



STAFF REPORT ACTION REQUIRED

Sign Variance Report 250 The East Mall

Date:	April 2, 2007
To:	Chair and Members, Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Etobicoke- Lakeshore, Ward 5
Reference Number:	2007EY012

SUMMARY

Toronto Building received a request from Dominic Rotundo of Nordan Group Inc. on behalf of BCIMC Realty Corporation, for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to install six mural signs on the south elevation, and one mural sign on the west and south elevation of Mechanical Penthouse at the Cloverdale Shopping Centre, 250 The East Mall. The proposed signs are illuminated, and are not animated or video-type signs.

RECOMMENDATIONS

Toronto Building recommends 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 permits.
3. the applicant shall obtain, prior to issuance of a Sign Permit, the necessary approvals from the Ministry of Transportation of Ontario.

FINANCIAL IMPACT

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

COMMENTS

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 A business identification sign identifies a building, business, ownership and/or primary activities and services conducted on the premises where the sign is located.	The applicant is requesting mural (lifestyle) signs to be installed on south and west elevations of the existing shopping centre	To install mural (lifestyle) signs in lieu of business identification signs for the shopping centre.
215-20(J)(4)(b) permits two business identification fascia signs per street frontage, for the general identification of a shopping centre	The shopping centre has one business identification fascia sign on the south elevation. The applicant is requesting six additional (lifestyle) signs to be installed on the south elevation	To approve seven signs in lieu of the permitted two.

During the past year, interior and exterior renovations, including upgrading the entrances and internal common areas, had commenced at the Cloverdale Shopping Centre. The proposed lifestyle illuminated signs are also part of this upgrading.

The signs will be facing south and west of Dundas Street West, and Highway 427, and do not face any residential property directly. A recent inspection of the site indicated that the signs have not been installed.

Planning staff have no concerns regarding these signs. Therefore, Toronto Building would support the approval for variance of the mural signs that the applicant is requesting.

CONTACT

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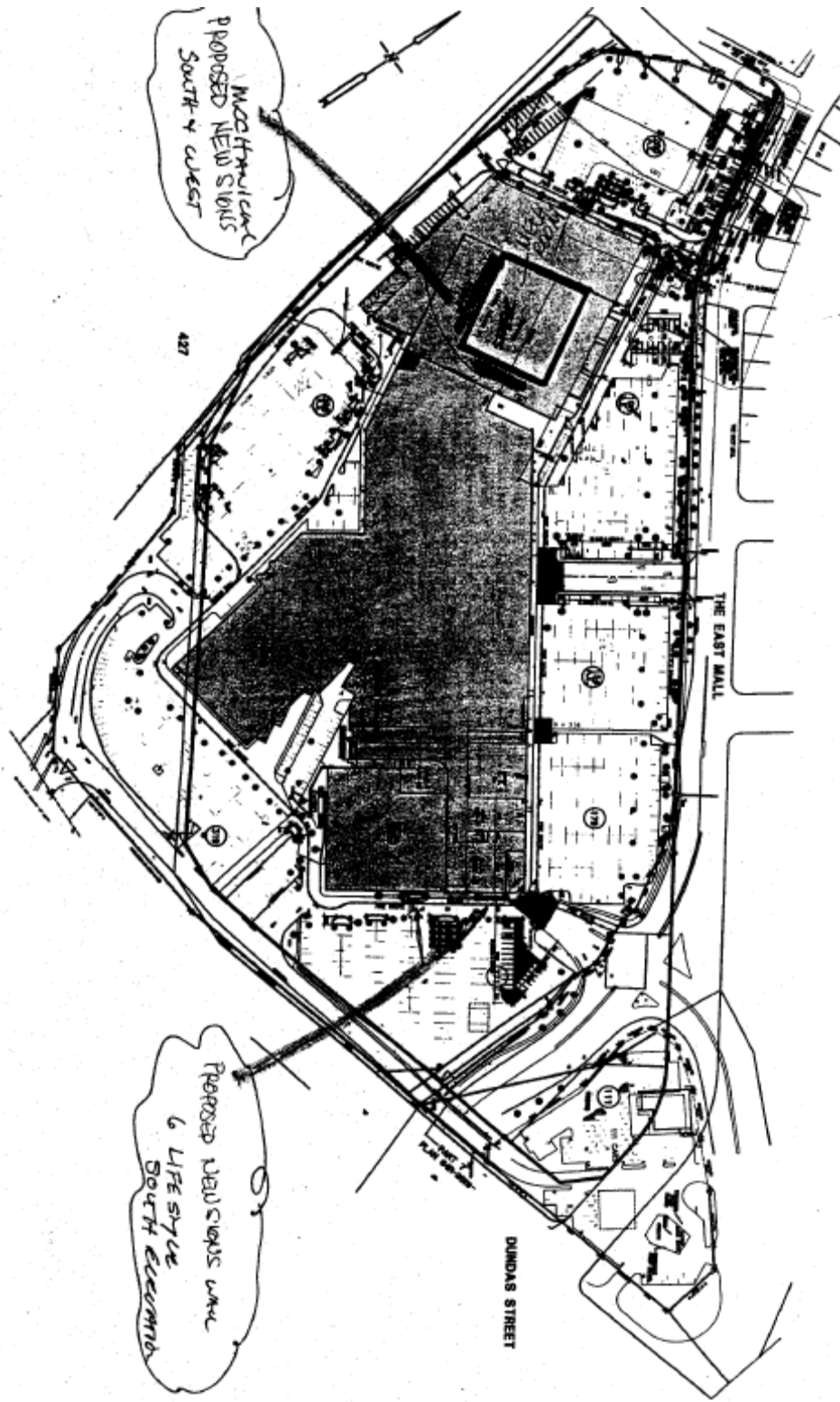
SIGNATURE

