1377 The Queensway

<b>Date:</b>	January 11, 2010
<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-Lakeshore, Ward 5
<b>Reference Number:</b>	2010EY014

### 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.

Toronto Building received a Request for Approval of a Variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, from Robert Manning of Gregory Signs Limited, on behalf of Vincent Domey, Project Manager at EAC Portfolio Inc. the property owners of 1377 The Queensway. The request is to permit to replace an existing identification wall sign with a new non illuminated business identification sign located on the south wall of the building at 1377 The Queensway facing the F.G. Gardiner Expressway

### RECOMMENDATIONS

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It is recommended that:

1. The request for a variance at 1377 The Queensway be approved for the reasons outlined in this report, and
2. Applicant be advised, upon approval of the variance, 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 Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code the property is zoned IC1 zone. The property at 1377 The Queensway is a two storey industrial building occupied by Atlas Cold Storage. All “Atlas Cold Storage” locations are now being rebranded as “Versa Cold” therefore requiring new signage.

The applicant is proposing to replace the existing first party wall sign on the south wall elevation of the building with a new non illuminated individual channel letters and logo sign that is 2.48 metres high (8’-2”) and 10.33 metres wide (33’- 11”) with a total sign area of 25.61 sq. m, installed at second storey level. The proposed sign will be erected on the on the second storey level of the south wall, facing F.G. Gardiner Expressway and not having a street frontage. Chapter 215, Signs, of the former City of Etobicoke Municipal Code does not permit fascia signs to be installed on walls that do not front streets.

The signs do not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following ways:

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
215-22.B.(1) Any business which is the sole occupant of an industrial building may erect two fascia signs for each street frontage provided the signs front a street	The proposed wall sign to be erected on a south wall of the building which does not fronts a street.	To permit a wall sign that faces F.G. Gardiner Expressway.

The proposed non illuminated first party wall sign with a total sign area of 25.61 sq. metres (276.0 sq. ft) will replace a much larger existing wall sign with a total sign area of 61.31 sq. metres (660.0 sq. ft). This will result in a reduction of signage by approximately 50%.

Staff recommends approval of the application. The variance is minor and within the general intent and purpose of the sign by-law.

## PROPOSED NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that will come into force and effect on April 6, 2010. The following is an evaluation of this particular sign variance application against the new draft Sign By-Law requirements that would govern this particular sign. This evaluation has been done to assist Council in understanding how this proposed sign would compare to the new regulatory requirements contained in the proposed Sign By-law.

One of the main features of the proposed Sign By-law is that the regulations governing signs are based upon the “Sign District” in which the sign is located. These Sign Districts align with the underlying land uses as envisioned in the Official Plan and will classify every property into a “sign district” and utilizes a series of maps to identify the various sign districts throughout the City. This approach is similar to the one being utilized by the new proposed City-wide Zoning By-law mapping.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as an “E- Employment Sign District”.

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
694-21 District specific first party sign regulations. 694-21.E. (5)(a) A wall sign shall only be erected at the first storey	The proposed wall sign to be erected on a south wall of the	To permit a wall sign to be erected on the second storey.

