



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
1561 The Queensway**

Date:	May 7, 2007
To:	Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Ward 5
Reference Number:	2007EY016

SUMMARY

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

Toronto Building received a request from Svetlana Levant, Permit World Inc. on behalf of the owner of 1646018 Ontario Inc., for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to install 11 fascia signs and one incidental sign on north elevation, and one fascia and one incidental sign on west and south elevations. All the proposed signs are business identification signs, and they are illuminated.

RECOMMENDATIONS

Toronto Building recommends 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 permits.

FINANCIAL IMPACT

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

COMMENTS

The proposed signs will be located on north, west and south elevations of a new retail building to be built on a vacant lot. There will be three additional retail buildings on this lot with the size of each building varying from 900 square metres to 2800 square metres. The largest building will be occupied by Future Shop Inc. and proposed signs are for this company.

Building permits for two of the proposed buildings were recently received by Toronto Building and are under review by staff.

The applicant is requesting 11 illuminated business identification fascia signs and one incidental fascia sign on north elevation, as well as one illuminated business identification fascia sign and an incidental fascia sign on west and south elevations.

During a recent inspection of the building, staff observed that the construction has not started for the proposed for retail buildings.

The signs do not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following ways:

North (front) Elevation – The Queensway

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
1. 215-20(B)(1) permits a maximum of two business identification fascia signs per street frontage	The applicant is proposing 11 fascia signs on the elevation facing The Queensway	Request for 11 fascia signs in lieu of 2 permitted by the Sign Code
2. 215.11 defines Business Identification Sign as one of a class of signs which identifies a building, business, ownership and/or the primary activities or services offered at the premises. A business identification sign may use a maximum of fifty percent of the display area of the sign for general advertising of goods, services or activities available on the premises	The applicant is proposing 7 of the sign boxes (1.37 m by 1.37 m each) to have only symbols of products that will be sold on the premises, and one sign box of the same size with a maple leaf symbol. Also, one banner sign proposed for above the entrance way will have more than fifty percent of the display area for activities or services announcement.	Request for variance from the Sign Code to have more than fifty percent of the display area of the fascia signs to be for services or activities on the premises.
3. 215-20(g)(2) permits information fascia signs such as parking, loading, shipping etc. with a display area not more than 1.5 square metres.	The applicant is proposing the information sign to be 1.72 square metres in display area.	Request for information sign to be 1.72 square metres in lieu of 1.5 square metres permitted.

West Elevation – Side Wall

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
1. 215-20(B)(3) permits non-illuminated side wall business identification fascia signs facing an interior lot provided that display area is not more than 4 square metres.	The applicant is proposing one illuminated side wall fascia sign with display area of 33.0 square metres	Request for an illuminated side wall sign with display area of 32.97 square metres in lieu of non-illuminated sign with display area not more than 4 square metres
2. 215-20(g)(2) permits information fascia signs such as parking, loading, shipping etc. with a display area not more than 1.5 square metres.	The applicant is proposing the information sign to be 1.72 square metres in display area.	Request for information sign to be 1.72 square metres in lieu of 1.5 square metres permitted.

South (rear) Elevation – Fordhouse Boulevard

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
1. 215-20(g)(2) permits information fascia signs such as parking, loading, shipping etc. with a display area not more than 1.5 square metres.	The applicant is proposing the information sign to be 1.72 square metres in display area.	Request for information sign to be 1.72 square metres in lieu of 1.5 square metres permitted.

The applicant is proposing eleven fascia sign on the north (front) elevation where the Sign Code permits only two. Eight of the signs are symbols of products to be sold on the premises, including a maple leaf symbol. They are relatively small and each has a display area of 1.9 square metres whereas the main business identification sign has a display area of 33 square metres.

Eleven signs have a total aggregate display area of 65 square metres, which is 16% of façade area of the building. The Sign Code permits up to 30% of display fascia signs of the façade area.

The proposed side-wall sign is relatively large when compared to the permitted side-wall sign area allotted by the Sign Code. The sign is more than 16 metres from the property lot and faces a parking lot of the adjacent property. There are no residential properties within the vicinity of this project.

The incidental fascia signs on the three elevations have a display area of 1.72 square metres and are slightly larger than 1.5 square metres of display area as permitted by the Sign Code.

Staff is of the opinion that the requested variances are minor in nature.