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

Folder Ref.#07-113017

ATTACHMENTS

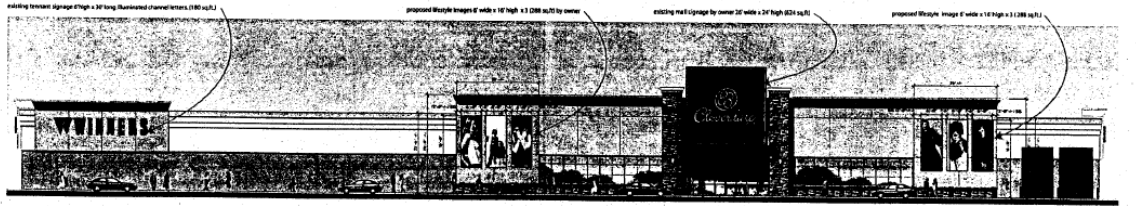
1. Site Plan
2. South Elevation
3. Penthouse Elevation
4. Penthouse Sign Details



Site Plan

THIS ELEVATION = 9,288 SQ.FT.
EXISTING SIGNAGE = 804 SQ.FT.
PROPOSED NEW SIGNAGE = 1576 SQ.FT.

SOUTH ELEVATION

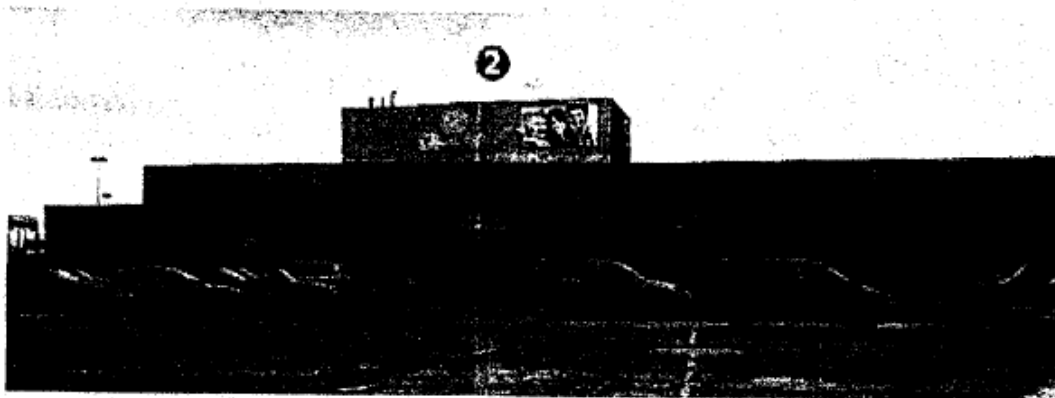
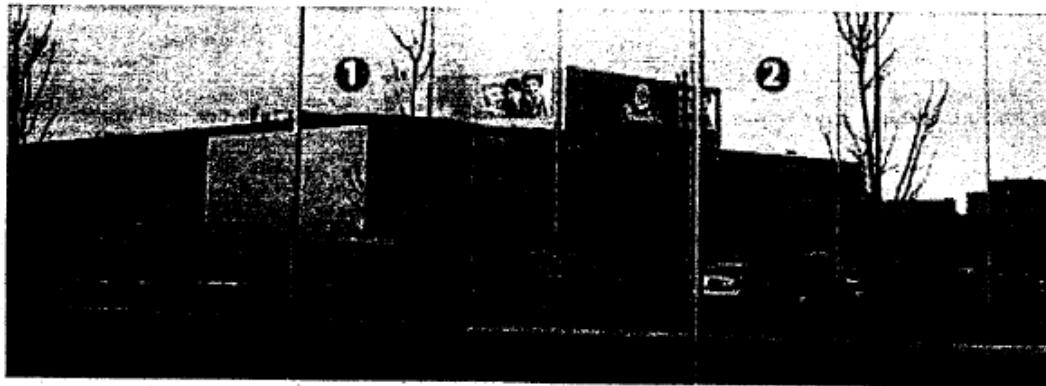


 **Etobicoke**
City of Etobicoke
Etobicoke, Ontario

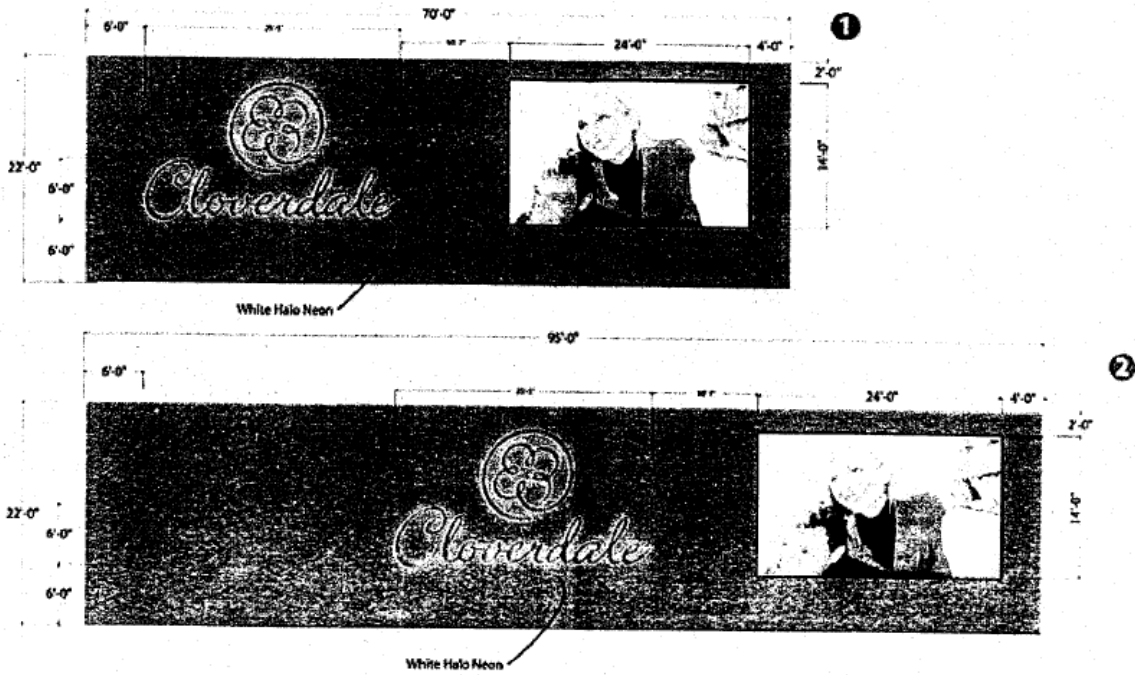
Existing and Proposed South Elevation

South elevation

South Elevation



Penthouse Elevations



Penthouse Sign Details