



**STAFF REPORT  
ACTION REQUIRED**

**Sign Variance Report  
1593B – 1615 Wilson Ave**

<b>Date:</b>	October 29, 3008
<b>To:</b>	Chair and Members, The Etobicoke York Community Council
<b>From:</b>	Building and Deputy Chief Building Official
<b>Wards:</b>	York West, Ward 7
<b>Reference Number:</b>	2008EY031

**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 final decision.

Toronto Building received a request from Robert Manning, Pride Signs Ltd., on behalf of Joanne Orzy of Madison Properties Inc., for approval of the variance from the former City of North York Sign By-law No.30788, to install a First Party Illuminated Fascia Wall Sign for "Shoppers Drug Mart" on the north elevation at 1593B – 1615 Wilson Ave.

**RECOMMENDATIONS**

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It is recommended that:

- (1) the request for variance 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 permit and
- (3) MTO (Ministry of Transportation) approval will be required. Contact Ken Sherbanowski at (416) 235-5560.

## Financial Impact

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

## ISSUE BACKGROUND

The property is located in the former City of North York and is subject to Zoning By-law No. 7625, as amended. Based on Zoning By-law No. 7625, the property is zoned C3(1)-Commercial Zone.

The property has a strip mall on it that is one storey in height except for a portion on the east side that is 2 storeys in height.

Directly across the street is another C3 commercially zoned area and Sheridan Mall is located on those lands.

## COMMENTS

The proposed fascia sign is going to be attached to architectural steel (approved under Permit No. 07 278925 BLD) with arch-like elements on the front elevation. The sign consist of a red background material made of perforated 5mm thick aluminium panels that has a length of 36.0' x 8.0' for an area of 288 sf (26.77 m<sup>2</sup>). Note that the background panels are not illuminated. On these panels, they propose illuminated channel letters that spell Shoppers Drug Mart along with a logo. In addition, the sign will straddle two storeys in height. 13.38 m<sup>2</sup> of the sign will be located at the second storey level, while the balance of the sign will be located at the first storey. The second storey has office type tenants.

The sign does not comply with the former City of North York Sign By-law No.30788 in the following way:

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
5.2.3.1. Cumulative sign area of wall signs, per storey of a building, shall be limited to 20% of the wall area visible from any direction for the first storey and 15% for other stories. Signs may span more than one storey provided the area of the sign face on each storey does not exceed the above percentages.	A first party illuminated wall sign for the tenant Shoppers Drug Mart is proposed on the front elevation and this sign will span more than one storey.	The proposed wall sign shall be 19.7 % in lieu of 15% of the wall area found above the tenant's suite, Shoppers Drug Mart, at the 2 <sup>nd</sup> storey.

The proposed Illuminated Fascia Sign will have very little impact at this location. The lands that are most affected by these signs are the commercial properties directly across the street. This sign will only be visible from Wilson Avenue, and the commercial properties that are located 160 m across the street. It is for this reason I am recommending the approval of the proposed sign.

## **CONTACT**

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

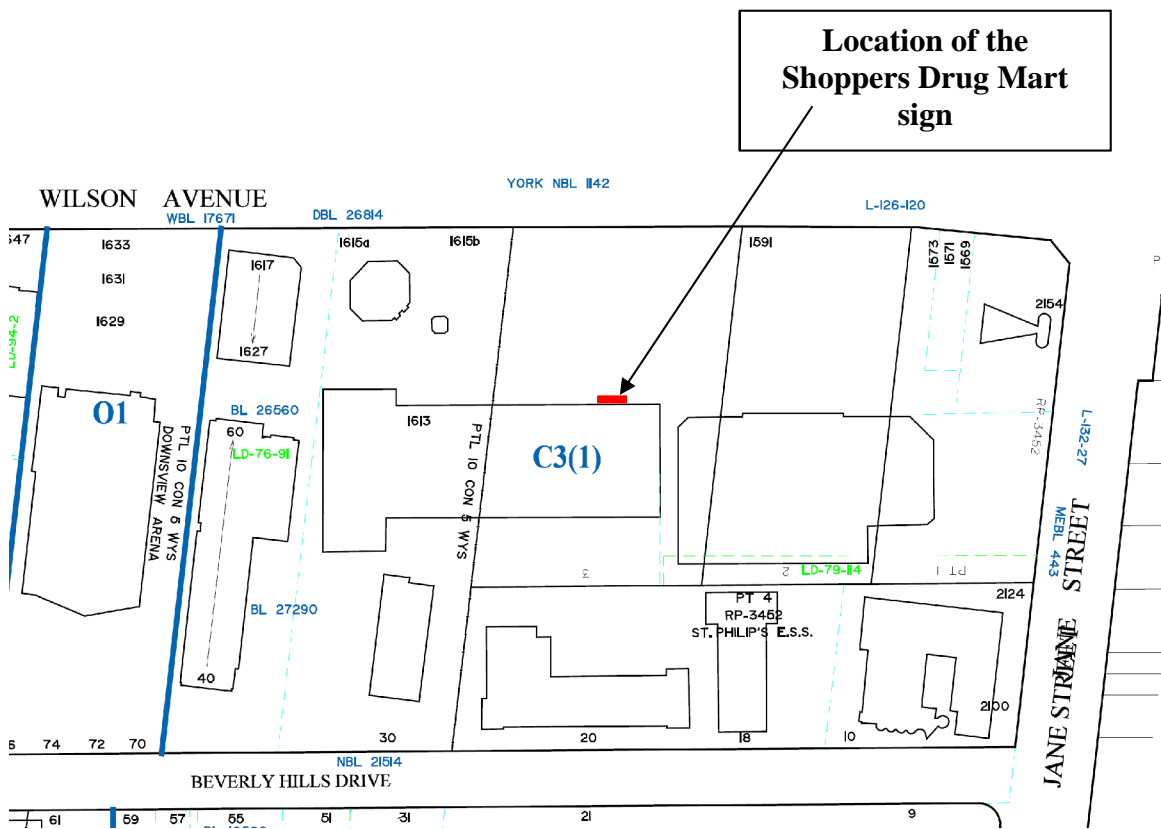
## **ATTACHMENTS**

- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan

**APPLICANT:**

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Map 20