



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
5286 Dundas Street West**

Date:	July 24, 2007
To:	Chair and Members, Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Etobicoke- Lakeshore, Ward 5
Reference Number:	2007EY024

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 Wajid Mansuri, J and B Engineering Inc., for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to install one non-illuminated and one illuminated general advertising sign on south elevation, and one non-illuminated general advertising sign on east elevation at 5286 Dundas Street West.

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.

BACKGROUND

Shell Canada recently obtained a building permit for interior and exterior alterations to an existing service station at 5286 Dundas Street West, to create a new service station that includes a retail convenience store.

The property is located on the North West corner of Dundas Street West and Acorn Avenue and is zoned Commercial-EC2. It is surrounded by other Commercial properties on the east, west and south, and abuts residential properties to the north.

The applicant has applied for a sign permit for one first party business identification sign on the east elevation (canopy sign), and two first party signs facing Dundas Street West (one fascia and one canopy sign).

COMMENTS

In addition to the three first party business identification signs, the applicant is requesting variances for two general advertising fascia signs. One illuminated general advertising fascia sign and one non-illuminated general advertising sign (poster board) to be facing Dundas Street West, and one non-illuminated general advertising signs (poster board) facing Acorn Avenue. These proposed general advertising signs are for the promotion of goods and services permitted on the premises.

One illuminated fascia sign has a display area of 0.84 square metres and each of the two non- illuminated poster board signs has a display area of 2.37 square metres. The Sign Code permits that up to thirty percent (30%) street frontage façade of a building be a business identification sign.

These 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
(1) Sections 215-20B(2) and 215-20J(1)(f) permits two business identification fascia signs for each street frontage.	The applicant is proposing two additional fascia signs on the south elevation. They are general advertising fascia signs.	The applicant is requesting four fascia signs in lieu of two fascia signs permitted on the south elevation.

(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 that the two non-illuminated poster board signs and one illuminated fascia sign include one hundred percent general advertising of goods and services on the premises.	Two non-illuminated poster board signs and one illuminated fascia sign shall have one hundred percent general advertising of goods and services on the premises in lieu of the fifty percent allowed.
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Total area of the four signs on the south elevation of the building is 5.48 square metres, which is only 6.1 percent of the façade area. On the east elevation, the one poster board have a total display area of 2.37 square metres, which is 5.9 percent of the façade. Also, these signs are not directly facing any residential zone.

In the past, variance requests for similar signs at different service stations have been approved by City Council. Therefore, the proposed variances are minor in nature and should be granted.

CONTACT

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SIGNATURE

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APPLICANT:

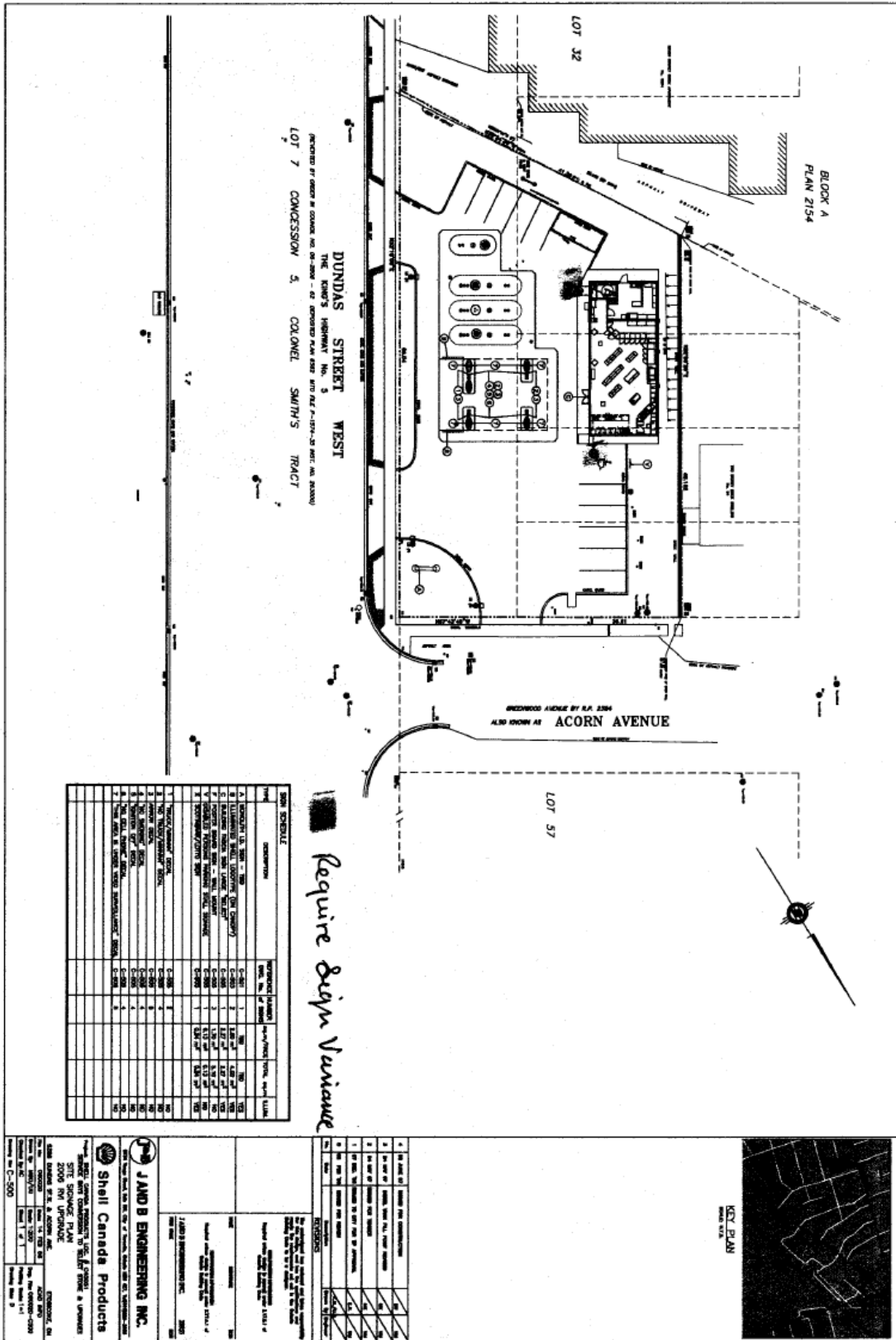
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ATTACHMENTS

