

**Sign Variance Report
1500 Woodbine Avenue**

Date:	May 7, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 31 – Beaches-East York
Reference Number:	04-110217

SUMMARY

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

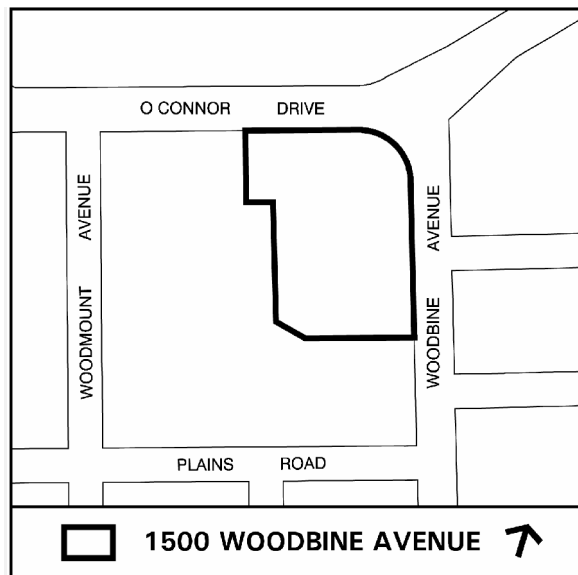
This report reviews and makes recommendations on a request by Isabella Cerelli, with Pride Signs Limited, for Shoppers Drug Mart for approval of variances from By-law No. 64-87 of the former City of East York to maintain, for identification purposes, two-illuminated fascia signs on the east elevation, three-illuminated fascia signs on the north elevation of the building, two direction signs along the north frontage and two direction signs along the east frontage of the property.

Staff recommends approval of the application. The variances are minor and are within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for variances to maintain, for identification purposes, two-illuminated fascia signs on the east elevation, three-illuminated fascia



signs on the north elevation of the building, two directional ground signs along the north frontage and two directional ground signs along the east frontage of the property at 1500 Woodbine Avenue, and require that energy efficient lights be used; and

2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the southwest corner of Woodbine Avenue and O’Connor Drive. A free standing single-storey commercial building on this property is occupied by Shoppers Drug Mart. The applicant is requesting permission to maintain, for identification purposes, two-illuminated fascia signs on the east elevation and three-illuminated fascia signs on the north elevation of the building and two non-illuminated ground signs located along the north frontage and two non-illuminated ground signs for direction purposes are located along the east frontage of the property.

The signs do not comply with By-law No. 64-87 of the former City of East York in the following ways:

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
By-law No. 64-87 Section 4.2.1(a)(1)	Three illuminated fascia signs are located on the north elevation and two illuminated fascia signs are located on the east elevation of the building.	Only one fascia sign for each elevation is permitted.
By-law No. 64-87 Section 4.2.1(a)(i)	The illuminated fascia signs on the east elevation are located less than 10.0 metres from a residential property.	An illuminated sign is required to have a minimum setback of 20.0m from a residential property.
By-law No. 64-87 Section 4.2.1(a)(ii)	The directional ground signs set back less than 0.45m from the property line, along east and north frontages of the property.	The directional ground signs do not meet the required 0.45m setback requirement from the street line.

COMMENTS

With respect to the first variance for three fascia signs on the north elevation and two fascia signs on the east elevation of the building, the signs are designed well and complement the rectangular facades of the building.

With regards to the second variance, the illuminated fascia signs on the east elevation do not meet the 20m setback requirement from a residential zoned property. The signs face east and are not directly visible from a nearest residential property located to the south.

With regard to the third variance, the directional ground signs have been there for a number of years and are designed to complement the building and the streetscape.

It is staff's opinion that the existing fascia signs and the directional ground signs at this location do not adversely impact the building, surrounding uses or the streetscape.

