



STAFF REPORT ACTION REQUIRED

Sign Variance Report 3015 Bloor Street West

Date:	December 4, 2008
To:	Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Ward 5
Reference Number:	2008EY032

SUMMARY

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

Request for Approval of Variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install One Illuminated Business Identification Fascia Sign at the side elevation facing Royal York Road with a display area of 8.86 square metres.

The request comes from Mr. Dominic Rotundo, for Patison Sign Group, on behalf of the owner of the property, 1200711 Ontario Ltd., for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

RECOMMENDATIONS

Toronto Building recommends that:

1. The request for variance for an Illuminated Business Identification Fascia Sign with a display area of 8.86 square metres be approved provided the illumination of the sign is turned off from 10:30 p.m. at night to 8:00 a.m. in the morning.
2. The applicant be advised, upon decision of the Community Council, of the requirement to obtain the necessary sign permits.

FINANCIAL IMPACT

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

COMMENTS

The building is located at the south west corner of Bloor Street West and Royal York Road. The proposed sign will be located on the east side elevation of an existing Rogers store.

In 1995 a fascia sign permit was issued for an illuminated “ROGERS VIDEO” sign with a display area of 5 square metres which is the maximum size permitted on Royal York Road, since it is a residential street. The applicant is now proposing to change the existing sign to a new illuminated “ROGERS Plus” sign with a display area of 8.86 square metres.

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
1. 215-20 B (2) does not permit business identification fascia sign more than five square metres in display area for a building flanking a residential street when sign is within fifty metres to a residential zone.	Applicant is proposing a business identification fascia sign with a display area of 8.86 square metres where the sign surrounded with residential zones on all sides.	To have a fascia sign with display area of 8.86 square metres in lieu of 5 square metres is permitted.

The applicant is proposing to replace a Business Identification Fascia sign at the side elevation with a new larger sign. Since the street is a residential street the Sign Code limits this sign to 5 square metres, which the original sign was approved at. Although the applicant is claiming that the existing sign had a display area of 13.94 square metres, permit drawings approved in 1995 clearly indicate that the sign was approved with a display area of 5 square metres. During a recent inspection, staff found that the existing sign was already removed and no replacement sign was installed.

The sign will face a six storey condominium building right across the street. The applicant is requesting the new sign to be 8.86 square metres which is almost eighty percent more than allowed. This, in turn, will increase illumination levels from the sign for the residents across the street considerably. Therefore, staff is in the opinion that the sign should not be illuminated from 10:30 p.m. at night to 8:00 a.m. in the morning.