CONTACT

Sait Toprak, Manager, Plan Examination

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Fax: (416) 394-8209

E-mail: stoprak@toronto.ca

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

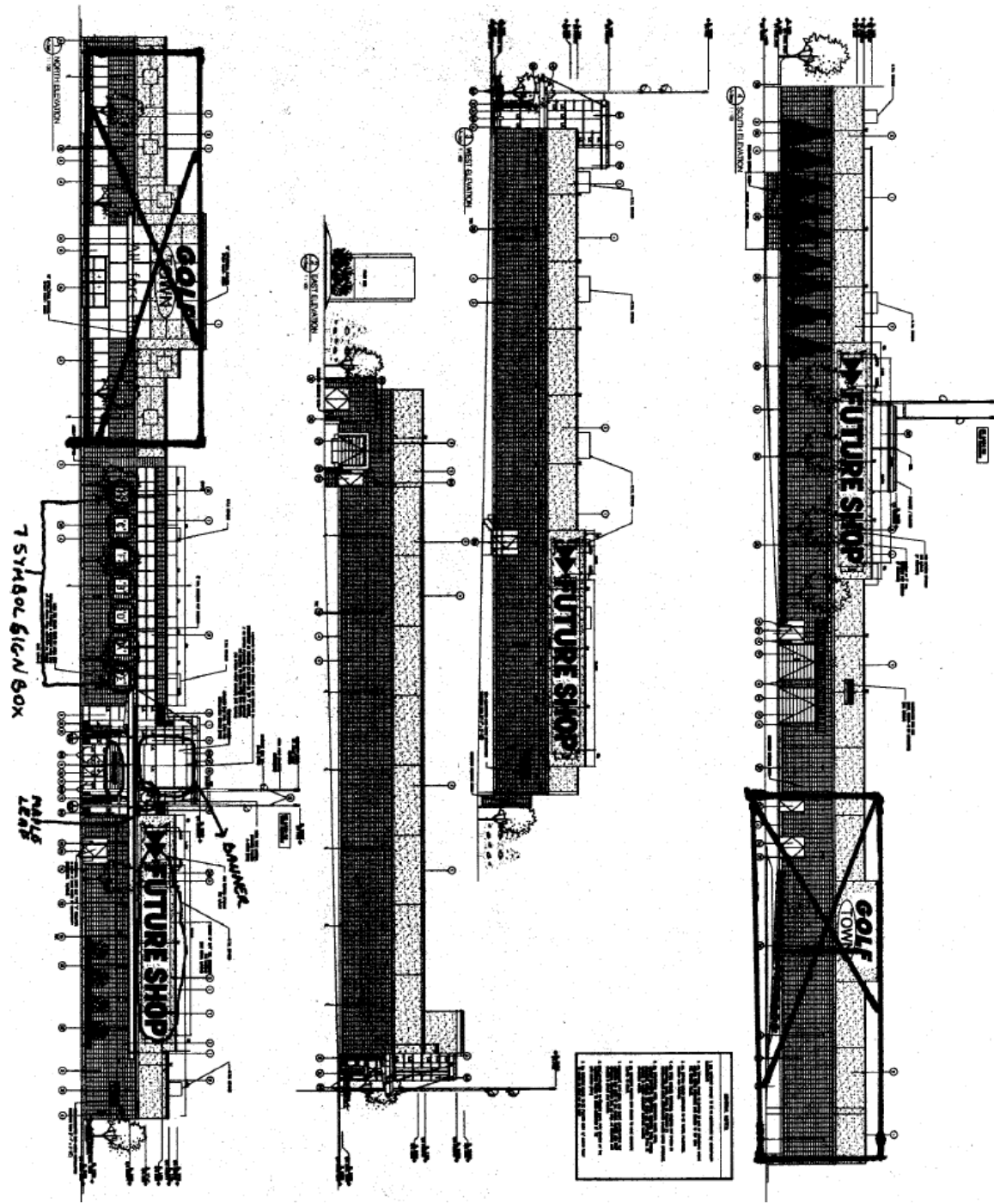
FOLDER #07-142374

ATTACHMENTS

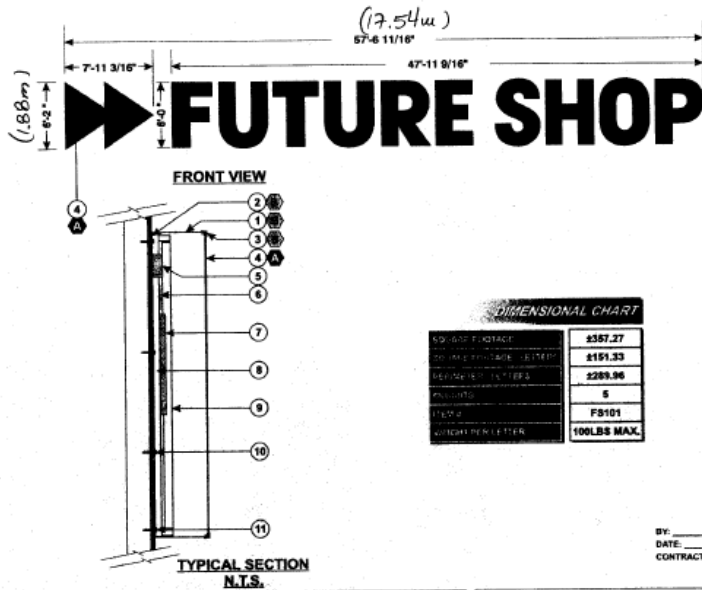
- 1.) Site Plan
- 2.) Elevations
- 3.) Details

