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March 19, 2002

To: Etobicoke Community Council

From: City Clerk, Etobicoke Sign Variance Advisory Committee

Subject: Requests for Variances from Chapter 215, Signs, of the Former City of Etobicoke Municipal Code (Various Wards)

Recommendations:

The Etobicoke Sign Variance Advisory Committee at its meeting held on March 19, 2002, recommended to the Etobicoke Community Council the adoption of the following reports dated March 6, 2002, from the Director of Building and Chief Deputy Building Official, West District, embodying:

- (1) **the application by Mr. Dominic Rotundo, Tek Signs Inc., on behalf of Esso Canada, for a sign variance at 540 Evans Avenue, recommending that:**
 - (a) **the request for variances for the four fascia signs be approved for the reasons outlined in the report on the condition that the illumination is limited to 11:00 p.m. nightly;**
 - (b) **the request for variances for the advertising panels on the ground sign be refused; and**
 - (c) **the applicant be advised, upon approval of the variances, of the requirement to obtain the necessary sign permits; and**

- (2) **embodying the application by Mr. Sidney B. Paul, Pda Architects, on behalf of Shoppers Drug Mart and MCI Medical Clinics, for a sign variance at 5230 Dundas Street West, recommending that:**
 - (a) **the request for variances be approved for the reasons outlined in the report; and**
 - (b) **the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits for all signs including the MCI Medical Clinic sign located on the rear wall of the building.**

Background:

The Etobicoke Sign Variance Advisory Committee had before it the following:

- (a) (March 6, 2002) report from the Director of Building and Chief Deputy Building Official, West District, respecting an application by Mr. Dominic Rotundo, Tek Signs Inc., on behalf of Esso Canada, for a variance from Chapter 215, Signs, former City of Etobicoke Municipal Code, to permit four illuminated fascia signs (one for each building elevation) advertising the car wash and three advertising panels on an existing ground sign at 540 Evans Avenue; advising that there is an existing service station that includes a car wash, a two-bay mechanical shop and small retail store on the property; that Esso Canada recently purchased the property and would like to provide signage consistent with its other service stations as well as proper identification of the services provided at this location; that the property is zoned Industrial Class 1; that the service station, mechanical bays and car wash are permitted uses for an industrial zone; that a retail convenience store is not a permitted use; that the Committee of Adjustment decision that granted a minor variance to permit a retail sales area expired on October 31, 2001; and recommending that:
- (1) the request for variances for the four fascia signs be approved for the reasons outlined in the report on the condition that the illumination is limited to 11:00 p.m. nightly;
 - (2) the request for variances for the advertising panels on the ground sign be refused; and
 - (3) the applicant be advised, upon approval of the variances, of the requirement to obtain the necessary sign permits.

Mr. Dominic Rotundo, Tek Signs Inc., appeared before the Etobicoke Sign Variance Advisory Committee in connection with the foregoing matter.

- (b) (March 6, 2002) report from the Director of Building and Chief Deputy Building Official, West District, respecting an application by Mr. Sidney B. Paul, Pda Architects, on behalf of Shoppers Drug Mart and MCI Medical Clinics, for a variance from Chapter 215, Signs, former City of Etobicoke Municipal Code, to permit an illuminated canopy sign having a display area 178.5 square metres and a business identification sign attached to the underside of the canopy having a display area of 6.7 square metres at 5230 Dundas Street West; advising that the property is located in an outdoor strip plaza known as Six Points Plaza; that the property is zoned Commercial Plaza Local; that Shoppers Drug Mart occupies the space with a portion leased to MCI Medical Clinics which is located at the rear of the unit with its main entrance directly from the west side rear parking lot with no frontage on the street and a second entrance through the interior of Shoppers Drug Mart; that the main entrance to the clinic at the rear of the building is identified by a fascia sign above the door; that signage at the front of the plaza is critical for the clinic to attract customers from the main parking area; and recommending that:

- (1) the request for variances be approved for the reasons outlined in the report; and
- (2) the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits for all signs including the MCI Medical Clinic sign located on the rear wall of the building.

The Committee was advised by Ms. Techa Van Leeuwen, Senior Plan Examiner, Plan Review, Building Division, West District, that the portion of the aforementioned application regarding signage for MCI Medical Clinics had been deferred for 90 days from the Etobicoke Sign Variance Advisory Committee meeting of July 10, 2001, pending the appropriate settlement of all outstanding sign issues.

Mr. Sidney B. Paul, Pda Architects, appeared before the Etobicoke Sign Variance Advisory Committee in connection with the foregoing matter.

- (c) City of Toronto By-law No. 997-2001, respecting sign permit fees and sign variance application fees. (Authority: Clause No. 1 of Report No. 14 of The Planning and Transportation Committee, adopted as amended, by the City of Toronto Council at its meeting held on December 4, 5 and 6, 2001. Enacted by Council: December 6, 2001.)
- (d) (March 6, 2002) communication from Mr. R. L. Thompson, Senior Examiner, Building Division, West District, addressed to the Secretary, Etobicoke Sign Variance Advisory Committee, respecting a correction to Section 215-12 C of Chapter 215, Signs, of the former City of Etobicoke Municipal Code; advising that the metric measurement for the height limitation of signs above a canopy roof, found under Section 215-12 C, should read 1.0m rather than 0.1m.

City Clerk

Lyn Morgan/lsm

Attachments