



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
190 Sherway Drive**

Date:	April 2, 2007
To:	Chair and Members, The Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Etobicoke-Lakeshore, Ward 5
Reference Number:	2007EY010

SUMMARY

Toronto Building received a request from Lucy Chomolok, Lescar Signs Ltd., on behalf of Par Med Properties Ltd., for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to install an Illuminated Business Identification Fascia sign on the ground floor, north elevation, at 190 Sherway Drive.

RECOMMENDATIONS

Toronto Building recommends that:

1. the request for variance be refused for the reasons outlined in this report.

FINANCIAL IMPACT

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

COMMENTS

The existing structure is a four storey medical building. The tenant is requesting that the fascia sign be located on the first floor of the building although it occupies part of third floor. During recent inspection of the building, staff observed that the sign has already been installed.

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

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
1. 215-20(L) (1) permits a business identification fascia sign on the first storey provided occupancy is located on the first storey.	The applicant is proposing a business identification fascia sign on the first storey of the building, whereas occupancy is located on the third floor.	A business identification sign on the first floor of a building is not permitted when the occupant is located above the first floor of a building.

In business and professional office buildings more than two storey in height the Sign Code permits business identification fascia or canopy signs for the ground floor tenants only. The applicant is requesting a business identification sign on ground floor façade for a tenant located on the third floor. In addition, the proposed sign is located on the façade of another tenant on the ground floor which may cause confusion.

Presently, the building has more than thirty offices above the ground floor of the building as well as six more medical offices and labs are located on the ground level. The approval of this request for a variance will set a precedent where other tenant's requests for signage could result in the majority of the building façade being covered with signage.

It is my opinion that the appropriate way of advertising for any tenant above the first floor would be through the installation of a ground sign for the general identification of the business with a tenant directory. The Sign Code would permit a ground sign for general identification of the building, including a tenant directory as of right.

CONTACT

Sait Toprak, Manager, Plan Examination

Tel: (416) 394-8010

Fax: (416) 394-8209

E-mail: stoprak@toronto.ca

Edward Tipping P.Eng
Director of Building and
Deputy Chief Building Official
The Etobicoke York District

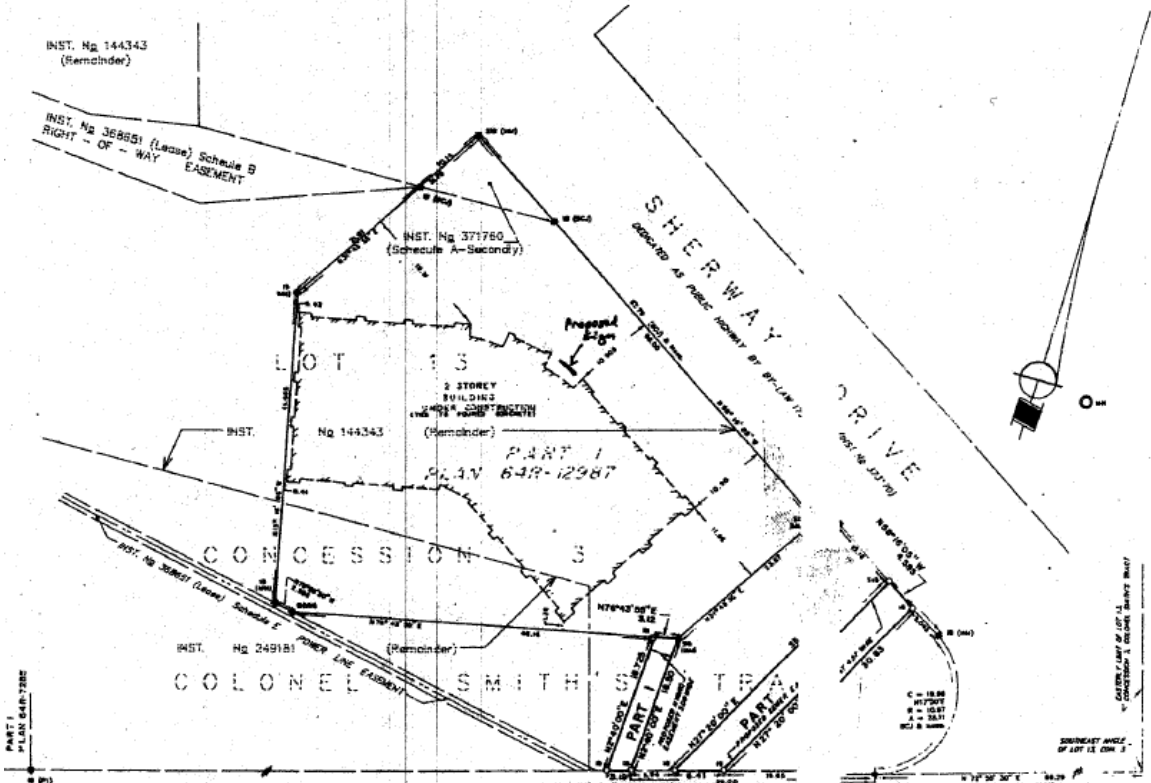
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ATTACHMENTS

