



STAFF REPORT ACTION REQUIRED

Sign Variance Report 295 The West Mall

Date:	December 15, 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:	2010EY001

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 variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code for the installation of (2) firstparty illuminated fascia sign for "Investors Group" that will consist of a logo and individual channel letters. The signage is to replace existing "Investors Group" signs on the north and south elevations of the buildings penthouse at 295 The West Mall.

The request comes from Svetlana Levant with Permit World for the owners H&R Developments for approval of the variance 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 and

- (3) The MTO (Ministry of Transportation) approval will need to be submitted at the time of permit application.

Financial Impact

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

COMMENTS

The property is located in the former municipality of Etobicoke which is subject to the Etobicoke Zoning Code and Etobicoke Sign Code Chapter 215. Based on the Etobicoke Zoning Code the property is zoned CPP (Planned Commercial Preferred Zone) and is also subject to By-laws 9138, 10955, 11449 & 11729. The proposed signs will be directed at residential districts to the south and the north. To the south the residential developments are low rise and should not be affected by this proposal. The residential developments to north are highrise in nature but those buildings are orientated in such a manner that they will also not be affected by this proposal.

The mechanical penthouse at 295 The West Mall has signs on 3 of the elevations advertising the identity of 2 of the buildings tenants. Two of the existing signs, on the north and south elevation, are for the Investors Group which are the subject of this staff report. The applicant is proposing to replace the existing signs due to deterioration from age with more up to date signs.

The new signs will have a sign area of 28.35 m² (1.676 metres x 16.916 metres) and will consist of individual channel letters and a company logo. The new signs will be erected on the same south and north elevations of the mechanical penthouse where the old signs were located. The mechanical penthouse has an elevation area of approximately 96.72 m² (15.5' x 67.17' = 1040.6 sf). These new signs are subject to MTO (Ministry of Transportation) approval which the applicant has received.

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
Etobicoke Sign Code Section 215-20L.(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	To replace existing 1 st party illuminated fascia signs that are located on the mechanical penthouse on the north and south elevations each having a sign area of 28.35 m ² which is 29.3% of the façade of the mechanical penthouse elevation on which it	To permit the installation of two mechanical penthouse fascia signs on the north and south sides of the building each having a sign face area of 29.3% of the façade of the mechanical penthouse elevation on which it is erected in lieu of 20%.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
be erected on each mechanical penthouse elevation. Such fascia sign shall not exceed twenty per cent (20%) of the façade of the mechanical penthouse elevation on which it is erected....	is erected	
<p>Etobicoke Sign Code Section 215-20L.(5)</p> <p>One (1) fascia sign, for the identification of the major tenant of a building exceeding seven (7) storeys</p> <p>The major tenant would be a tenant which occupies a minimum twenty-five per cent (25%) of the gross floor area of the building.</p>	To erect a first party illuminated fascia sign on the north and south elevations of the building's mechanical penthouse for a tenant that occupies 14% of the gross floor area of the building.	To erect a first party illuminated fascia sign on the north and south elevations of the building's mechanical penthouse for a tenant that occupies 14% in lieu of 25% of the gross floor area of the building.

NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that will come into force and effect on April 6, 2010. The following is an evaluation of this particular sign variance application against the new draft Sign By-Law requirements that would govern this particular sign. This evaluation has been done to assist Council in understanding how this proposed sign would compare to the new regulatory requirements contained in the proposed Sign By-law.