CONTACT PERSON:

SVETLANA LEVANT
PERMIT WORLD
57 WILLIAM STREET W.
WATERLOO, ONTARIO
N2L 1J6
Tel: (518) 635-2114
Fax: (519) 208-7008



ELEVATIONS



Area = 354.9 ft² (33.0 m²)
 1- West
 1- North

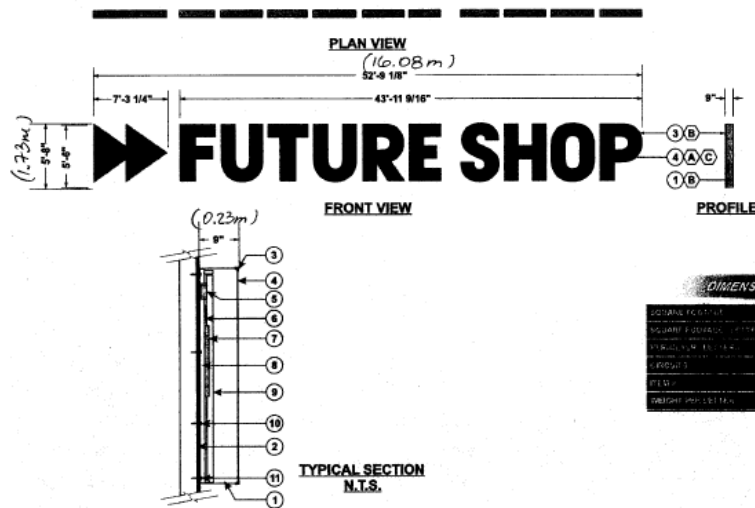
FUT1C5D1004			
ILLUMINATED 6'-0" CHANNEL LETTERS - FS101FF			
Installation:	Interior	<input checked="" type="checkbox"/> Exterior	
Electrical specifications:			
Volts:	120	Amp:	42.75
Circ:	5		
Description:			
1	FABRICATED 0.064 ALUMINUM CABINET		
2	BACK FABRICATED WITH 0.081 ALUMINUM		
3	1"X1"X1/8" ALUMINUM AND/OR POLYVINYL CHLORIDE ANGLES		
4	3/16" TK LEXAN WITH VINYL & DIFFUSER APPLIED TO SECOND SURFACE		
5	ELECTRICAL JUNCTION BOX CENTERED OVER HOLE		
6	ON/OFF SWITCH BOX		
7	FRANCE BALLAST		
8	EXTRUDED ALUMINUM RACEWAY		
9	COOL WHITE HO FLUORESCENT LAMPS		
10	TAPCON SCREW		
11	EXISTING WALL		

Notes	
- ELECTRICAL HOOKUP BY OTHERS	
- CONTRACTOR MUST PROVIDE MIN 36" STUBB-OUT OF LIQUID TIGHT FLEX 3/8" WEATHERPROOF CABLE CW CONNECTOR.	
- CSA APPROVED FOR EACH LETTER	
Colors:	
A	RED ARLON #73 VINYL
B	PAINTED AKZO #838 METALLIC GREY
C	3M 3635-70 WHITE DIFFUSER

IT IS AGREED THAT THE CLIENT IS ENTIRELY RESPONSIBLE TO INSTALL THE COMPLETE SIGNAGE AND EQUIPMENT PATTON SIGN GROUP'S TECHNICAL DEPARTMENT OR THE SIGNAGE MANUFACTURER'S INSTRUCTIONS. THE CLIENT AGREES TO CHECK THE CONCRETE BASE CAN SUPPORT THE SIGN AS SHOWN BY VISIBLE PATTON SIGN GROUP. UNDESIRABLE PATTON SIGN GROUP WILL NOT ACCEPT LIABILITY.