## CONTACT

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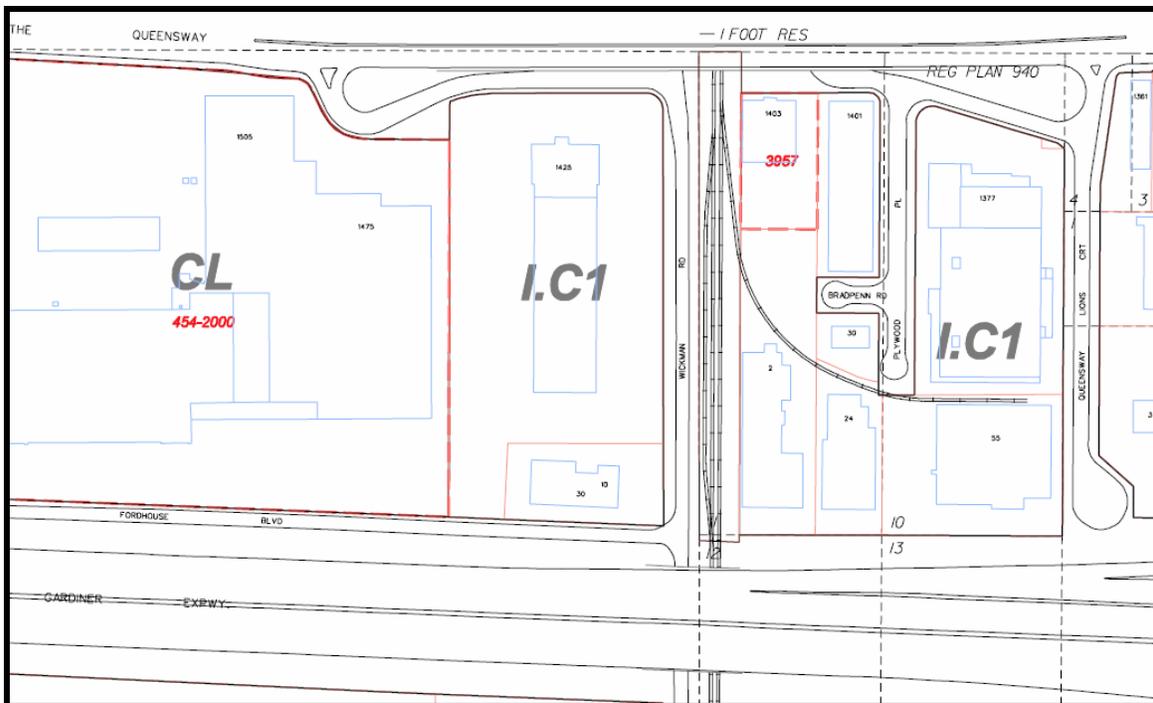
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Mark Sruga  
Director of Building and  
Deputy Chief Building Official  
The Etobicoke York District

