



STAFF REPORT ACTION REQUIRED

Sign Variance Report 5515 Eglinton Ave W

Date:	September 29, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke Centre, Ward 3
Reference Number:	2009EY039

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 Domenic Rotundo for Teksign Inc., for the owners Bayview Heritage Group (BHG), to the attention of Debbie Scriver for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to erect Four (4) Illuminated First Party Fascia Signs for "Homewood Suites" and "Hampton Inn", that will be located on the east and west elevations of the hotel at 5515 Eglinton Ave W.

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 City of Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code the property is zoned I C1 (Class 1 Industrial Zone). The properties to the east and west of 5515 Eglinton Ave W and on the south side of Eglinton Ave W are zoned as industrial land. The north side of Eglinton Ave.W. is the City of Mississauga, and to the south the property sits adjacent to Centennial Park.

COMMENTS

A new building is being constructed under Permit 08 214480 BLD for a 254 Room, 7-storey hotel building with no basement for the "Hampton Inn/Homewood Suites". The owners are proposing First Party Ground Signs and fascia signs as well as Directional Signs on the parking lot.

Four of the first party signs that will face the side yards will not be in compliance with the Sign By-law. These signs are illuminated signs, using LED lighting, and will be comprised of channel letters and company logos.

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
Fascia signs - East, and West Elevations Section: 215-22.B.(1) Any business which is the sole occupant of a building may erect two (2) fascia signs for each street frontage.	The applicant proposes four (4) Illuminate First Party Fascia Signs that will not be facing a street frontage: <ul style="list-style-type: none">• One (1) Fascia Sign on the east elevation on the seventh storey• Two (2) Fascia Signs on the west elevation above the seventh storey and• One (1) Fascia Sign on the west elevation on the first storey	To permit four (4) Illuminated First Party Fascia Signs: <ul style="list-style-type: none">• One (1) Fascia Sign on the east elevation on the seventh storey• Two (2) Fascia Signs on the west elevation above the seventh storey and• One (1) Fascia Sign on the west elevation on the first storey that will not face a street frontage.

The proposed signs will be located in an industrial zone. The signage in question will be facing the adjacent properties.

The sign on the east elevation is going to be located on the 7th storey which overlooks a 3- storey high Best Western hotel. The two buildings are approximately 30 metres apart therefore, there will be very little impact in the form of illumination from the sign on the east elevation.

Signs on the west elevations are going to be located on the 7th storey with one smaller sign located on the ground floor elevation which will overlook a one-storey high industrial/commercial building, with 20 metres of separation. There will be very little impact in the form of illumination from these signs on the west elevation. To the south we have Centennial Park Golf Centre and the signage in question will have minimal affect on the park.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

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Mark Sraga
Director of Building and
Deputy Chief Building Official
The Etobicoke York District

ATTACHMENTS

- Pictures from site
- Elevation drawings
- Site plan



The west elevations of the new hotel buildings under construction.



