



**STAFF REPORT  
ACTION REQUIRED**

**Sign Variance Report  
5230 Dundas Street West – Shoppers Drug Mart**

<b>Date:</b>	July 24, 2007
<b>To:</b>	Chair and Members, Etobicoke York Community Council
<b>From:</b>	Edward Tipping, Director and Deputy Chief Building Official
<b>Wards:</b>	Etobicoke- Lakeshore, Ward 5
<b>Reference Number:</b>	2007EY023

**SUMMARY**

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

Toronto Building received a request from Robert Manning, Pride Signs Ltd., on behalf of Sixpoints Plaza Ltd, owner of the plaza, for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to install Five First Party Illuminated Fascia signs on ground floor East elevation at 5230 Dundas Street West for a Shoppers Drug Mart store.

**RECOMMENDATIONS**

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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

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

## COMMENTS

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The applicant is requesting five illuminated business identification fascia signs for a Shoppers Drug Mart located in Six Points Plaza. The Store occupies a central part of the single storey plaza.

Toronto Building recently issued a business identification fascia sign permit with a display area of 19.21 square metres, which is less than eight percent (8%) of the façade area. The additional four fascia signs that the applicant is proposing have a total display area of 12.76 square metres, and all five signs will have a total display area of less than 13% of the façade area.

Recent inspection of the site indicated that the proposed signs are not installed.

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

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
215-20.J.(4)(e) permits one business identification fascia signs or canopy sign for any business establishment located in a shopping centre whether or not the frontage of such business abuts a street.	Applicant is proposing five fascia signs that do not face a street.	Request for five fascia signs in lieu of one permitted.
(2) Section 215-11 permits that 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 three illuminated fascia signs to have hundred percent general advertising of goods and services in the premises.	Three illuminated fascia signs shall have hundred percent general advertising of goods and services in the premises in lieu of fifty percent allowed.

The Sign Code permits that up to 30% of the façade area of a business to be used for business identification sign.

The proposed signs are not directly facing any residential buildings and therefore staff considers this variance request minor in nature. In the past similar sign variances were approved by the Council.

## **CONTACT**

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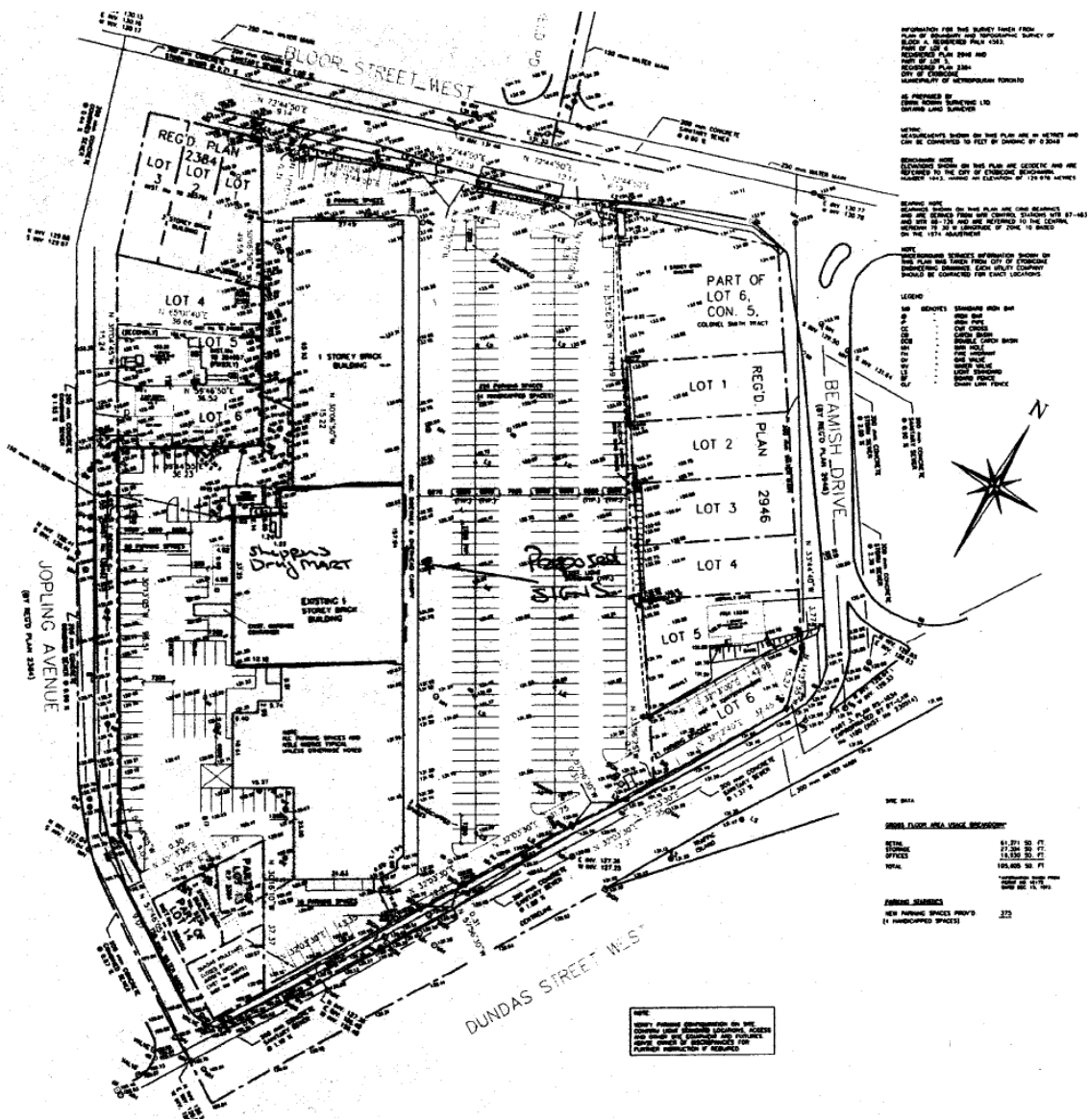
## **SIGNATURE**

