



STAFF REPORT ACTION REQUIRED

Sign Variance Report 5322 Dundas Street West

Date:	October 23, 2008
To:	Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Ward 5
Reference Number:	2008EY026

SUMMARY

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

Request for Approval of Variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install Three Business Identification Fascia signs at the front elevation that includes one Fascia Sign on the west elevation, and an Illuminated Fascia Sign at the rear elevation.

The request comes from Mr. Robert Manning, of Gregory Signs Ltd., on behalf of the owner of the property, Obelysk Inc., for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

RECOMMENDATIONS

Toronto Building recommends that

1. The request for variances at the front elevation and west elevation (side wall) be approved for the reasons outlined in this report.
2. The request for variance to illuminate the rear elevation wall sign be refused.
3. 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 the front, back and side elevations of a new branch of Royal Bank at 5322 Dundas Street West. Presently, the building is under construction and will be used as a bank branch as well as providing other services such as insurance services as offered by the RBC.

Toronto Building has already received a sign permit application to install two illuminated business identification signs at the front facade (south elevation), one non-illuminated business identification sign at the rear (north), and several directional signs for their drive thru facility. The applicant is proposing one additional Fascia Sign at the front, one at the side elevation (west), as well as, an Illuminated Fascia Sign at the rear. All require Approval of Variances from the Sign Code.

The 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. 215-20 B (1) permits only two business identification fascia sign for each street frontage.	Applicant is proposing three business identification fascia signs at the front elevation.	To have total of three fascia signs in lieu of one permitted.
2. 215-11 permits up to fifty percent of the display area to be used for general advertising of services on the premises.	Applicant is proposing one hundred percent of the display area of the third fascia sign at front elevation to be used for general advertising of services on the premises.	To use one hundred percent of the display area of a fascia sign for general advertising of the services on the premises in lieu of fifty percent allowed.
3. 215-20 B (7) permits one non-illuminated fascia sign with maximum display area of 1.5 square metres at rear of a building where such wall abuts a parking area and/or a public lane.	Applicant is proposing to illuminate fascia sign with a display area of 1.17 square metres at the rear elevation which is facing the parking lot of the building.	To illuminated rear wall fascia sign where illumination is not permitted.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
4. 215-20 B (1) permits two business identification fascia sign provided they are located at street frontage wall of the building.	Applicant proposing side wall fascia sign which is facing parking lot and another building on the same lot with a display area of 3.15 square metres.	To permit one business identification fascia sign on side wall of the building that does not face a street.

The applicant is proposing to install three Business Identification Fascia Signs at the front elevation in lieu of two permitted by under Sign Code. The third sign will also have one hundred percent general advertising of services on the premises, where only fifty percent of the display area of the sign is permitted for that purpose, and will have a display area of 2.55 square metres. The total display area of all three signs are less than 8 percent of the façade area of the building. In the past Community Council approved similar variances for such signs.

The side wall sign is located at the west elevation with a display area of 3.15 square metres, and is facing the parking lot and another building on the same lot. The existing building on the same lot has already obtained variances for fascia signs on the east elevation facing this new building.

The rear wall sign is facing the parking lot and has a display area of 1.17 square metres, and the property abuts a residential property to the north, beyond the parking lot of the building. The fascia sign will be approximately 40 metres from the residential property to the north and therefore staff is of the opinion that the rear wall sign should not be illuminated.

Staff is of the opinion that the variances at the front elevation and side wall are minor in nature, and recommends the approval of variances.

CONTACT

Sait Toprak, Manager, Plan Examination
Tel: (416) 394-8010
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