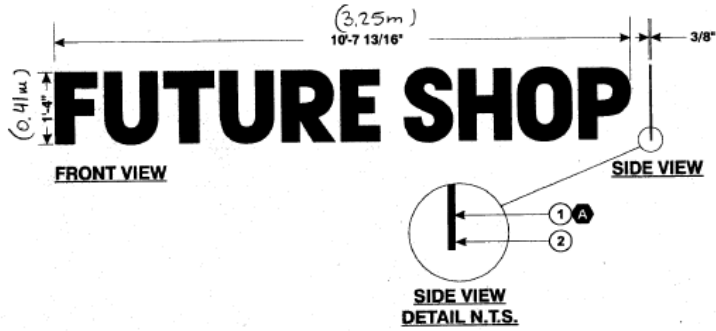
FRONT AND SIDE ELEVATION SIGNS



Area = 299.0 ft² (27.8 m²)
 1- South

FUT1C5D1003			
ILLUMINATED 5'-6" CHANNEL LETTERS - FS102			
Installation:	Interior	<input checked="" type="checkbox"/> Exterior	
Electrical specifications:			
Volts:	120	Amp:	40.0
Circ:	4		
Description:			
1	FABRICATED 0.064 ALUMINUM CABINET		
2	BACK FABRICATED WITH 0.081 ALUMINUM		
3	1"X1"X1/8" ALUMINUM AND/OR POLYVINYL CHLORIDE ANGLES		
4	3/16" TK CLEAR LEXAN WITH VINYL & DIFFUSER APPLIED TO SECOND SURFACE		
5	ELECTRICAL JUNCTION BOX CENTERED OVER HOLE		
6	ON/OFF SWITCH BOX		
7	FRANCE BALLASTS		
8	EXTRUDED ALUMINUM RACEWAY		
9	COOL WHITE HO FLUORESCENT LAMPS		
10	TAPCON SCREW		
11	EXISTING WALL		
Colors:			
A	RED ARLON #73 VINYL		
B	PAINTED AKZO #838 METALLIC GREY		
C	3M 3635-70 WHITE DIFFUSER		
Notes:			
- ELECTRICAL HOOKUP BY OTHERS			
- CONTRACTOR MUST PROVIDE MIN 36" STUBB-OUT OF LIQUID TIGHT FLEX 3/8" WEATHERPROOF CABLE CW CONNECTOR.			
- CSA APPROVED FOR EACH LETTER			

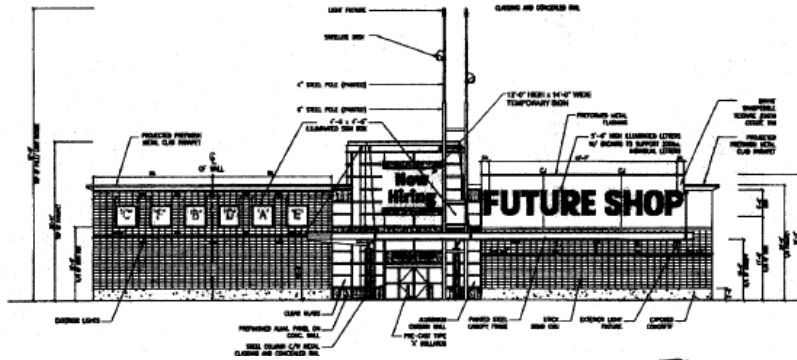
REAR ELEVATION SIGN



Area = 14.2 ft² (1.3 m²)
 1- North
 (above the main
 entrance)

Notes:	
- INCLUDES SPACING TEMPLATE	
- MOUNTED TO ALUMINUM PANEL ABOVE ENTRANCE DOORS	
#	Colors:
A	RED ACRYLIC #2793

MAIN ENTRANCE SIGN (FRONT ELEVATION)

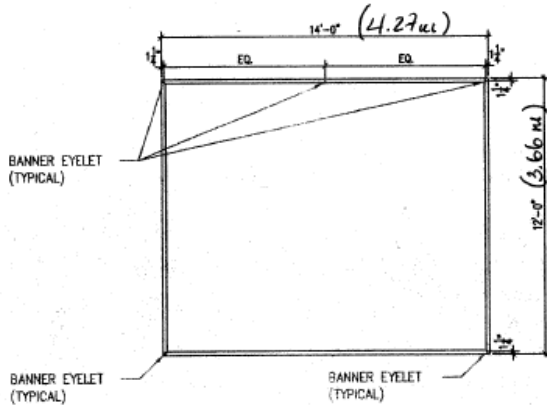


Banner detail

TEMP. BANNER

- to be changed as required

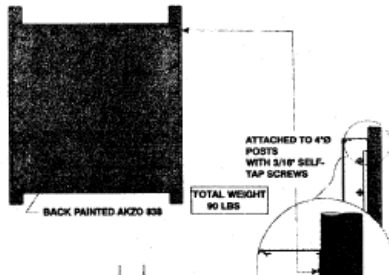
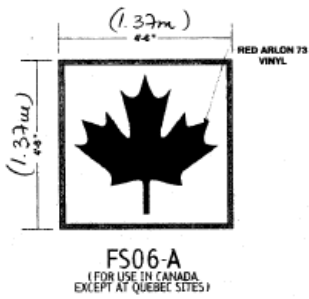
Examples: "Howling"
 "Opening soon"
 "Christmas Specials"