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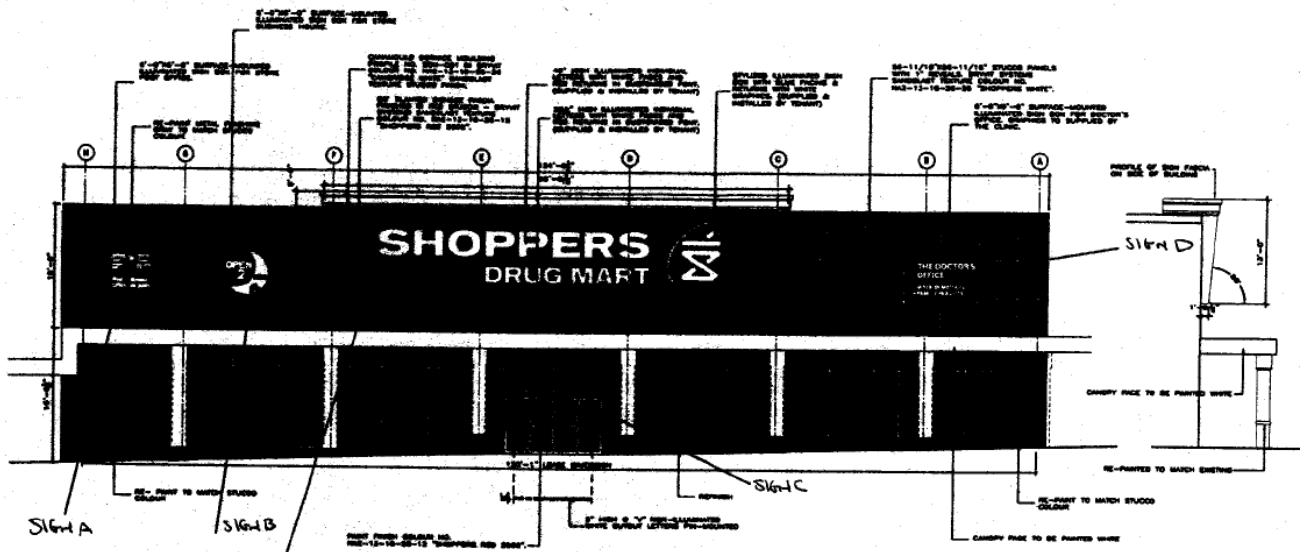
Edward Tipping, P.Eng.  
Director of Building and  
Deputy Chief Building Official  
Etobicoke York District

## **ATTACHMENTS**

1. Site Plan
2. East Elevation
3. Sign A Detail
4. Sign B Detail
5. Sign C Detail
6. Sign D Detail



**SITE PLAN**



This sign applied for under App 07-20681?

Proposed East (Front) Elevation

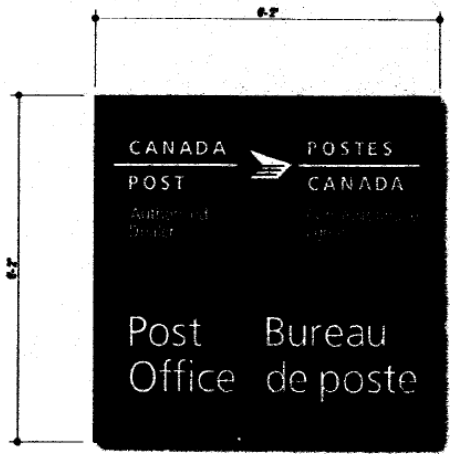
EAST ELEVATION

SCALE 1:100

SIGN A

Sign Area - SDM FA72

Canada Post - 3.53m<sup>2</sup>



**MATERIAL SPECIFICATIONS**

- PRIME ALUMINUM FILLER AND PTS COVER (FRAMELESS) PAINTED "SHOPPERS RED"
- RED SIGNTech GIBBE FLEX MATERIAL WITH ENGRAVED AND TRANSLUCENT VINYL GRAPHICS

