

**Sign Variance Report  
545-565 Sherbourne Street**

<b>Date:</b>	February 28, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Acting Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	08-104418

**SUMMARY**

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

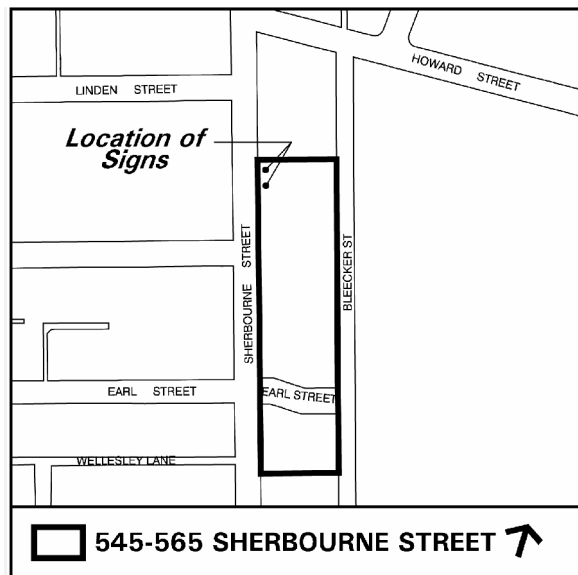
To review and make recommendations on a request by Robert Manning on behalf of Medallion Developments Ltd. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs in the form of corporate names and logos to represent “Shoppers Drug Mart” and the “Canada Post-Post Office” on the front elevation of the building at 545-565 Sherbourne Street.

Staff recommends approval of the application. The variance is minor and 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 variance to permit, for identification purposes, two illuminated fascia signs in the form of corporate names and logos



to represent “Shoppers Drug Mart” and the “Canada Post-Post Office” on the front elevation of the building at 545-565 Sherbourne Street and that energy efficient lights be required; and

2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of a variance, 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 north of Wellesley Street East, on the east side of Sherbourne Street in a R3 zone. The applicant is requesting permission to install two illuminated fascia signs, for identification purposes” on the front elevation of the building. The two proposed fascia signs in the form of corporate names and logos would represent “Shoppers Drug Mart” and “Canada Post - Post Office”. The Shoppers Drug Mart sign would have an area of 26.09m2 and the Canada Post-Post Office sign would have an area of 3.50m2.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
(1) Chapter 297-9 (C)(2)	The proposed illuminated fascia sign “Shoppers Drug Mart” in the form of a corporate name and a logo would have an area of 26.09m2. The proposed illuminated fascia sign “Canada Post-Post Office” in the form of a corporate name and a logo would have an area of 3.50m2. The signs would be located in an “R3” zone.	The proposed illuminated fascia signs in an “R” district are not permitted.

**COMMENTS**

The variance is required because signs permitted in a residential area are required to be small and low. However, the retail uses for which the signs are proposed are permitted in this “R” zoned area. Given that the retail use is permitted, the type, size and location of the proposed signs is consistent with what would generally be permitted in a commercial zone. It is staff’s opinion that the proposed illuminated fascia signs on the front elevation of the building would not adversely impact the building, surrounding uses and the streetscape.

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

## **CONTACT**

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## **SIGNATURE**

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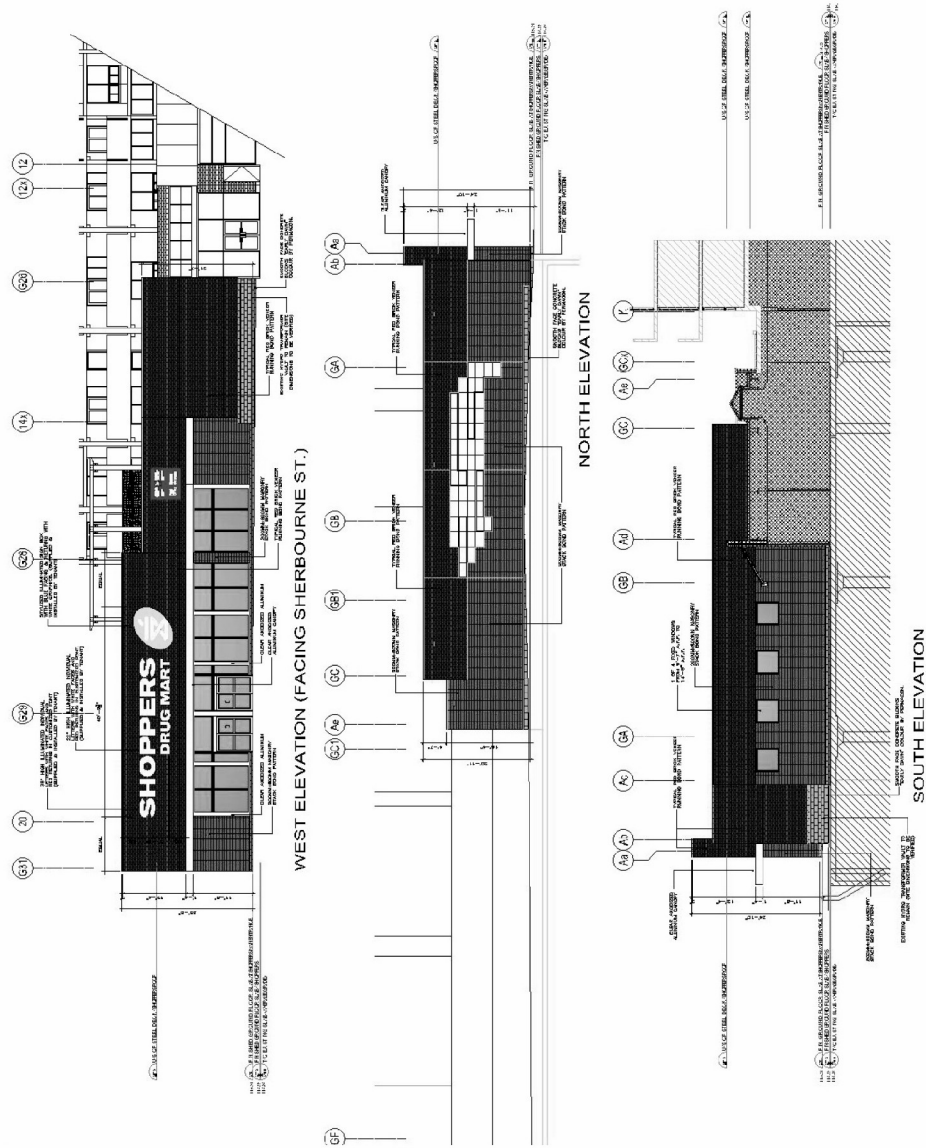
Raymond David, Acting Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevations  
Attachment 2: Sign Details  
Attachment 3: Sign Details