Best Western Hotel located just to the east of the new hotel



Commercial buildings just to the west of the new hotel

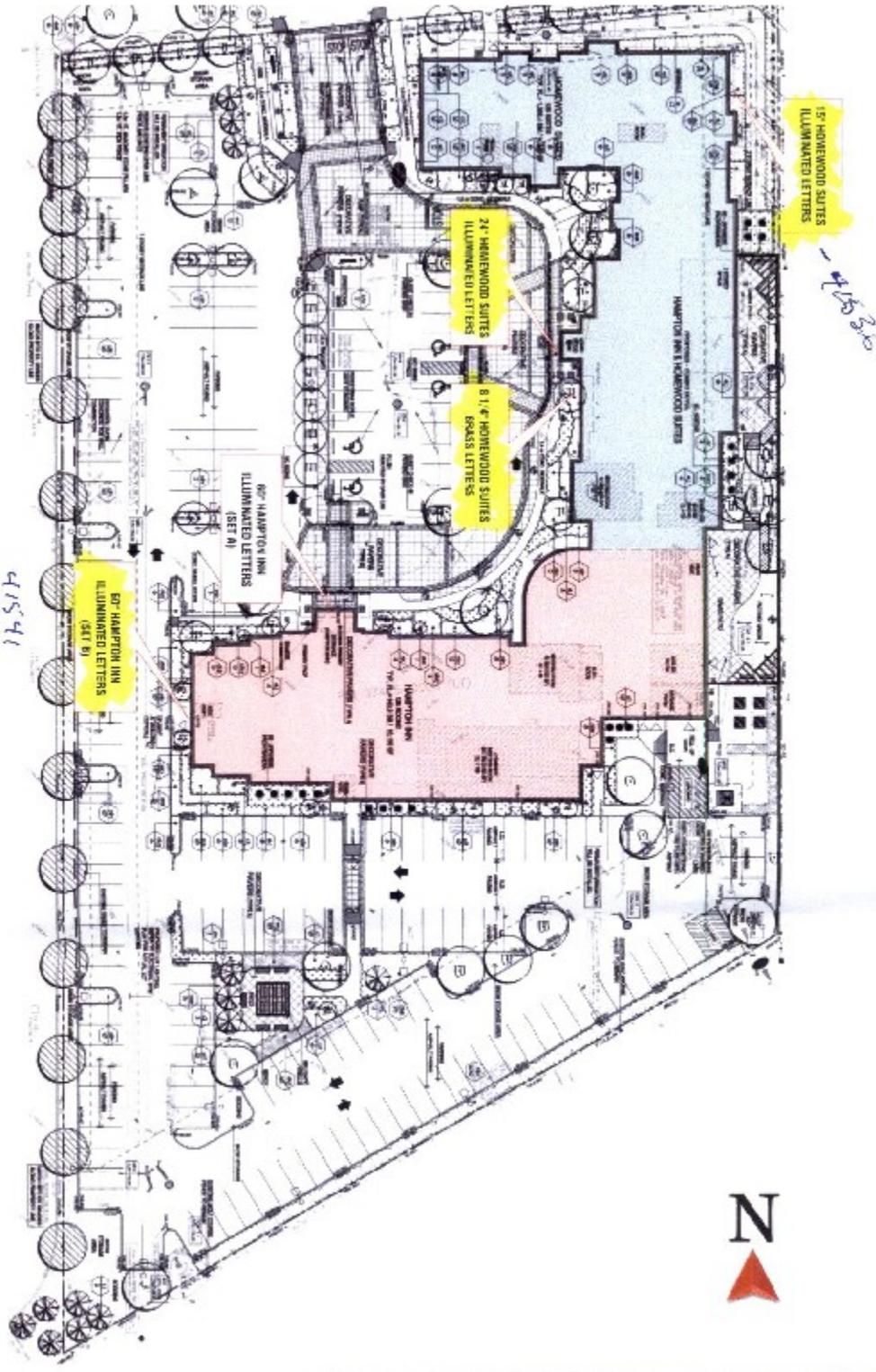


Industrial buildings on the north side of Eglinton Ave W in the City of Mississauga

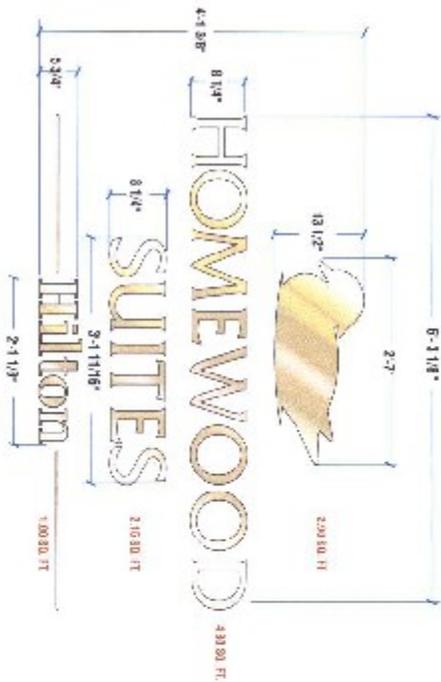


North elevation of the rear building of the new hotel complex. Just to the south of this building is the Centennial Park Golf Centre.





