



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
666 Burnhamthorpe Rd**

Date:	October 6, 2008
To:	Chair and Members, The Etobicoke York Community Council
From:	Building and Deputy Chief Building Official
Wards:	Etobicoke Centre, Ward 3
Reference Number:	2008EY022

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 (8) illuminated first party advertising wall signs for "LCBO". (1) sign to the north elevation, (4) signs to the west elevation, (2) signs to the north elevation, and (1) sign to the east elevation. All first party, business signs *LCBO* at 666 Burnhamthorpe Rd

The request comes from Chanel Dale with LCBO for Philip Abramson of Philips International Investments for approval of the variance(s) 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 CP Local Planned Commercial Local Zone (CPL) and is also subject to By-law 10,664.

The new LCBO building constructed under permit 07 233726 BLD and 07 270836 BLD is located in a existing strip mall that has various commercial tenants. To the north and east of the new LCBO building there are commercial zones that have a Shell gas station and a Bank of Montreal building on those lands. At the rear of the strip mall at 666 Burnhamthorpe Rd and to the rear of the other commercial zones there are R2 residential zones. To the north there is an apartment building in a R4 zone approximately 150 m away from the new LCBO building.

COMMENTS

The building that will house the new LCBO is in an existing strip mall. This building is a stand alone building in the east-north quadrant of the property which was recently constructed under building permits 07 233726 BLD and 07 270836 BLD. There will be a total of 14 signs of which 8 signs require a variance. The other signs that are in compliance are being approved under permit application 08 207232 SGN.

The west elevation of the LCBO building, with 4 awning type signs faces the commercial buildings within the existing strip mall. The north elevation of the LCBO building will have 4 illuminated awning type and one illuminated fascia type signs that will face Burnhamthorpe Rd. Directly across from the LCBO building on the other side of Burnhamthorpe Rd there is a Shell gas station and diagonally across the street there is an apartment building approximately 150 m away from any part of that building. The east elevation will have 2 awnings and one fascia type illuminated signs facing Saturn Rd and directly across the street there is a Bank of Montreal building and diagonally across the street there is the start of a residential district with single family detached dwellings approximately 48.2 m away. The south elevation of the LCBO building, with one illuminated fascia type sign faces the commercial buildings within the existing strip mall. In addition there will be an illuminated fascia sign consisting of channel letters and graphics directly above the front entrance located on the north –west elevation.

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.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>On the West Elevation of the building there are four (4) illuminated awning signs proposed. The 4 illuminated awning signs will be 7'-0" x 14'-8 1/2" with an area of approximately 102.96 sq. ft. (9.57 sq. m.) each.</p>	<p>Permit 4 illuminated signs in lieu of (1) non-illuminated side wall sign with an area of 9.57 sq. metres in lieu of the permitted maximum area of 4 sq. metres.</p>
<p>215-20.B.(2) - Any occupant located in the corner unit of the first storey of a building situated on a corner lot may erect fascia signs for each street frontage in accordance with Subsection B(1) and (4), provided that any such sign on the wall of a building flanking a residential street shall not exceed that area of the sign fronting the commercial street, but in no case shall such flanking sign exceed five (5) square metres in display area when located closer than fifty (50) metres to a residential zone.</p>	<p>On the East Elevation of the building there will be two (2) illuminated awning signs and one (1) illuminated box sign for a total of three (3). The 3 illuminated first party signs will be:</p> <ul style="list-style-type: none"> • 7'-0" x 16' 2" in the case of the awning signs with an area of 113.17 sq. ft. (10.51 sq. m) and • the box sign will be 7'-0" x 12' 1" in with an area of 84.50 sq. ft. (7.85 sq. m.) 	<p>Permit 3 illuminated signs where only two (2) illuminated signs are permitted on the East Elevation of the building, 215-20.B.(1) and the proposed fascia sign having an area of 7.85 sq. m.) will be located 48.2 metres from a residential zoned property where the bylaw permits only a maximum of five (5) sq. m. of sign display area when the fascia sign is located closer than 50 metres to a residential zone.</p>
<p>215-20.B.(1) - On each commercial building lawfully used under the city zoning by-laws, there may be erected two (2) fascia or awning signs for each occupancy located in the first storey thereof, provided that all such signs shall be located on the street frontage wall of the building.</p>	<p>On the North Elevation of the building there will be four (4) illuminated first party awning signs and one (1) illuminated first party box sign for a total of five (5).</p>	<p>As stated in the Sign Bylaw requirement above, only two (2) of the five (5) illuminated signs are permitted on the North Elevation of the building.</p>

The proposed signs will have little impact at this location. The signage at this location is either facing other commercial buildings or where there are residential buildings they are located a substantial distance away or have other commercial building blocking the illumination that may emanate from the signs. It is for this reason I am recommending the approval the proposed signs.

CONTACT

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ATTACHMENTS

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

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Figure "A"