CONTACT

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SIGNATURE

Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevation

Attachment 2: Elevation & Sign Details

Attachment 3: Elevation & Sign Details

Attachment 4: Elevation & Sign Details

Attachment 1: Elevation



Elevation

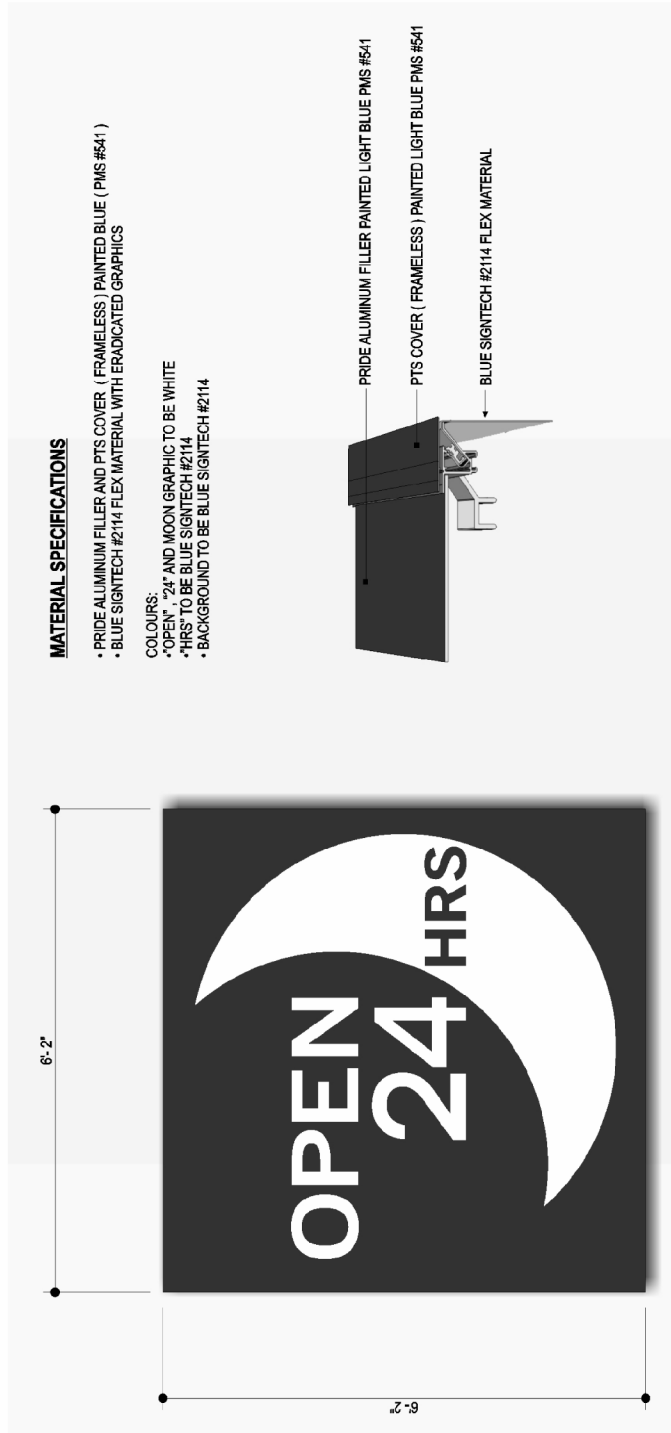
Applicant's Submitted Drawing

Not to Scale
01/10/07

1500 Woodbine Avenue

File # 04_110217

Attachment 2: Elevation & Sign Details



Elevation & Sign Details

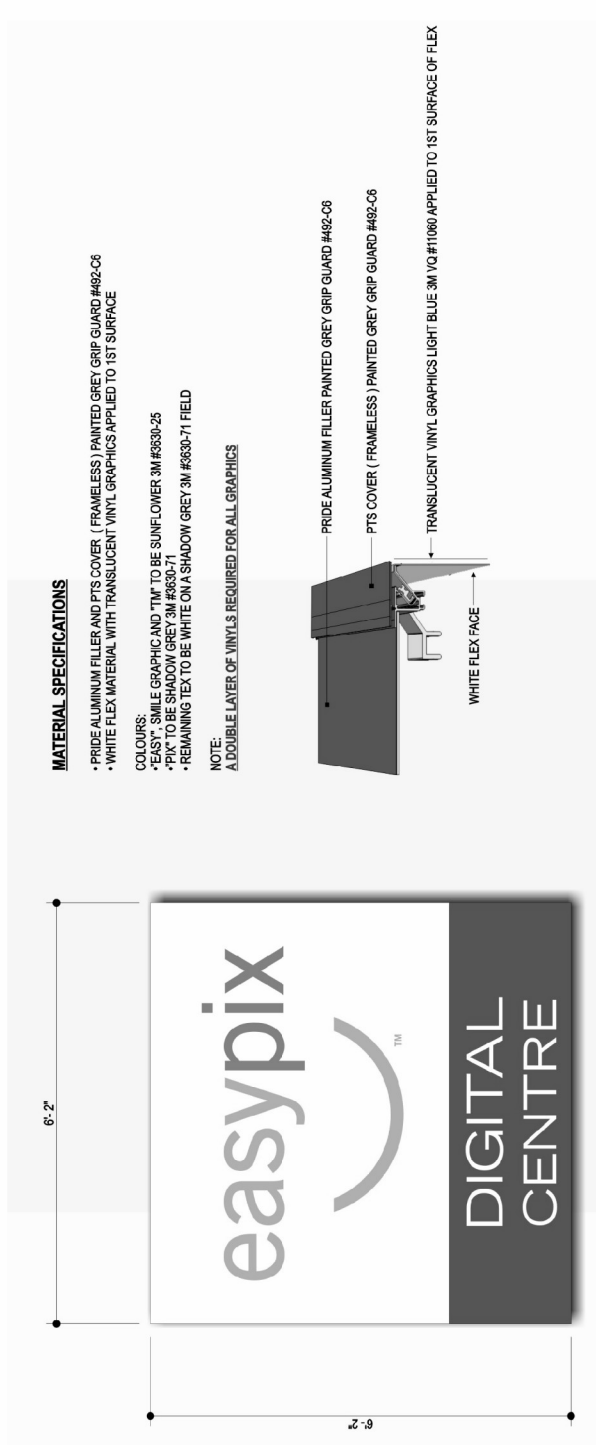
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Attachment 3: Elevation & Sign Details



Elevation & Sign Details

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Attachment 4: Elevation & Sign Details



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