6 BANNER DETAIL

A-3ab 1/8" = 1'-0"

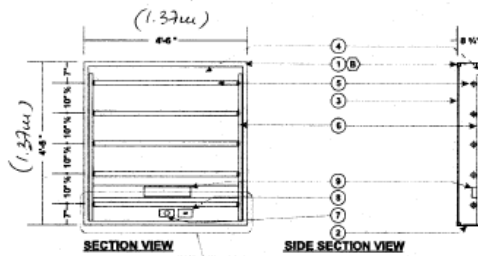
BANNER SIGN



Area = 20.25 ft² (1.9m²)
1-North

FUT1S6D1002-A	
ILLUMINATED 4'-6" MAPLE LEAF FS06-A	
Installation	<input checked="" type="checkbox"/> Interior <input checked="" type="checkbox"/> Exterior
Electrical specifications	
Volts	120 Amp 4 Circ 1
# Description	
1	EX-10 FRAME EXTRUSION
2	3MM-61927 ALUMINUM EXTRUSION
3	WHITE 3/16" LEXAN FACE WITH VINYL
4	GRAPHICS APPLIED ON 1st SURFACE AND GPS PROTECTOR FILM #3448-114
5	28 GA. WHITE PRE-PAINTED GALVANIZED SHEET METAL BACKING
6	(5) T48T12 FLUORESCENT LAMPS
7	1"x4" BOTTOM RACEWAY
8	ELECTRICAL ENTRANCE (LIQUID TIGHT FLEX 3/8" WEATHERPROOF "SUPERIOR")
9	ELECTRICAL JUNCTION BOX (CENTERED OVER 1 1/2" HOLE)
10	ON/OFF SWITCH BOX
11	560R BALLAST
12	1/2" 3/4" FLEXIBLE CABLE WITH L-16 CONNECTOR

FS105-A



Area = 20.25 ft² (1.9m²)
1-North

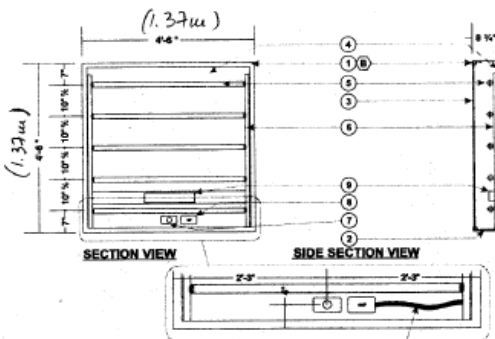
FUTS6D1001-A	
S/F ICON BOX FS105-A	
Installation	<input checked="" type="checkbox"/> Interior <input checked="" type="checkbox"/> Exterior
Electrical specifications	
Volts	120 Amp 4 Circ 1
# Description	
1	EX-10 FRAME EXTRUSION
2	3MM-61927 ALUMINUM EXTRUSION
3	WHITE 3/16" LEXAN FACE WITH VINYL
4	GRAPHICS APPLIED ON 1st SURFACE AND GPS PROTECTOR FILM #3448-114
5	28 GA. WHITE PRE-PAINTED GALVANIZED SHEET METAL BACKING
6	(5) T48T12 FLUORESCENT LAMPS
7	1"x4" BOTTOM RACEWAY
8	ELECTRICAL ENTRANCE (LIQUID TIGHT FLEX 3/8" WEATHERPROOF "SUPERIOR")
9	ELECTRICAL JUNCTION BOX (CENTERED OVER 1 1/2" HOLE)
10	ON/OFF SWITCH BOX
11	560R BALLAST
12	1/2" 3/4" FLEXIBLE CABLE WITH L-16 CONNECTOR

TOTAL WEIGHT: 110 LBS

BY: _____
DATE: _____

FS105-B

Plate # FS0107B(2005)



Area = 20.25 ft² (1.9m²)
1-North

FUT1S6D1001-B	
S/F ICON BOX FS105-B	
Installation	<input checked="" type="checkbox"/> Interior <input checked="" type="checkbox"/> Exterior
Electrical specifications	
Volts	120 Amp 4 Circ 1
# Description	
1	EX-10 FRAME EXTRUSION
2	3MM-61927 ALUMINUM EXTRUSION
3	WHITE 3/16" LEXAN FACE WITH VINYL
4	GRAPHICS APPLIED ON 1st SURFACE AND GPS PROTECTOR FILM #3448-114
5	28 GA. WHITE PRE-PAINTED GALVANIZED SHEET METAL BACKING
6	(5) T48T12 FLUORESCENT LAMPS
7	1"x4" BOTTOM RACEWAY
8	ELECTRICAL ENTRANCE (LIQUID TIGHT FLEX 3/8" WEATHERPROOF "SUPERIOR")
9	ELECTRICAL JUNCTION BOX (CENTERED OVER 1 1/2" HOLE)
10	ON/OFF SWITCH BOX
11	560R BALLAST
12	1/2" 3/4" FLEXIBLE CABLE WITH L-16 CONNECTOR

