



STAFF REPORT ACTION REQUIRED

Sign Variance Report 401 The West Mall

Date:	July 19, 2007
To:	Chair and Members, The Etobicoke York Community Council
From:	Building and Deputy Chief Building Official
Wards:	Etobicoke Centre, Ward 3
Reference Number:	2007EY021

SUMMARY

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 from Duncan MacRae, Colorcraft Signs, on behalf of Transglobe Property Management Services for the approval of variance(s) from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to install two First Party Illuminated Fascia signs on the south and east elevations at the 11th floor of 401 The West Mall, consisting of individual letters that spell "BLOCKBUSTER", and a First Party Illuminated Fascia sign consisting of a logo at 401 The West Mall.

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. The contact person is 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 City of Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code, the property is zoned Planned Commercial Preferred (CPP) and is also subject to By-law 1978-101.

The property fronts Burnhamthorpe Road, The West Mall and Highway 427, and 401 The West Mall is one of two buildings located on the same property at the south-east end of the property.

COMMENTS

The applicant proposes to install two First Party Illuminated Fascia signs on the south and east elevations at the 11th floor, consisting of individual letters that spells the name "BLOCKBUSTER", and in combination with a First Party Illuminated Fascia sign consisting of a Logo. The combined signs will have an area of approximately 11.43 sq. metres or 123 sq. ft. On the south elevation the sign display area will be approximately 8.5 % of the façade at the 11th floor elevation, and 6.1% on the east elevation.

The signage on the east elevation faces Highway 427. On the east side of the highway there are commercial buildings, and on the east elevation there is an existing major tenant sign for "DIAGEO", which is located on the east elevation of the mechanical room just above the 11th floor.

The signage on the south elevation faces Burnhamthorpe Road.

The impact of these signs should be minimal since they face non-residential areas and the signs are so high up that the illumination would have very little effect on people either working in the area or in residential buildings that are a substantial distance away.

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>1. Commercial Zones:</p> <p>Business and Professional Office Buildings - exceeding two (2) storeys in height may erect:</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 on which it is erected. The major tenant would be a tenant which occupies a minimum of twenty-five per cent (25%) of the gross floor area of the building.</p>	<p>Two First Party Illuminated Fascia signs on the south and east elevations at the 11th floor consisting of individual letters that spell the word "BLOCKBUSTER", and a First Party Illuminated Fascia sign consisting of a Logo. The combination of the letters and Logo will have an area of approximately 11.43 sq. metres or 123 sq. ft. on each of the two elevations.</p>	<p>To permit the installation of signs for the identification of a major tenant on the south and east elevations at the 11th floor elevation, even though major tenant identification signs are restricted to the mechanical penthouse.</p> <p>To permit Blockbuster to be identified as a major tenant even though they currently occupy 15% of the Gross Floor Area of building, in lieu of the minimum required 25% of the Gross Floor Area of the office building</p>

CONTACT

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Folder #07-224069

ATTACHMENTS

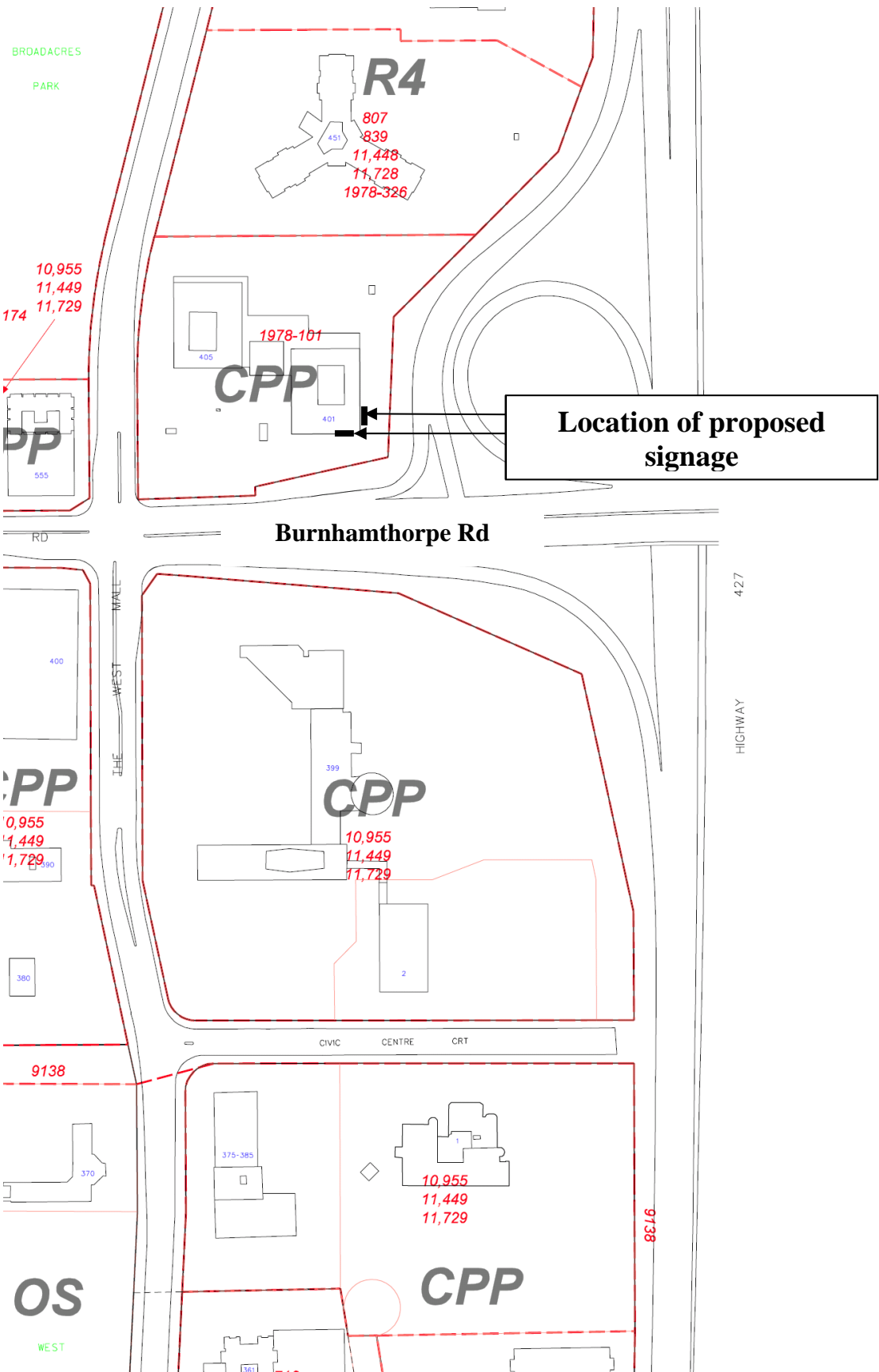
Attachment 1: Site Plan and/or Zoning Map

Attachment 2: Elevations

Attachment 3: Picture

APPLICANT:

Colorcraft Signs
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The South Elevation of 401 The West Mall



The east elevation of 401 The West Mall.

**The lights are at the intersection of Burnhamthorpe Rd and the ramp off
Highway 427**