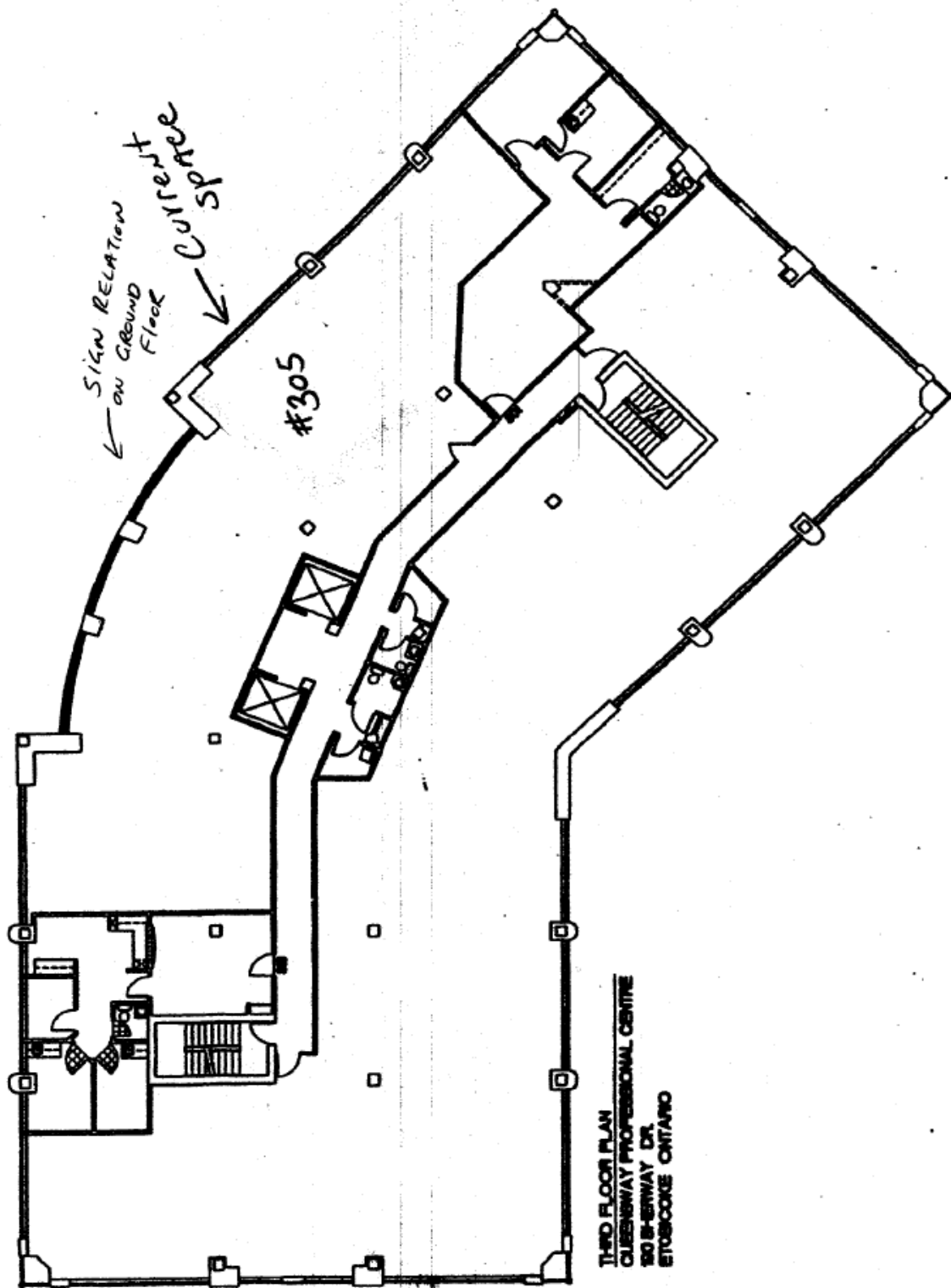
- 1.) Site Plan
- 2.) Floor Plan
- 3.) Elevation
- 4.) Picture