TOTAL WEIGHT: 110 LBS

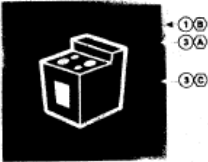
BY: _____
DATE: _____
CONTRACT # _____

#	Description	By	Date
1	Add FS 105-C	TT	07.27.05
2	Add FS 105-B	JJ	06.18.06
3	Add plate numbers	AP	01.03.08
4	CHANGED BALLAST (GENERAL) RP	1	11.02.09

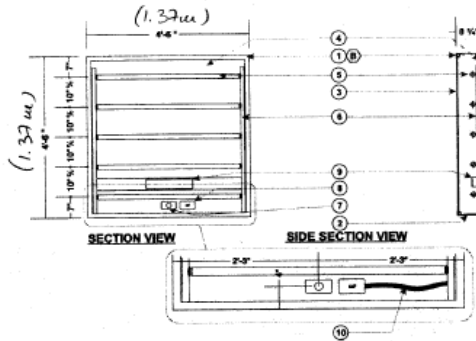
SYMBOL SIGNS (FRONT ELEVATION)

Area = 20.25 ft² (1.9m²)
 1-North

FS105-C



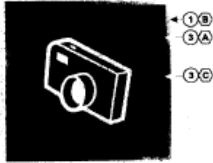
FRONT VIEW



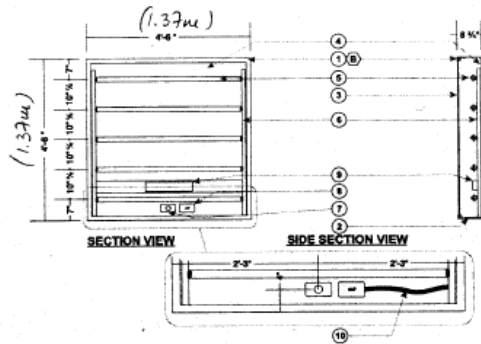
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S/F ICON BOX FS105-C	
Installation:	Interior <input type="checkbox"/> Exterior <input checked="" type="checkbox"/>
Electrical specifications	
Vols:	120 Amp: 4 Circ: 1
Description	
1	EX-19 FRAME EXTRUSION
2	IMN-61927 ALUMINUM EXTRUSION
3	WHITE 3/16" LEXAN FACE WITH VINYL GRAPHICS APPLIED ON THE SURFACE AND GPS PROTECTOR FILM #3448-114
4	28 GA. WHITE PRE-PAINTED GALVANIZED SHEET METAL BACKING
5	(5) F48T12 FLUORESCENT LAMPS
6	1"x4" BOTTOM RACEWAY
7	ELECTRICAL ENTRANCE (LIQUID TIGHT FLEX 3/8" WEATHERPROOF "SUPERIOR"), ELECTRICAL JUNCTION BOX (CENTERED OVER 1 1/2" HOLE)
8	ON/OFF SWITCH BOX
9	560R BALLAST
10	1/2" FLEXIBLE CABLE WITH L-16 CONNECTOR
TOTAL WEIGHT: 110 LBS	
RF:	
DATE:	
CONTRACT #:	
Revisions	By / Date
1) Add FS 105-C	JT / 07.27.05
2) Add FS 105-B	JJ / 06.18.05
3) Add plate numbers	JAP / 01.02.05
4) CHANGED BALLAST (GENERAL)	RP / 11.02.05
Notes	
- PROVIDE MIN. 3/8" OF STUB-OUT LIQUID TIGHT FLEX 3/8" WEATHERPROOF CABLE C/W CONNECTOR. (BY CONTRACTOR)	

