



STAFF REPORT ACTION REQUIRED

Sign Variance Report 10 Kelfield Street

Date:	December 19, 2006
To:	Chair and Members, The Etobicoke York Community Council
From:	Building and Deputy Chief Building Official
Wards:	Etobicoke North, Ward 2
Reference Number:	Building Division folder number 06 169462 ZSV

SUMMARY

Request for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install a First Party Illuminated Fascia signage consisting of individual letters that spell "VOLT" and First Party Illuminated Fascia signs consisting of a logo plus individual letters that spell "VMC" on the east and west elevations at 10 Kelfield Street.

The request comes from Mr. Andrew Todd, with World Impact Inc., for Yale Properties Ltd., for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

RECOMMENDATIONS

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, 10 Kelfield Street is located on lands that are zoned Limited Commercial (CL) subject to site specific by-laws 1979-111, 1979-143 and 1979-196. To the west of 10 Kelfield Street at 655 Dixon Road, is an existing hotel “Double Tree International Plaza Hotel”. This hotel is approximately 12 stories high on the Dixon Road side (which is just to the north of 10 Kelfield Street and the hotel is approximately 3 stories high to the west of 10 Kelfield Street. Note that the office at 10 Kelfield Street is separated from the Hotel by a one storey parking garage on same property. To the north there are lands zoned Industrial (I.C2 and I.C3) and Limited Commercial (CL). Highway 401 is to the north west of the property.

On the east and west elevations the applicant proposes to erect at the 7th sotrey a first party illuminated fascia signage consisting of individual letters that spell "VOLT" and first party illuminated fascia signs consisting of a logo plus individual letters that spell “VMC” on east and west elevations.

The signage consisting of individual letters that spell "VOLT" will be 2’-6” high and 13’-4” long and the signs consisting of a logo plus individual letters that spell “VMC” will be 3’-9” high and 16’-0” long.

The Sign By-law requires that such fascia sign shall not exceed twenty per cent (20%) of the facade of the mechanical penthouse elevation on which it is erected. The maximum permitted sign display area per East and West elevations of the mechanical penthouse level is 104 ft² (9.66 m²). This will be in compliance with the proposed signs per elevation; which is 93.33 ft² (8.67 m²). Also, the tenant qualifies as a major tenant as they occupy the full building.

The signs do 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
<p>215-20.L.(5) Commercial Zones.</p> <p>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.</p>	<p>Proposed are four (4) illuminated fascia signs (2 on the East and 2 on the West elevations), for the purpose of business identification of a major tenant. The proposed signs are to be located on the 7th storey of the office building (building is 8 storeys in height, the eighth storey being the mechanical room);</p>	<p>To permit (4) illuminated fascia signs (2 per East and West elevations), for the purpose of business identification of a major tenant to be located on the 7th floor used for offices in lieu of the signs being located only on the elevations of the mechanical penthouse level. Also, to permit two (2) illuminated fascia signs per East and West elevations; whereas, the Sign Bylaw only permits one (1) fascia sign per elevation.</p>

COMMENTS

There are no residential areas to the east and west of 10 Kelfield Street. The hotel portion of the building at 655 Dixon Road is approximately 60 m away from the north elevation of the building at 10 Kelfield Street. The illuminated signage will be on the east and west elevations at the 7th storey of the building so the illumination from these signs will be indirect with respect to the hotel sites. The signs will have very little impact on the surrounding area for these stated reasons.

CONTACT

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

ATTACHMENTS

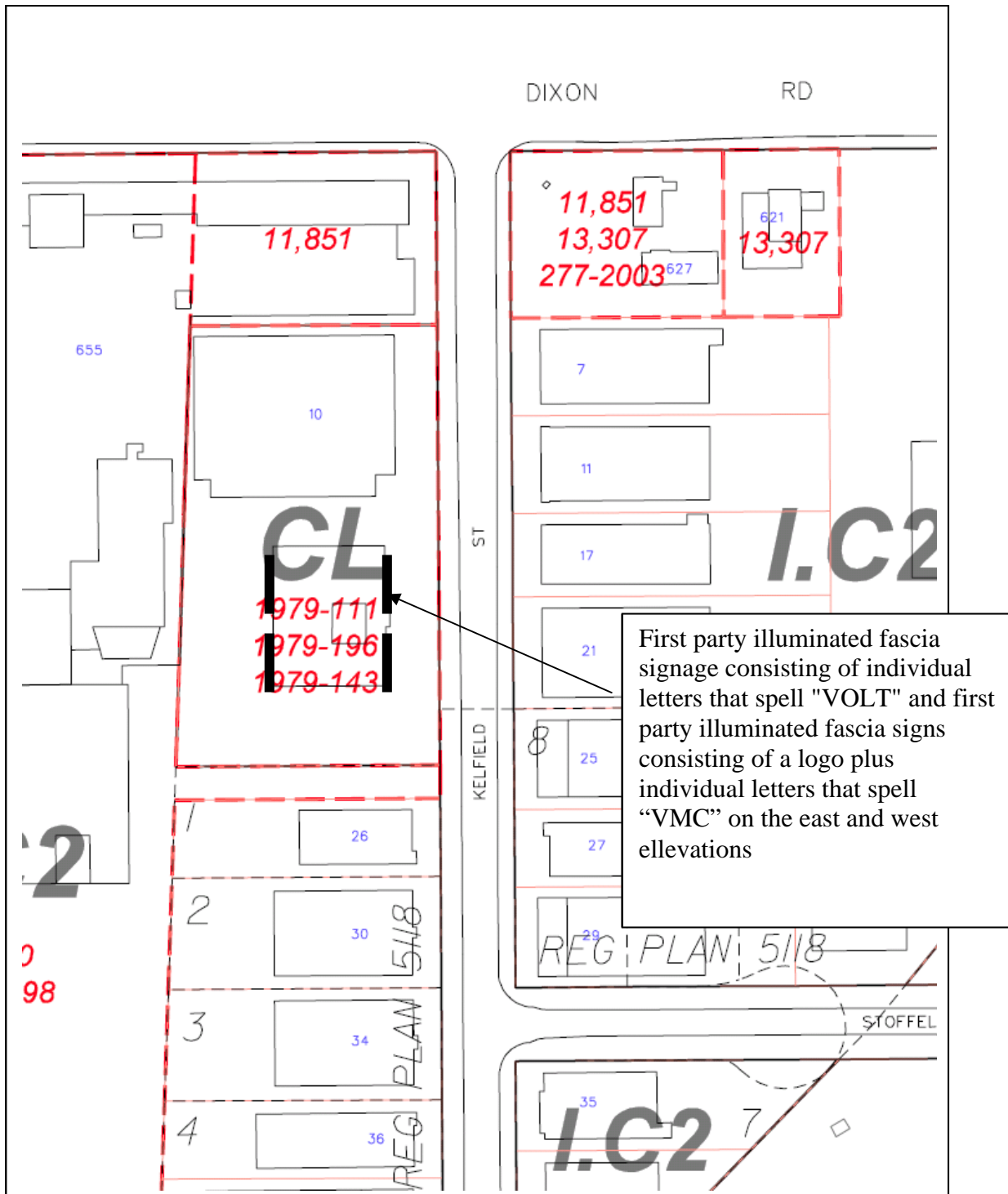
Attachment 1: Site Plan and/or Zoning Map

Attachment 2: Elevations

Attachment3: Picture

Applicant's Information:

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10 Kelfield Rd
East Elevation, Front of Building



10 Kelfield Rd
West Elevation, Rear of Building