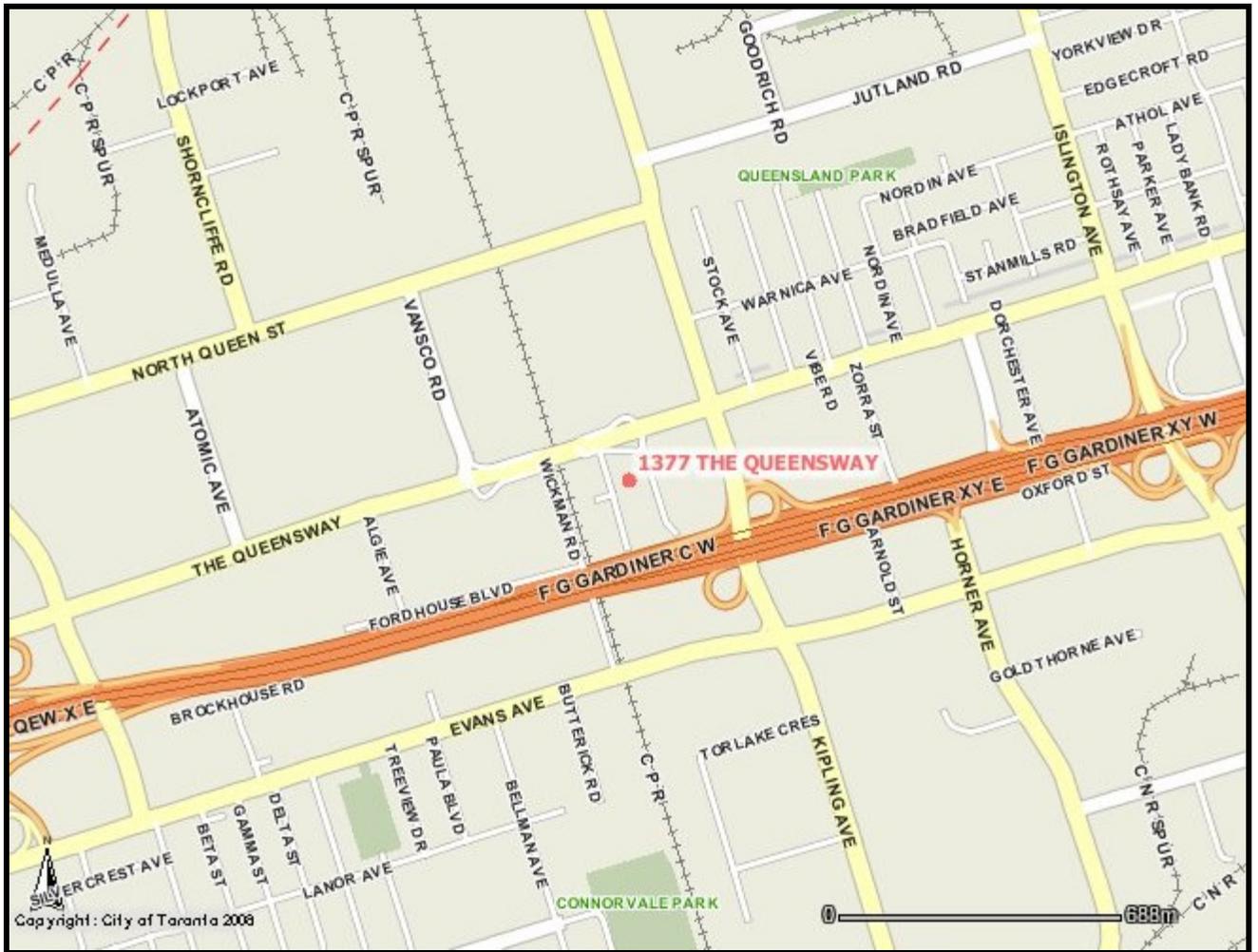
## ATTACHMENTS

- Attachment 1 – Zoning Map
- Attachment 2 – Aerial View
- Attachment 3 – Site Plan
- Attachment 4 – Photo of Existing Site
- Attachment 5 – Detail of Wall Sign
- Attachment 6 – Letter from the Applicant

