



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
55 Reading Crt**

Date:	November 12, 2007
To:	Chair and Members, The Etobicoke York Community Council
From:	Building and Deputy Chief Building Official
Wards:	Etobicoke North, Ward 2
Reference Number:	2007EY035

SUMMARY

This staff report is about a matter for which the Community Council has been delegated authority from City Council to make final decision.

Request for approval of variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code To install one illuminated fascia sign consisting of individual letters and a logo on the south elevation, and 2 logo signs on the west elevation. All first party, business signs for *Moxie's Classic Grill* at 55 Reading Crt.

The request comes from William Cosman of Haftu Enterprises for Moxie Classic Grill. for approval of the variances 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

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 CL Limited Commercial Zone (CL) and is also subject to By-laws 1981-358, 1984-84 and 1997-169.

This site is the location of a new hotel that goes under the name “Sandman Hotel”. At the first floor there is a one storey portion to the building that has received a building permit to be converted to a restaurant. It is this restaurant that now requires signage.

COMMENTS

Signs are proposed on the following elevations of the one storey portion of the building:

- on the north elevation an illuminated Letter "M" logo and will have a dimension of 5'-6.5" x 6'-0" and a sign display area of approximately 33.25 sq. ft. or 3.09 sq. m.. This sign is permitted by the sign bylaw,
- on the West Elevation of the restaurant two (2) signs that will be illuminated Letter "M" logos and will each have a dimension of 5'-6.5" x 6'-0" and a sign display area of approximately 33.25 sq. ft. or 3.09 sq. m.
- on the South Elevation of the restaurant which also serves as the exterior entrance into the restaurant will have a fascia sign erected that consists of a stylized “M” and individual channel letters that spell out “MOXIE’S CLASSIC GRILL” with dimensions of 8'-2" x 28"-1" and a display area of approximately 229.3 sq. ft. or 21.31 sq. m.

The west and south elevations of the restaurant face parkland found along Mimico Creek. The north elevation faces lands that have other hotels built on them as well as industrial buildings.

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>Commercial Zones Business Identification and Identification Fascia, Marquee, Awning Signs: First Storey. 215-20.B.(3) - A business with a side wall facing an interior lot may erect one (1) non-illuminated side wall sign. If the wall is set back three (3) metres or more from the lot line the sign may have a display area of four (4) square metres.</p>	<p>The following signs are proposed on the side walls which require variances:</p> <ul style="list-style-type: none"> • two (2) on the West Elevation of the restaurant The two (2) proposed signs on the West Elevation will be illuminated Letter "M" logos and will each have a dimension of 5'-6.5" x 6'-0" and a sign display area of approximately 33.25 sq. ft. or 3.09 sq. m. • The proposed third (3rd) sign will also be illuminated and will be located on the South Elevation of the restaurant...It will have a dimension of 8'-2" x 28"-1" and a sign display area of approximately 229.3 sq. ft. or 21.31 sq. m. 	<p>To permit 3 side wall signs in lieu of one and to permit:</p> <ul style="list-style-type: none"> • these signs to be illuminated where the bylaw calls for these signs to be non-illuminated and • these signs to have an aggregate display area of 27.49 sq. m in lieu of four (4) square metres over 2 elevations.

The proposed locations of the signs are such that they will have very little impact on the adjacent properties. The adjacent properties are well back from these signs and those lands are not heavily populated therefore the recommendation is that the required variances be approved.