Area = 20.25 ft² (1.9m²)
 1-North

FS105-D



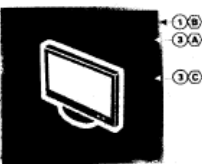
FRONT VIEW



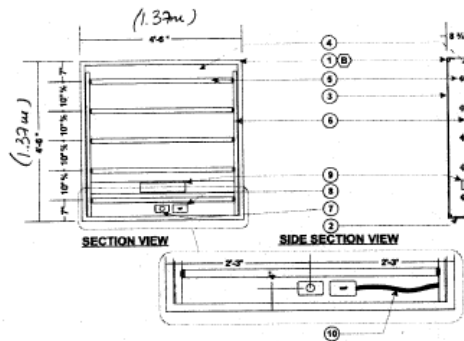
FUTS6D1001-D	
S/F ICON BOX FS105-D	
Installation:	Interior <input type="checkbox"/> Exterior <input checked="" type="checkbox"/>
Electrical specifications	
Vols:	120 Amp: 4 Circ: 1
Description	
1	EX-19 FRAME EXTRUSION
2	IMN-61927 ALUMINUM EXTRUSION
3	WHITE 3/16" LEXAN FACE WITH VINYL GRAPHICS APPLIED ON THE SURFACE AND GPS PROTECTOR FILM #3448-114
4	28 GA. WHITE PRE-PAINTED GALVANIZED SHEET METAL BACKING
5	(5) F48T12 FLUORESCENT LAMPS
6	1"x4" BOTTOM RACEWAY
7	ELECTRICAL ENTRANCE (LIQUID TIGHT FLEX 3/8" WEATHERPROOF "SUPERIOR"), ELECTRICAL JUNCTION BOX (CENTERED OVER 1 1/2" HOLE)
8	ON/OFF SWITCH BOX
9	560R BALLAST
10	1/2" FLEXIBLE CABLE WITH L-16 CONNECTOR
TOTAL WEIGHT: 110 LBS	
RF:	
DATE:	
CONTRACT #:	
Revisions	By / Date
1) Add FS 105-C	JT / 07.27.05
2) Add FS 105-B	JJ / 06.18.05
3) Add plate numbers	JAP / 01.02.05
4) CHANGED BALLAST (GENERAL)	RP / 11.02.05
Notes	
- PROVIDE MIN. 3/8" OF STUB-OUT LIQUID TIGHT FLEX 3/8" WEATHERPROOF CABLE C/W CONNECTOR. (BY CONTRACTOR)	

Area = 20.25 ft² (1.9m²)
 1-North

FS105-E



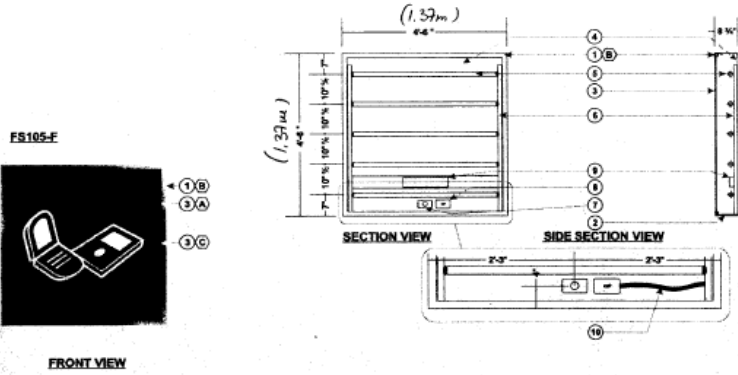
FRONT VIEW



FUTS6D1001-E	
S/F ICON BOX FS105-E	
Installation:	Interior <input type="checkbox"/> Exterior <input checked="" type="checkbox"/>
Electrical specifications	
Vols:	120 Amp: 4 Circ: 1
Description	
1	EX-19 FRAME EXTRUSION
2	IMN-61927 ALUMINUM EXTRUSION
3	WHITE 3/16" LEXAN FACE WITH VINYL GRAPHICS APPLIED ON THE SURFACE AND GPS PROTECTOR FILM #3448-114
4	28 GA. WHITE PRE-PAINTED GALVANIZED SHEET METAL BACKING
5	(5) F48T12 FLUORESCENT LAMPS
6	1"x4" BOTTOM RACEWAY
7	ELECTRICAL ENTRANCE (LIQUID TIGHT FLEX 3/8" WEATHERPROOF "SUPERIOR"), ELECTRICAL JUNCTION BOX (CENTERED OVER 1 1/2" HOLE)
8	ON/OFF SWITCH BOX
9	560R BALLAST
10	1/2" FLEXIBLE CABLE WITH L-16 CONNECTOR
TOTAL WEIGHT: 110 LBS	
RF:	
DATE:	
CONTRACT #:	
Revisions	By / Date
1) Add FS 105-C	JT / 07.27.05
2) Add FS 105-B	JJ / 06.18.05
3) Add plate numbers	JAP / 01.02.05
4) CHANGED BALLAST (GENERAL)	RP / 11.02.05
Notes	
- PROVIDE MIN. 3/8" OF STUB-OUT LIQUID TIGHT FLEX 3/8" WEATHERPROOF CABLE C/W CONNECTOR. (BY CONTRACTOR)	