NEW NON-ALUMINATED BRASS LETTERS & LOGO
 ANSTR-MIL-LEO-080002



**FABRICATED IN-GOLD-TONED BRASS WITH POLISHED FACE
 AND REVERSE**

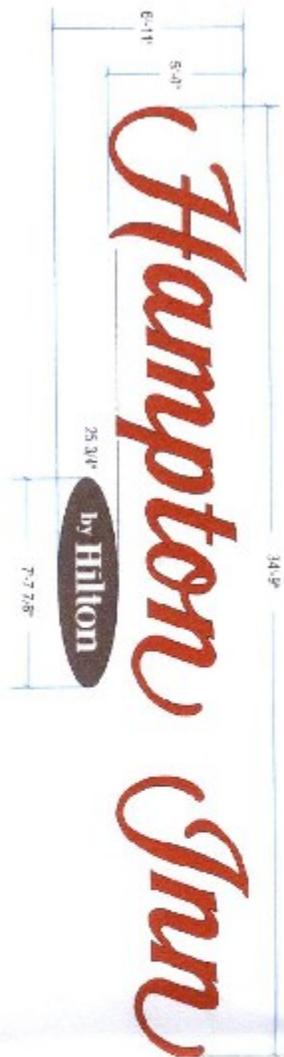
**FABRICATED IN-GOLD-TONED BRASS WITH POLISHED
 FACE AND REVERSE**
 MOUNT TO WALL WITH ALL THREADED STUDS &
 SILICONE ADHESIVE

CONCRETE APPROXIMATE ONLY - NOT TO BE USED FOR PRECISION WORK. APPROVED BY THE ARCHITECT.

THE DATE AND TIME OF THE LAST REVISION	DATE	BY	REVISION
1	11/11/11	JL	ISSUE FOR CONSTRUCTION

NEW ILLUMINATED 60" CHANNEL LETTERS
SET B

SCALE: 1/4" = 1'-0"



MASTER FILE: L-0100004

REMARKS: 3" DEEP CHANNEL LETTERS, with BEIGE POWDER SURFACES, and 1/2" ALUM. REINFORCING AND 1/2" THK. ALUMINUM END CUT BRACKETS. RECESSED 3/4" DK. BRONZE.

FACES: 1/2" THK. C130 SG BRONZE RECESSED FINISH

W/FLAT TUBE: 1" DK. FRONT, ENVELOPE NUMBER

LEDS: GILSONIC G60000083 TERRA MAR RED LED (DMC6071)

MASTER FILE: F-0700068

DETAIL: 3" DEEP X 3/8" THK. ALUM. REINFORCING AND 1/2" THK. ALUMINUM END CUT BRACKETS. RECESSED 3/4" DK. BRONZE.

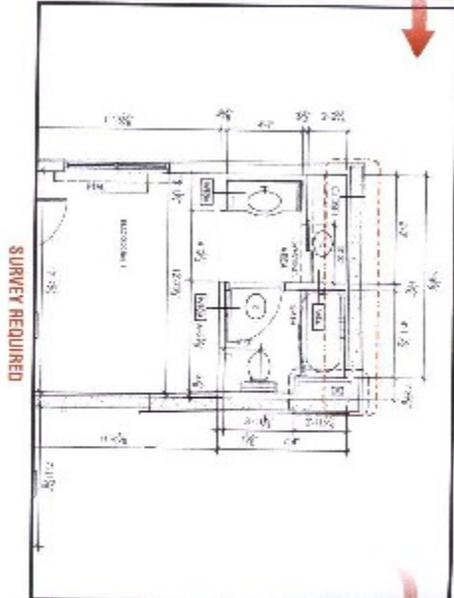
FACES: ROUNDED, 200" ALUMINUM FINISH PAINTED #113 DARK BRONZE AND BACKED UP WITH 1/2" WHITE ASPHALTIC.

LEDS: IN TRUSS, ILLUMINATED WITH WHITE LEDS AS REQUIRED (TYP)

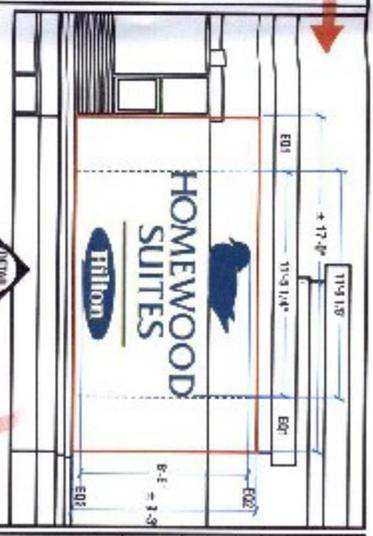
CONCEPTUAL ARCHITECTURE, 1997 TO 1998 FOR PROJECTION LIGHT, APPROVED BY USGERSHAW