CONTACT

Algimantas Jasinevicius, Manager, Plan Examination

Tel: (416) 394-8046

Fax: (416) 394-8209

E-mail: ajasinev@toronto.ca

Folder #07-273156

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

ATTACHMENTS

- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan

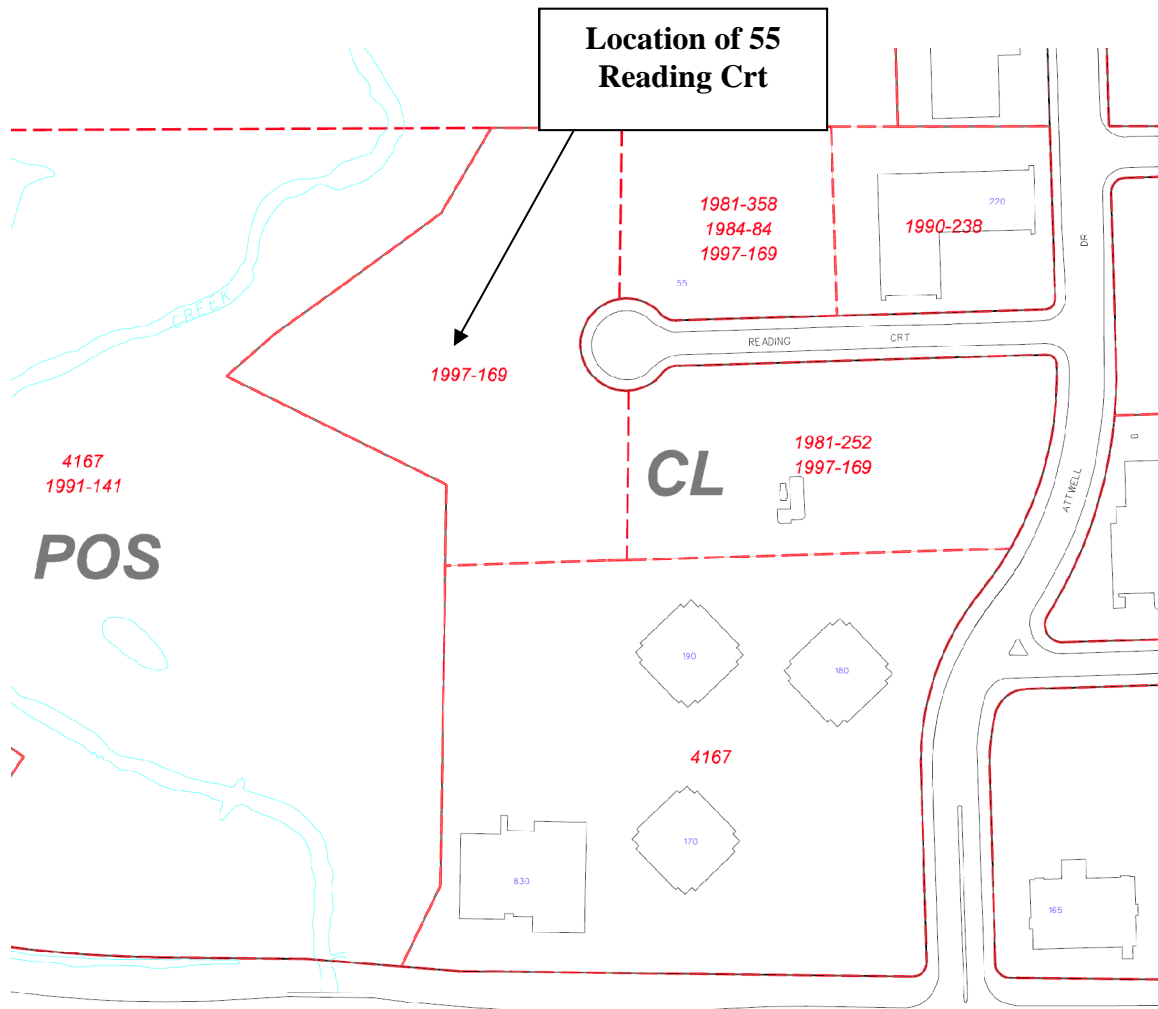
APPLICANT:

Vladislav Zoric
E-Mediatech
1062 Bloor St
Mississauga, Ontario L4Y 2N4

Tel.: 416-414-1185

Fax : 905-897-7016

e-mail: info@e-mediatech.com





East Elevation of restaurant



North - East Elevation of restaurant



MOXIE'S restaurant located on ground floor in one storey portion of building

North elevation of hotel and one storey restaurant located to the right