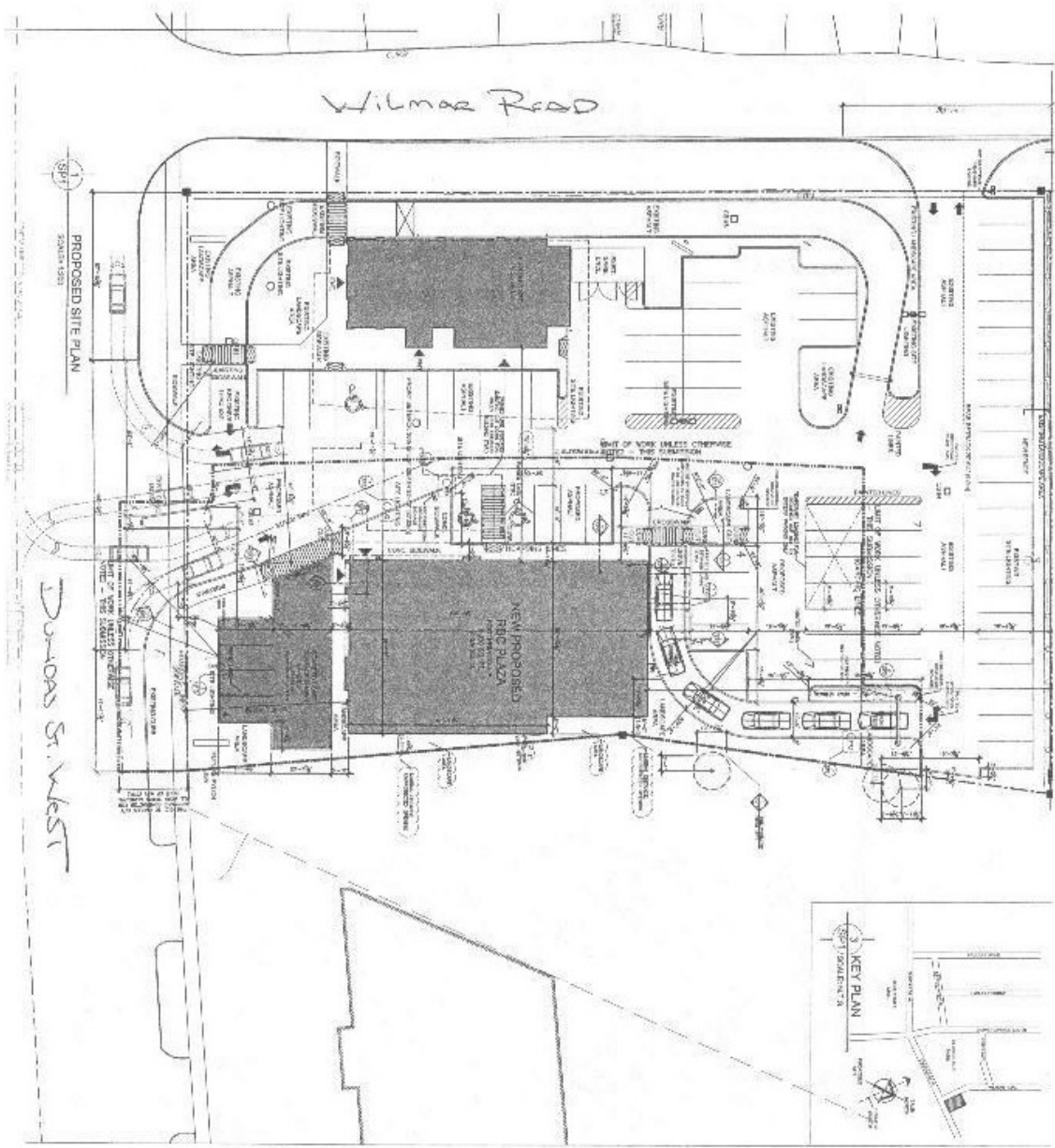
ATTACHMENTS

- 1.) Site Plan
- 2.) Sign Location Plan
- 3.) Elevations

APPLICANT'S INFO:

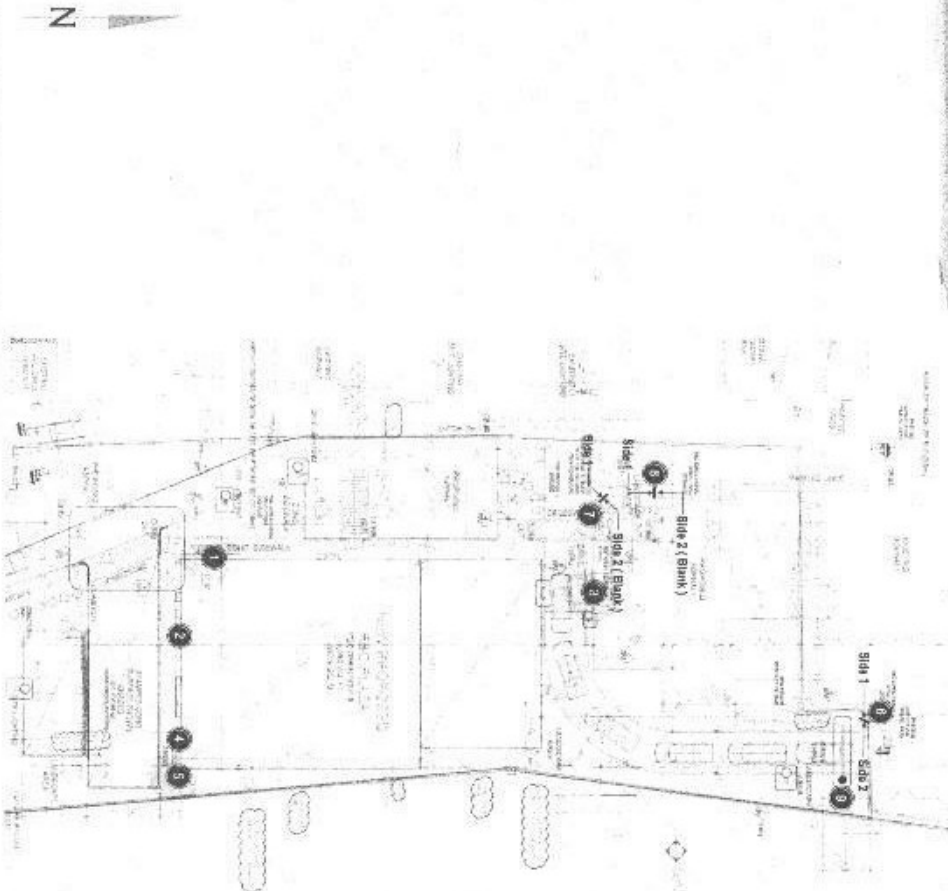
ROBERT MANNING
PRIDE SIGNS LTD.
28 BALL POINT ROAD
LITTLE BRITAIN, ONTARIO
KOM 2C0