SPECIFICATIONS & CHECKS	
<input type="checkbox"/>	CUT FILE VERIFIED
<input type="checkbox"/>	CUT FILE AVAILABLE
<input type="checkbox"/>	WARRANTY NOT YET PROVIDED
<input type="checkbox"/>	FINAL CHECKS, SIGNATURES AND DATES
<input type="checkbox"/>	PROJECT COMPLETED
<input type="checkbox"/>	PROJECT CLOSED
<input checked="" type="checkbox"/>	FILED

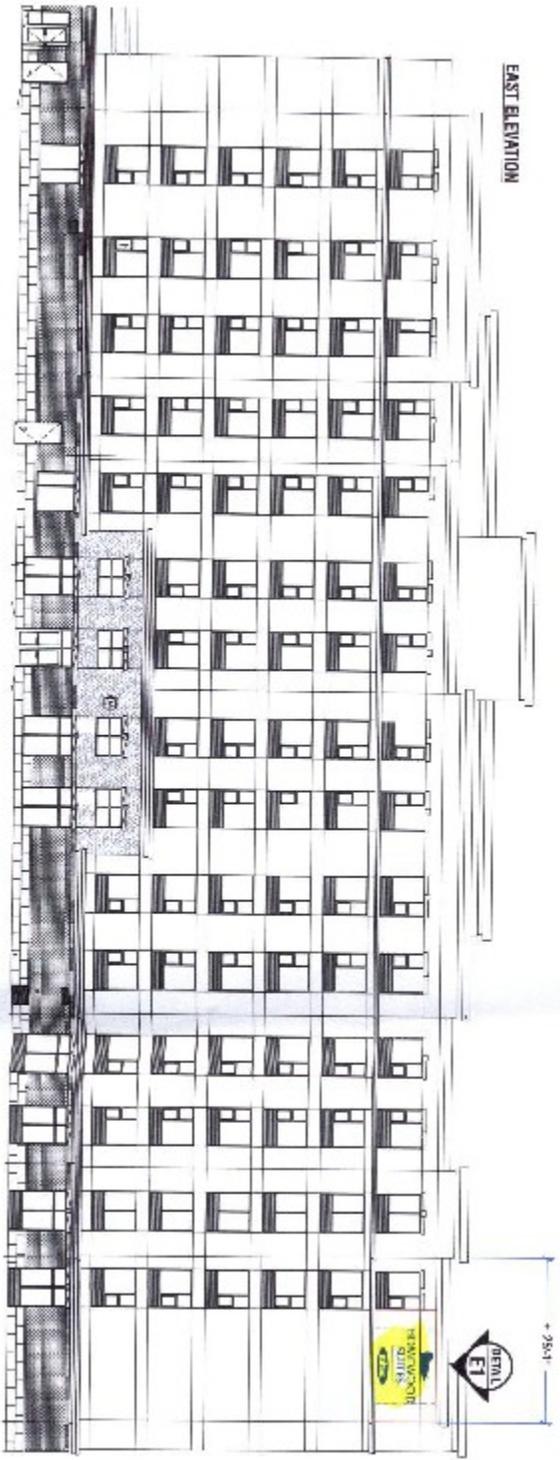
- SPECIAL NOTES:**
- DESIGN TO MAKE SERVICE TOP TO SITE-PLANE CONSTRUCTION TO PRE-CRILL AND SIGNAGE ON EAST ELEVATION.
 - CONDUIT TO BE ROLLED FROM GLOBE 1 TO 200F BY GENERAL CONTRACTOR.
 - DESIGN TO PROVIDE WHAT SERVICE (CONCRETE) TO HOUSE TRANSFORMERS ON 200F.



