

**1840 Eglinton Avenue West
Sign Variance Request**

Date:	January 29, 2007
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 15, Eglinton - Lawrence
Reference Number:	2007NY005 File No: 06-198532 ZSV 00 ZR

SUMMARY

To review and make recommendations on a request by Isabella Cerelli of Pride Signs Ltd., on behalf of Shoppers Drug Mart, for an approval of a variance from former City of York Sign By-law No. 3369-79, as amended to permit installation of one incidental sign having a display area that exceeds 1.1 square meters.

The proposed illuminated sign located along the east elevation of the building, with a total display area of 3.53 sq. m., will identify the Canada Post Office located within the store.

RECOMMENDATIONS

The Toronto Building North York Division recommends that:

1. North York Community Council approve the request to permit one illuminated incidental sign with a display area of 3.53 square meters on the east elevation of the 1840 Eglinton Avenue West: and
2. The applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit from the Chief Building Official.

Financial Impact

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

ISSUE BACKGROUND

The subject property is a one storey commercial building with a small two storey portion containing a medical clinic, located on the north-west corner of Eglinton Avenue West and Dufferin Street. The building is located in a MCR (Main Street Commercial Residential) District zone. The building is occupied by a retail and service commercial use. The Shoppers Drug Mart is located in the building. The neighbouring properties are zoned MCR.

A sign variance, for three incidental signs, at this location was approved by City Council in July 2003 for Shoppers Drug Mart.

COMMENTS

The Shoppers Drug Mart is expanding the services they offer to the public at this location to include a Canada Post Office.

Since not all Shoppers Drug Mart stores offer these services it is important to them to effectively identify that a Canada Post Office is located within this store.

The City of York Sign By-law 3369-79 as amended, permits incidental signs for the purpose of providing information pertinent to the functions of the premises at which they are located. The by-law does not restrict the number of incidental signs allowed on the premises but it restricts the maximum area of each sign to 1.1 sq. m.

The proposed sign is similar in design and size to other signs Shoppers Drug Mart are installing in all their other locations, and can be easily identified with the Shoppers Drug Mart branding initiatives.

Proposed signage does not comply with the City of York Sign By-law 3369-79 as amended, in the following ways:

Sign By-law Section Requirements	Applicant's Proposal	Required Variance
Section 17.2.2(a)(i) The maximum area of an incidental sign shall be 1.1 square meters.	To erect one illuminated incidental sign having an area of 3.53 square metres.	To allow an incidental sign that is 2.43 square meters larger than permitted.

CONTACT

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SIGNATURE

Steve Franklin P. Eng
Director of Building and
Deputy Chief Building Official
North District

ATTACHMENTS

- Attachment 1 Site Plan
- Attachment 2 Proposed Sign Elevation
- Attachment 3 Sign Details
- Attachment 4 Letter from Shoppers Drug Mart