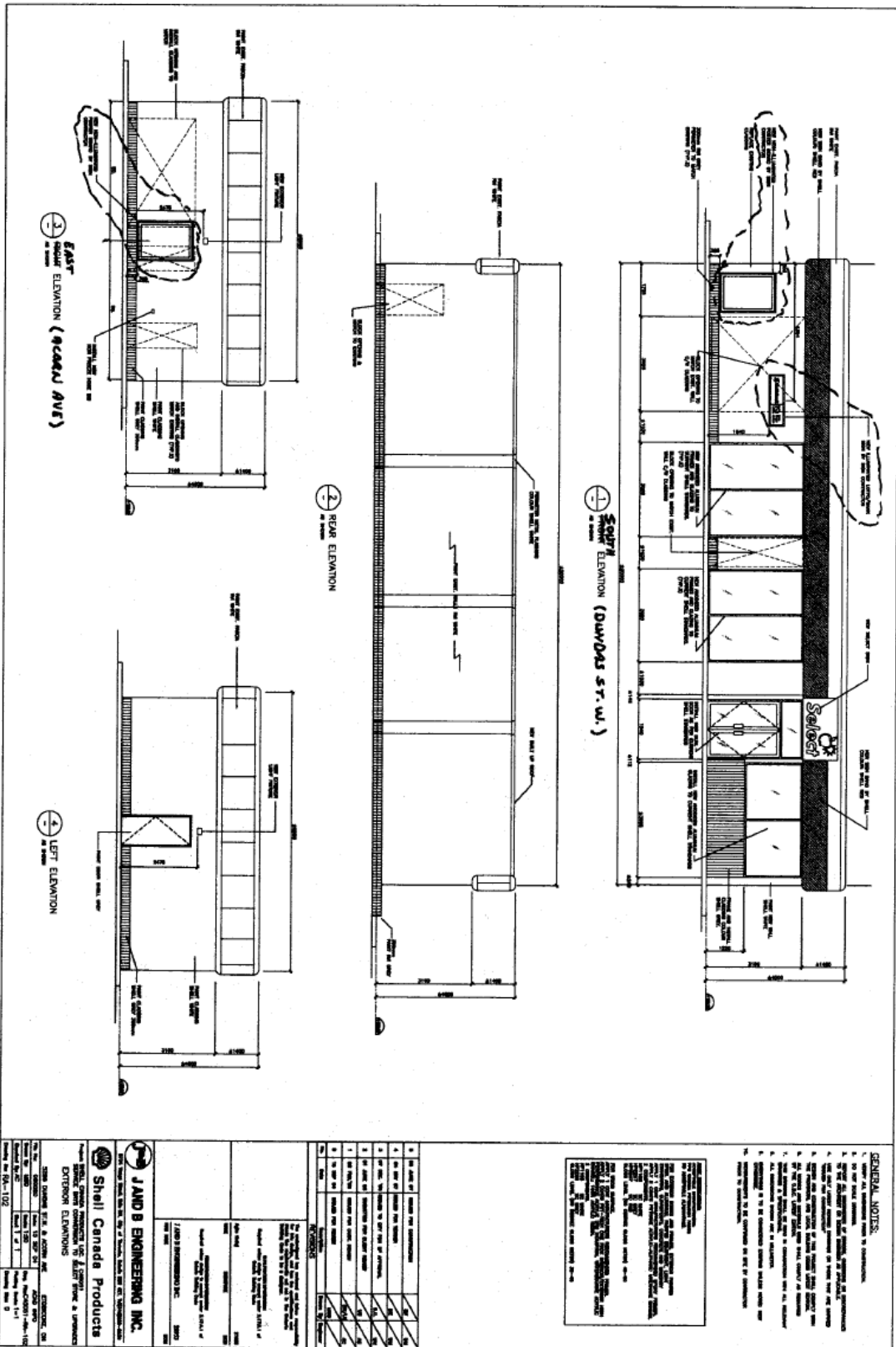
1. Aerial View
2. Site Plan
3. Elevations
4. Canopy Sign