SURVEY REQUIRED



EAST ELEVATION



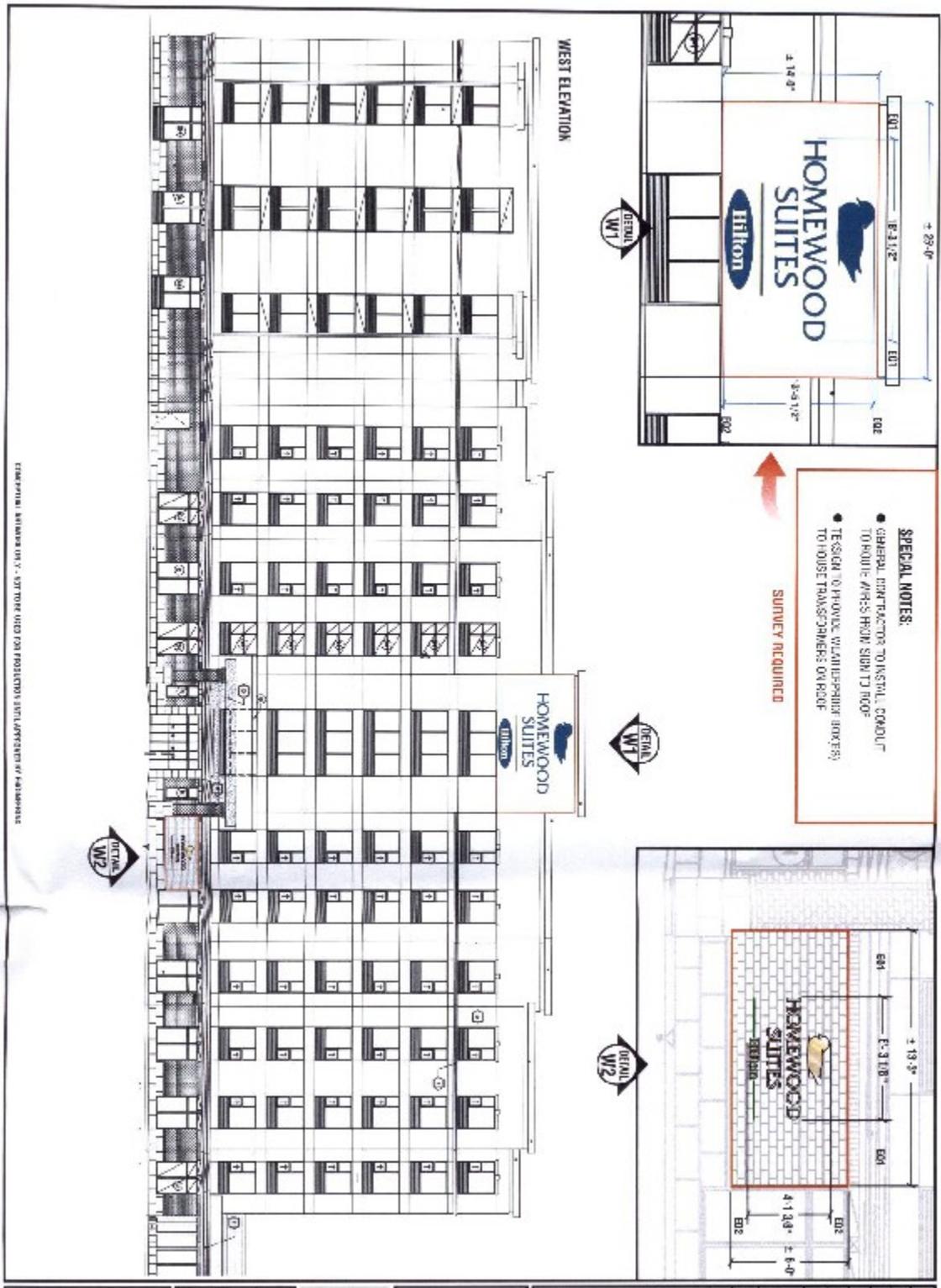
CONCEPTUAL ARCHITECTURE INC. 1401 75th STREET, PRODUCTION ARTS, APPROVED BY CONSTRUCTION

WEST ELEVATION



CONCEPTUAL APPROXIMATE ONLY - NOT TO BE USED FOR PROPOSITIONAL LATE, APPROVAL OR CONSTRUCTION

NOTES - ADDITION OF CHECKS	
<input type="checkbox"/>	CEILING VISIBLE
<input type="checkbox"/>	CURTAIN VISIBLE
<input type="checkbox"/>	FLOORING VISIBLE
<input type="checkbox"/>	MECHANICAL NOT VISIBLE
<input type="checkbox"/>	PAINT COLOR - AS SHOWN IN SPECIFICATIONS
<input type="checkbox"/>	SEE SCHEDULE FOR FINISHES AND MATERIALS
<input checked="" type="checkbox"/>	SEE SCHEDULE FOR FINISHES AND MATERIALS
<input type="checkbox"/>	PERFORM INSPECTION
<input checked="" type="checkbox"/>	SEE SCHEDULE FOR FINISHES AND MATERIALS



CONVENTIONAL NUMBERING SYSTEM - NOT FOR PRODUCTION AND APPROVED BY ARCHITECT

Applicant:

Teksign Inc
Attn. Domenic Rotundo
453 Chancellor Drive
Vaughan, Ontario
L4L 5E1