SYMBOL SIGNS (FRONT ELEVATION)

Area = 20.25 ft² (1.9 m²)
 1- North



FUT1S6D1001-F
 S/F ICON BOX FS105-F

Installation Exterior Exterior

Electrical Specifications:
 Units: 120 Amp 4 Circ 1

1 Description:
 1 EX-12 FRAME EXTRUSION
 2 3INx12 1/2 ALUMINUM EXTRUSION
 3 WHITE 3/16" LEXAN FACE WITH VINYL
 GRAPHICS APPLIED ON 1st SURFACE AND
 GFS PROTECTION FILM #9590-114
 4 2E GA. WHITE PRE-PAINTED GALVANIZED
 SHEET METAL BACKING
 5 (1) 24VFL FLUORESCENT LAMPS
 6 1"x4" BOTTOM RACEWAY
 7 ELECTRICAL ENTRANCE (LIQUID TIGHT
 FLEX 3/8" WEATHERPROOF "SUPERIOR"),
 ELECTRICAL JUNCTION BOX (CENTERED
 COVER 1 1/2" HOLE)
 8 GROUND SWITCH BOX
 9 COLOR BALLAST
 10 1/8" FLEXIBLE CABLE WITH L-16 CONNECTOR

TOTAL WEIGHT: 110 LBS

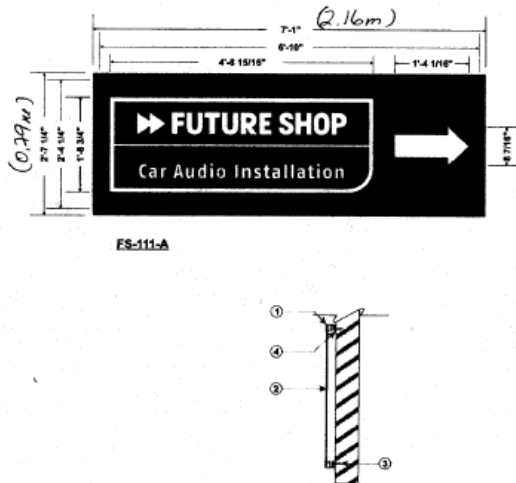
BY: _____
 DATE: _____
 CONTRACT # _____

REV	DESCRIPTION	BY	DATE
1	ADD FS 105-C	TT	07.27.05
2	ADDED FS 105-S	JJ	08.18.05
3	ADDED plate numbers	JAP	01.23.06
4	CHANGED BALLAST (GENERAL) BP	J	11.02.06

Notes:
 1 PROVIDE MIN. 3/8" OF STUB-OUT LIQUID TIGHT
 FLEX 3/8" WEATHERPROOF CABLE C/W
 CONNECTOR. (BY CONTRACTOR)

SYMBOL SIGN (FRONT ELEVATION)

1- North
 1- West
 1- South
 Area = 18.4 ft²
 (1.7 m²)



FUT1S6DX001
 FS-111-A ENGLISH EXTERIOR
 NON-ILL SIGN BOX

Installation Interior Exterior

1 Description:
 1 EXTRUSION ALUMINUM FRAME (EX-12)
 2 3/16" WHITE LEXAN FACE WITH VINYL
 APPLIED TO FIRST SURFACE AND GFS
 PROTECTION FILM #9590-114
 3 LAPCON SCREWS
 4 FIXATION FRAME 1" x 1 1/2" x 1/8" ALUM.
 ANGLE

TOTAL WEIGHT: 36 lbs

BY: _____
 DATE: _____
 CONTRACT # _____

REV	DESCRIPTION	BY	DATE
1	SEPARATE THE DRAWINGS ON SEVERAL PAGES	TT	08.23.05
2	MAKE IT MORE OBVIOUS FOR THE ILLUMINATION	TT	08.23.05

Color:
 A RED VINYL ARLON 75
 B WHITE LEXAN FACE
 C PAINTED ARZO 838 METALLIC GREY

SEE CATALOG
 2006

**ENSEIGNES
 PATTISON**

IT IS ADVISED THAT THE CLIENT IS ENTIRELY RESPONSIBLE TO THE END USER. THE CONTRACTOR
 ASSUMES NO LIABILITY FOR THE END USER. THE CONTRACTOR'S LIABILITY IS LIMITED TO THE
 CONTRACT. THE CONTRACTOR SHALL NOT BE RESPONSIBLE FOR THE END USER'S LOSS OF PROFITS OR
 REVENUE. THE CONTRACTOR SHALL NOT BE RESPONSIBLE FOR THE END USER'S LOSS OF DATA OR
 INFORMATION.

INCIDENTAL SIGNS (FRONT, SIDE AND REAR ELEVATIONS)