### ATTACHMENT 1 – ZONING MAP

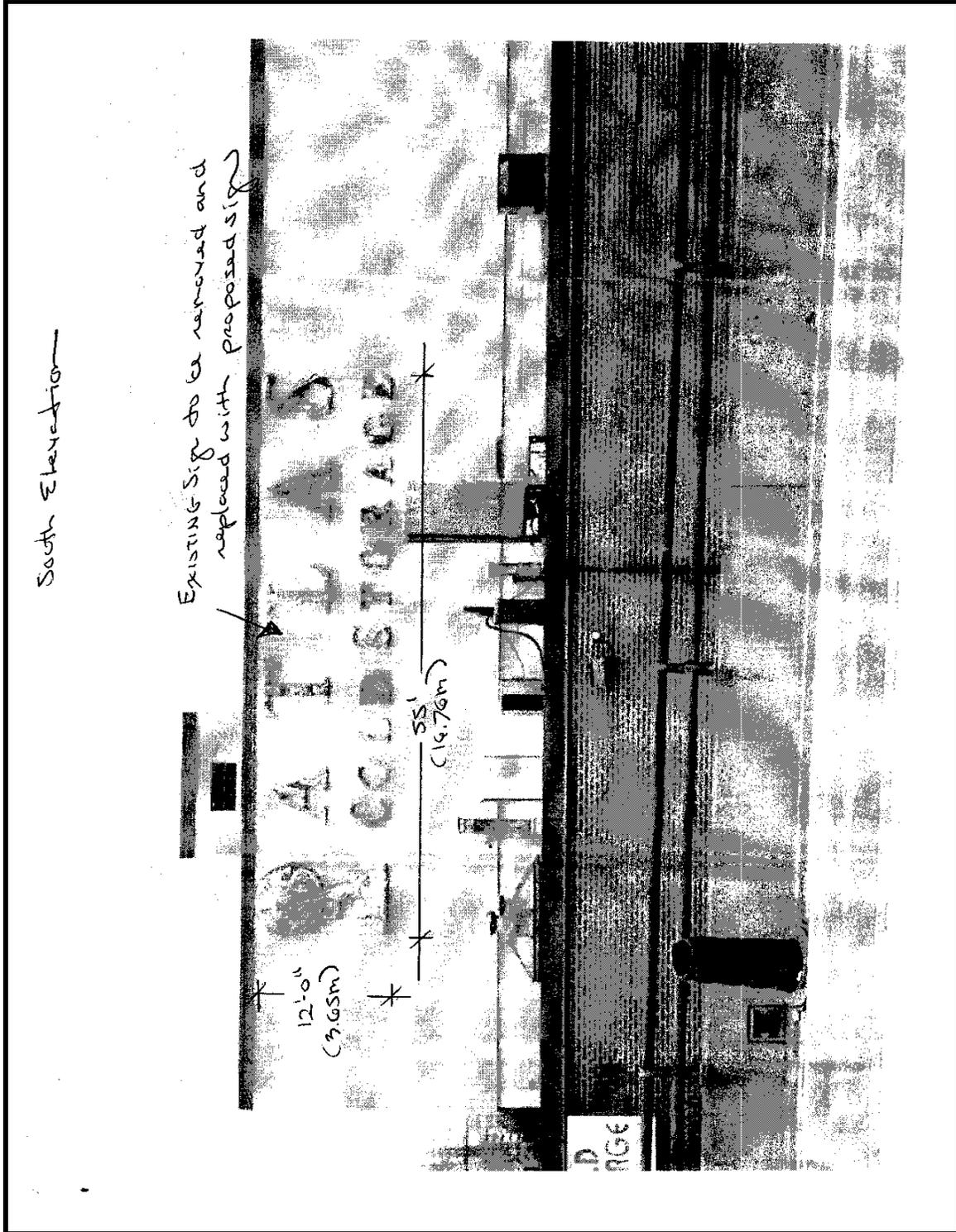


ATTACHMENT 2 – AERIAL VIEW



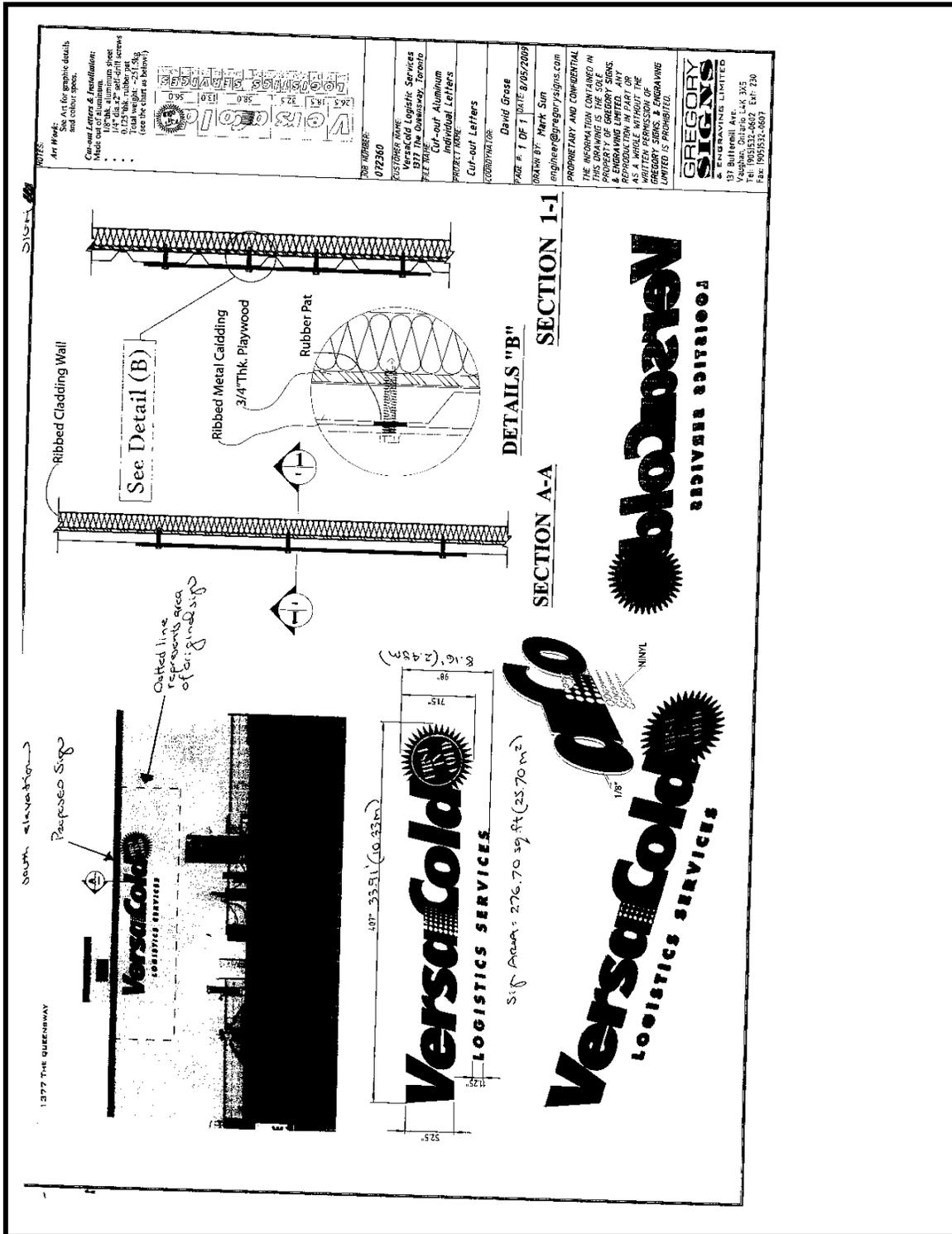


ATTACHMENT 4 – PHOTO OF EXISTING SITE





ATTACHMENT 6 – DETAILS OF WALL SIGN



## ATTACHMENT 7- LETTER FROM APPLICANT

December 10, 2009

To: City of Toronto – Etobicoke-York Community Council  
For: Sign Variance Application for 1377 The Queensway

Submitted on behalf of EAC Portfolio Inc., and Gregory Signs Ltd.

We are asking for your consideration in respect to our variance application for the installation of a non-illuminated first party fascia sign on the south elevation of the building at the above address.

The proposed sign, comprised of individual channel letters and logo with a sign area of 25.61 sq. metres will identify “Versacold Logistics Services” as the occupant of the building. This sign replaces the existing “Atlas Cold Storage” sign, which is 61.31 sq. metres in the same location, on the south elevation wall. All “Atlas” locations are being rebranded “Versacold.”

The sign will be visible to the Gardiner Expressway and will be the primary identification signage for the building. It does not comply with the Sign By-law as there is one building between our site and the Gardiner Expressway.

The proposed sign, however, is replacing an existing sign and is less than 50% of the area of that sign and it is an aesthetic upgrade for the property. The proposed sign is non-illuminated and will not be a distraction to traffic or have a negative impact on the local streetscape.

Thank you for your consideration in this matter.

Yours truly,



Robert Manning  
Gregory Signs Limited