**COLORS:**

- ALL GRAPHICS TO BE WHITE
- GRAPHIC BAR RULE TO BE BLUE SH 6000-30
- RED SIGNTech GIBBE BACKGROUND

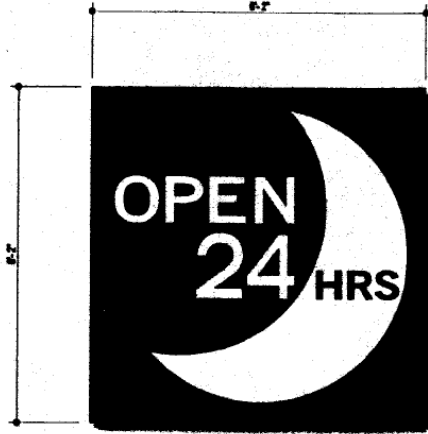
SIGN A DETAIL

TO FASCIA SIGN

SIGN B

Sign Area – SDM FA72

Open 24 Hrs. ... - 3.53m<sup>2</sup>

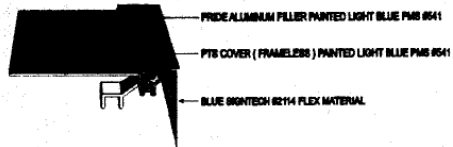


**MATERIAL SPECIFICATIONS**

- PRIDE ALUMINUM FILLER AND PVB COVER ( FRAMELESS ) PAINTED BLUE ( PMS #641 )
- BLUE SIGNTECH 8214 FLEX MATERIAL WITH ENGRAVED GRAPHICS

**COLOURS:**

- "OPEN", "24" AND MOON GRAPHIC TO BE WHITE
- "HRS" TO BE BLUE SIGNTECH 8214
- BACKGROUND TO BE BLUE SIGNTECH 8214



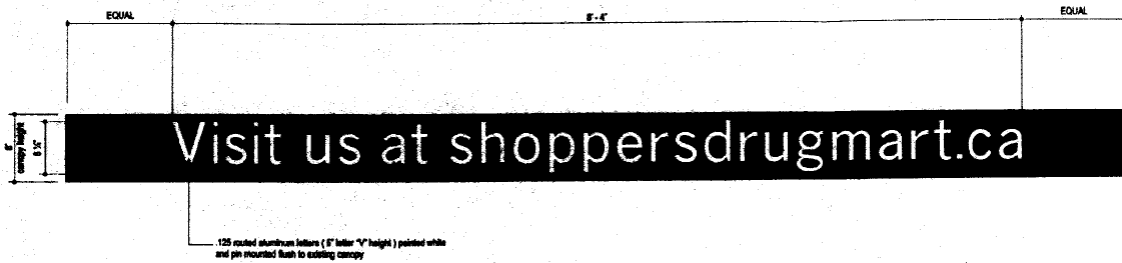
**SIGN B DETAIL**

Non illuminated riveted aluminum letters

Scale: 1" = 1'-0"

SIGN C

Total Sign Area - 0.40m<sup>2</sup>

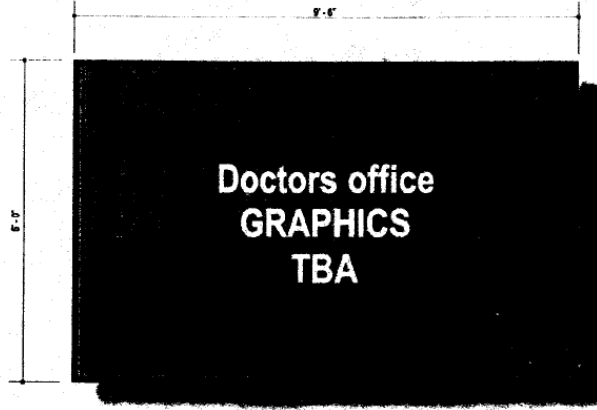


**SIGN C DETAIL**

and Flat Finish Sign  
-0'

SIGN D

Total Sign Area - 5.30m<sup>2</sup>



► Material Specifications

- Prime aluminum frame and filler to be painted (colours TBA)
- Filler material with translucent vinyl applied to 1st surface
- Fluorescent illumination

Colour:  
• To be announced

SIGN D DETAIL