One of the main features of the proposed Sign By-law is that the regulations governing signs are based upon the "Sign District" in which the sign is located. These Sign Districts align with the underlying land uses as envisioned in the Official Plan and will classify every property into a "sign district" and utilizes a series of maps to identify the various sign districts throughout the City. This approach is similar to the one being utilized by the new proposed City-wide Zoning By-law mapping.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as a Commercial Residential (CR) District.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
694-21 District specific first party sign general regulations. 694-21.D.(4)(a) The sign shall only be erected in an office building containing 10 or more storeys	To erect two first party illuminated fascia signs with a company logo on a building having only 7 storeys	To permit the first party illuminated fascia signs with a company logo on a building having only 7 storeys in lieu of a minimum of 10 storeys.
694-21 District specific first party sign general regulations. 694-21.D.(4)(d) Each sign shall have identical sign copy.	To erect two first party illuminated fascia signs with same sign copy but will differ from the sign copy of the existing third sign for a different tenant.	To permit two different types of sign copy to co-exist on the penthouse elevations.
694-21 District specific first party sign general regulations. 694-21.D.(4)(e) The sign shall not exceed 20% of the area of the wall of the mechanical penthouse on which the sign is erected to a maximum of 25 m2	To erect a first party illuminated fascia signs with a company logo that has a sign area of 28.35 m2 which is 29.3% of the façade of the mechanical penthouse elevation on which it is erected	To permit first party illuminated fascia signs with a company logo that has a sign area of 28.35 m2 in lieu of the maximum 25.0 m2 and to permit the signs to be 29.3% of the façade of the mechanical penthouse elevation on which it is erected in lieu of 20%

The proposed illuminated first party signs are very close in size and location to the original signs. There are no records of complaints with respect to the original signs and the proposed signs have been given approval from MTO staff who administer the issuance of Sign Permits under the *Public Transportation and Highway Improvement Act*.

Based on the above facts, staff is of the opinion that the request for variances are minor in nature and recommends that Community Council approve the variances requested.

CONTACT

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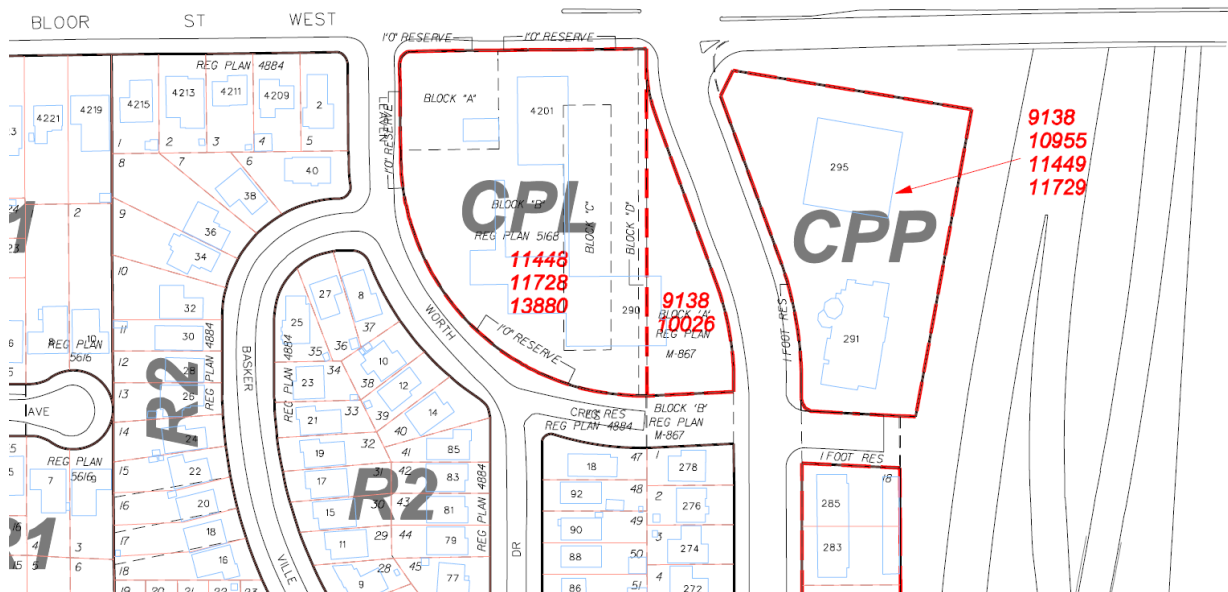
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Mark Sraga
Director of Building and

Deputy Chief Building Official
The Etobicoke York District

ATTACHMENTS

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





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