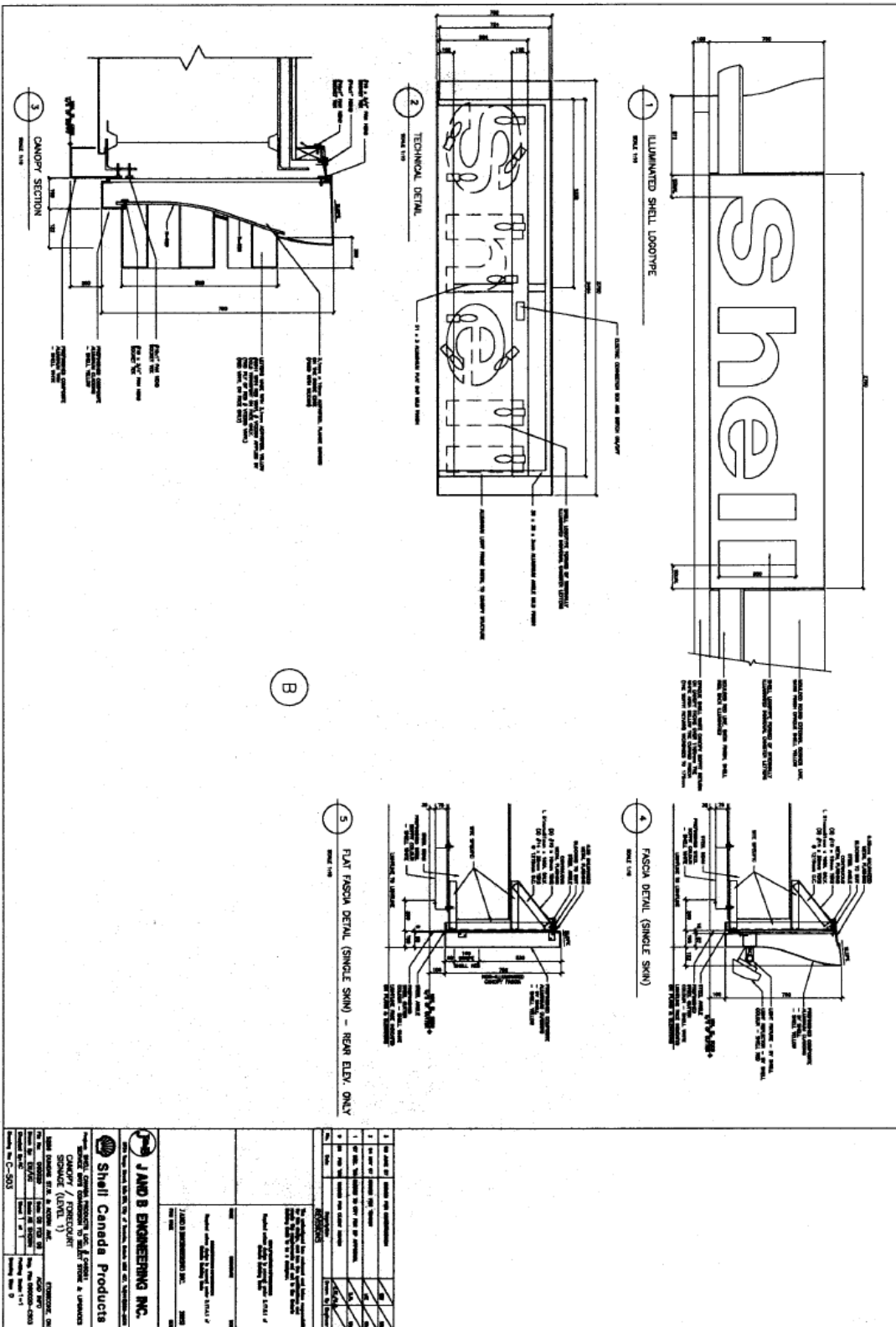
Aerial View



Site Plan



South Elevation



Canopy Sign