# Attachment 1: Elevations



545-565 Sherbourne Street

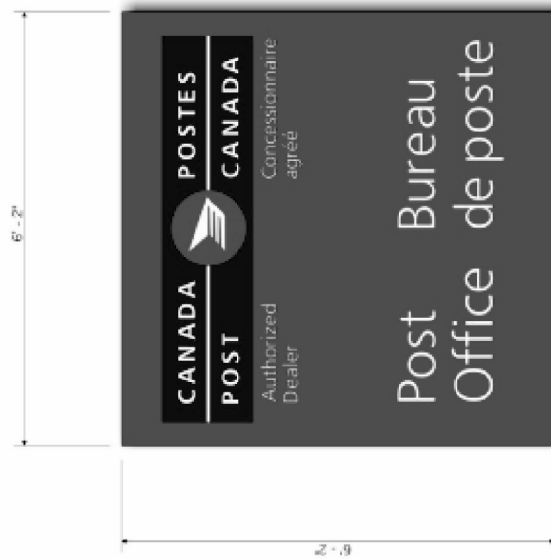
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Elevations

Applicant's Submitted Drawing

Not to Scale  
02/07/08

## Attachment 2: Sign Details



**New Illuminated Fascia Sign**

- Pride aluminum filler and pts cover (frameless) painted "Shoppers Red"
- White flex with vinyl graphics applied 1st surface

Colours:

- All graphics to be white on a red 3m #3630-43 background
- Graphic bar rule to be blue 3m #3630-36



### Sign Details

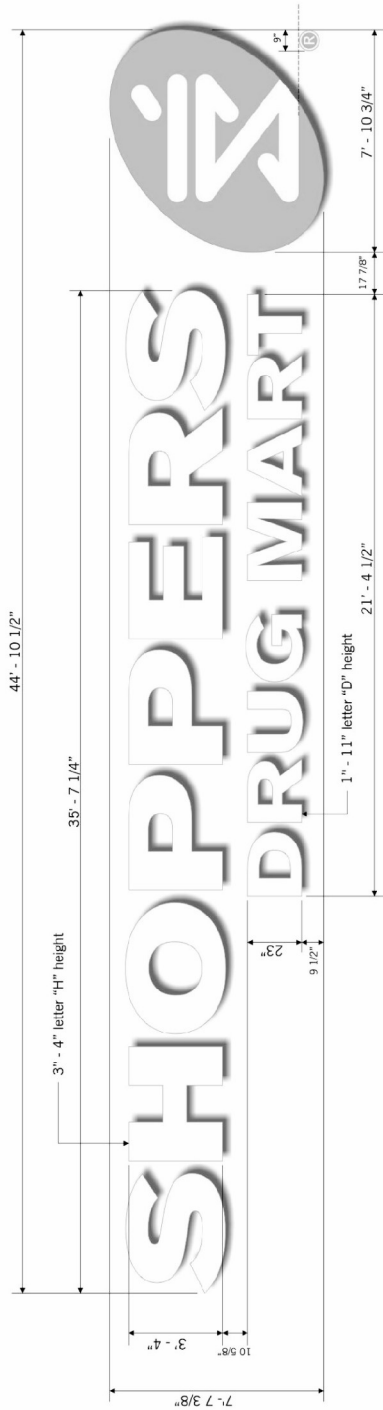
Applicant's Submitted Drawing

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### Attachment 3: Sign Details



**Illuminated Channel Letters and Logo**

- Shoppers Drug Mart**
- Pre-finished 5" clear satin anodized aluminum coil returns
  - 3/16" white acrylic face / Back to have 3/16" clear lexan f/ halo illumination
  - 1" jewelite white trim cap
  - LED illumination

**Logo**

- Formed aluminum return painted white
- Pride pts cover ( frameless ) painted white
- White flex face / Back to have 3/16" clear lexan f/ halo illumination
- Blue .3m vq #11060 translucent vinyl applied to flex face ( white image )
- Fluorescent T-8 illumination

**Registration Mark**

- .125 routed aluminum disc face and edges painted blue to match pms 543
- White #A6001-0 opaque vinyl graphics



### Sign Details

Applicant's Submitted Drawing

Not to Scale  
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