CONTACT

Sait Toprak, Manager, Plan Examination

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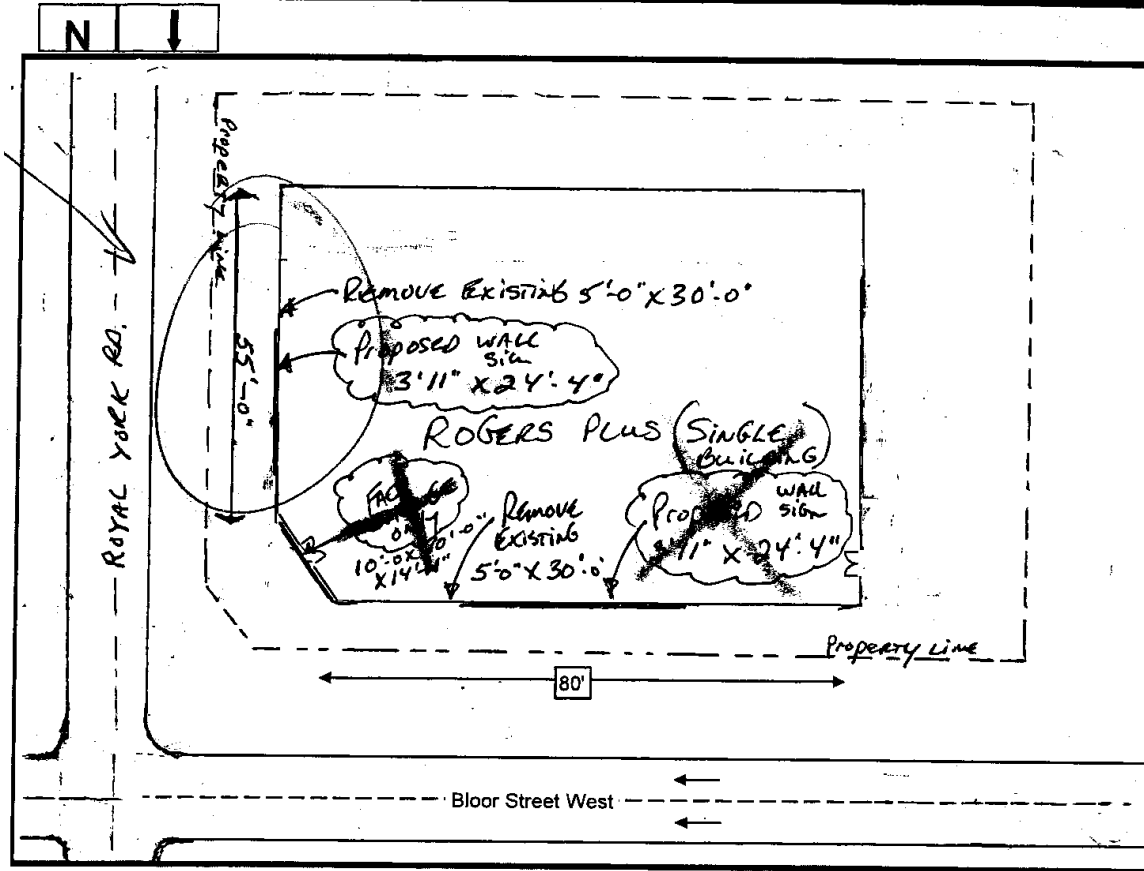
E-mail: stoprak@toronto.ca

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

ATTACHMENTS

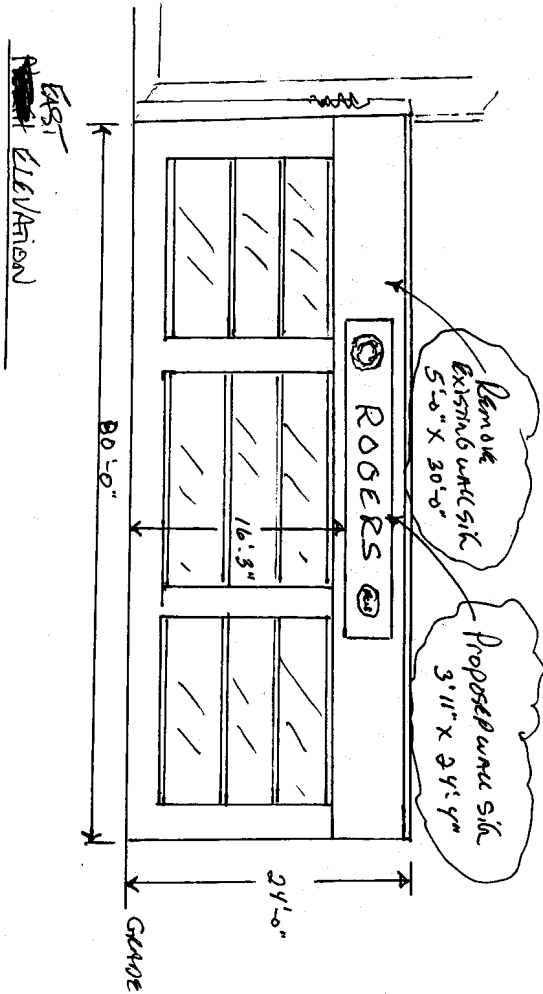
1. Site Plan
2. Zoning Map
3. Elevation
4. Sign Details
5. Pictures