TEL: (705) 786-0327
FAX: (705) 786-3112



SITE PLAN

Sign Locations



For Reference

Yoursence App.

fee

Signs # 1, 3 & 5

PRIDE SIGNS
111 511 1111

5322 Dundas Street West
Toronto, Ontario



Drawn By: T. Dodge
Date: May 18, 2016

SIGN LOCATION PLAN

REAR ELEVATION



5322 Dundas Street West
Toronto, Ontario



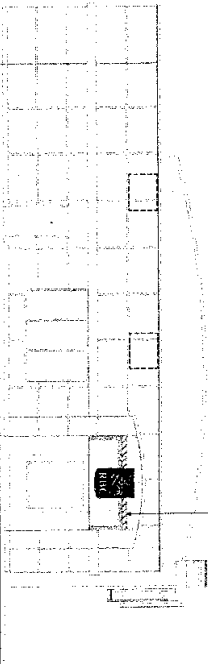
Drawn By: T. Dado
Date: May / 6, 2008

Revision Draw:

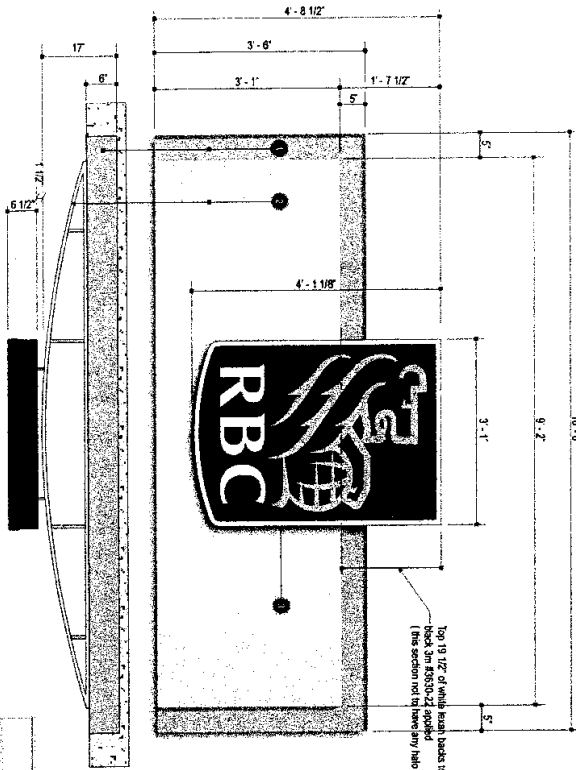
Client Approval:

Preliminary Mark
 Approved for Production

North Elevation N.T.S.



Building facade panel to be enclosed
by GC to accommodate
RBC Pearl White/Chalk



Illuminated Drive-Thru Signage
Scale As Shown

Material Specifications

- Formed 003 aluminum back panel painted RBC Yellow prime #11 (on interior and exterior)
Scale: 1/2" = 1'-0"
- Profile: 1/2" aluminum bead, colored RBC Pearl White/Alto 3, ANU 4300010, AFU 31311 (AKK 1:1)
Permitted to have it only after back panel with Prime White LED
- Illuminated fascia logo
 - Prime aluminum extrusion painted RBC Chalk Blue / Alto #8 ANU 21833 (OP)
 - 3/16" front panel made of acrylic face with translucent vinyl graphics applied to its surface
 - 3/16" white beam header (for halo illumination) with black vinyl applied to top portion (see elevation)
 - Logo to be front lit and back lit (Back) with T4 fluorescent lamps
- Graphic Colors:
 - Lead graphic to be RBC Yellow 3M VCA10599
 - Background to be RBC Medium Blue 3M VCA10600 with a white keyline around perimeter

Sign # 3 on site plan

RBC - FA000724_142C1
Dundas & Winmar - Toronto
RBC - FA00570120_142A

View:
 RBC Yellow Pearl White

App:
 RBC Yellow Pearl White

Label:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

Part:
 RBC Yellow Pearl White