METRIC
 DISTANCES SHOWN ON
 THIS PLAN ARE IN METRES
 AND CAN BE CONVERTED TO
 FEET BY DIVIDING BY 0.3048

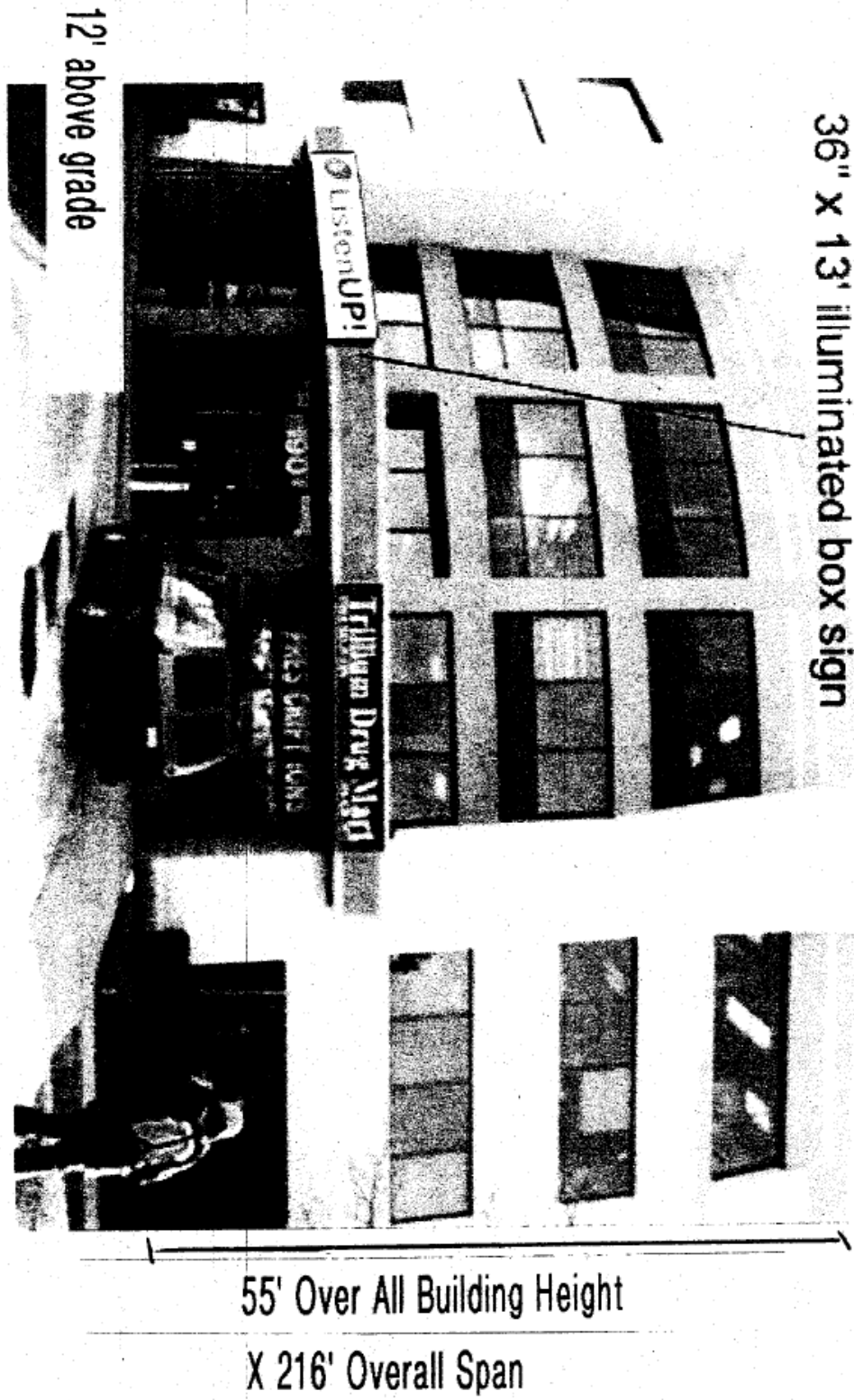
PLAN OF SURVEY OF
 PART OF LOT 13
 CONCESSION 3
 COLONEL SMITH'S TRACT
 ACT
 CITY OF ETOBICOKE
 MUNICIPALITY OF METROPOLITAN TORONTO
 SCALE 1: 400
 McCONNELL, MAUGHAN LIMIT 1991
 O.L.S.



Site Plan



Third Floor Plan



Elevation



Front Elevation