Site Plan



Surveyor Name / Phone:	Reimage America, Inc. (931) 680-2088	Site Number	3015 Bloor Street West Etobicoke, ON
Survey Date	07/21/07	# 343	

SITE PLAN

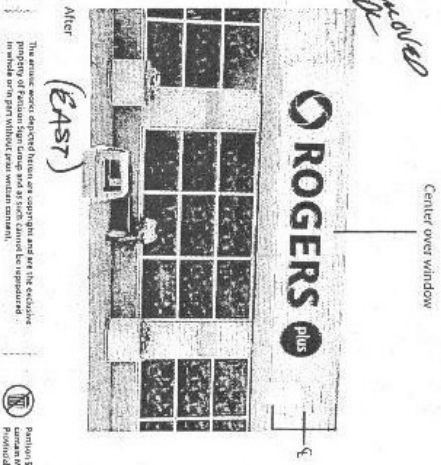
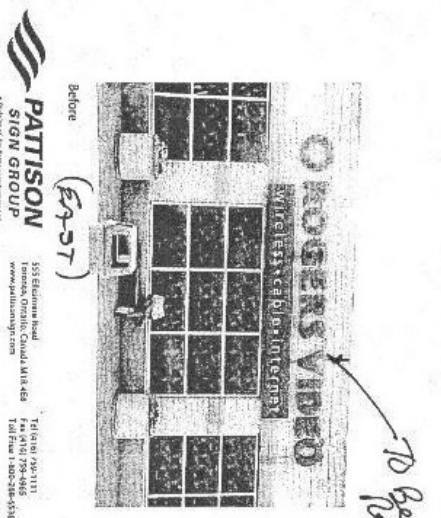


ROGERS Plus
 ELEVATION
 3015 BLOOR ST W
 TORONTO ONT

SIDE (ROYAL YORK) ELEVATION



Manufacturing:
Face height of graphics is controlled dimension.



PATTISON SIGN GROUP
A Member of the PATTISON GROUP
555 Edmonds Road
Tombola, Ontario, Canada M1H 4E3
www.pattisonmfg.com
Tel: (416) 360-3111
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Toll Free: 1-800-288-5538

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Patison Sign Group signs shall not be used by licensee or non-affiliated persons without the prior written consent of Patison Sign Group.

Specifications:
Supply & install new illuminated Rogers Plus signage. Controlled background cabinet finished aluminum painted to match finished aluminum.
White 24x7 LED acrylic faces.
Rogers brand - 3M 3690 73 dark red vinyl face applied.
Rogers brand - Gelcote head LED illumination.
Plus sign - digital image face applied.
Plus sign - Gelcote White LED illumination.
3" deep aluminum returns finished aluminum.
General 1" x 1/2" tin cap returner.
Final dimensions subject to structural site survey.

Colours:

- White 24x7 LED acrylic faces
- ROGERS** 3M 3690 73 dark red vinyl
- Plus logo digitally printed
- Returns matchless aluminum
- Gelcote 1" x 1/2" tin cap returner
- Controlled background finished aluminum

Center over window

Job No.

Version: 01-10-17-08
Date: 09-05-16
Design #: 147-1-17
Scale: 2" = 1'-0"
Site: P.B./L.M.
Designer: C. Mulvey

Conceptual artwork only

Master Dwg

Required Equipment:
 120V 40V Other

1. Signing must be by registered professional engineer or architect. Obtain customer approval.
Date: _____

ROGERS
2015 Blount Street West
Ettobichon, ON

Site # 343
Reference # E04

ELEVATION AND SIGN DETAILS



ROYAL YORK ROAD - NORTH BOUND



BLOOR STREET WEST – EAST BOUND

APPLICANT'S INFO

DOMENIC ROTUNDO
PATTISON SIGN GROUP
453 CHANCELLOR DRIVE
VAUGHAN, ONTARIO
L4L 5E1

TEL: (416)738-9259