

Sign Variance – Revised -172-180 Danforth Avenue

Date:	September 3, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 29 – Toronto-Danforth
Reference Number:	08 162394 ZSV 00 ZR

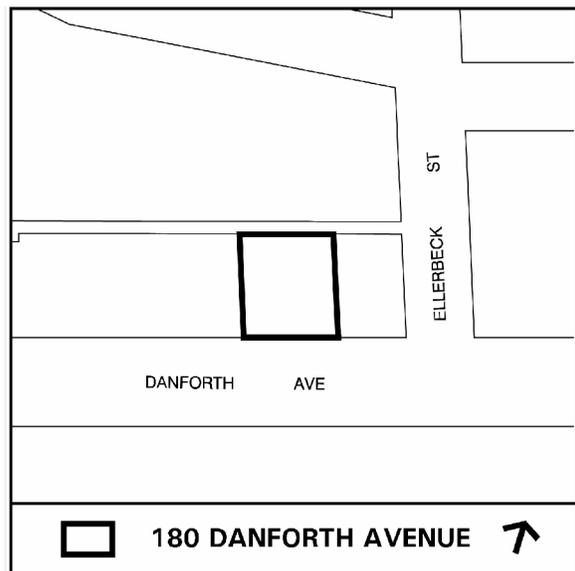
SUMMARY

This revised 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 of Pride Signs Ltd., on behalf of Shoppers Drug Mart for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code and from former Metropolitan Toronto By-law No. 118 to permit, for identification purposes, an illuminated fascia on the north elevation of the building and two illuminated projecting signs on the south elevation of the building at 172-180 Danforth Avenue.

Staff recommends approval of the illuminated fascia sign to represent Shoppers Drug Mart on the north elevation of the building, conditional upon that the sign is turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. Staff also recommends approval of an illuminated projecting sign at the east side on the south elevation of the building. The variances are minor and within the general intent and purpose of the Municipal Code.

Staff recommends refusal of the proposed illuminated projecting sign at the west side on the south elevation of the building



because the staff at Heritage Preservation Services are concerned about the sign being too close to the heritage remnant of the listed historic building and it would overpower or block the heritage features of the building.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, an illuminated fascia sign to represent Shoppers Drug Mart on the north elevation of the building, conditional upon that the sign is turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device;
2. Toronto and East York Community Council approve the proposed illuminated projecting sign at the east side on the south elevation of the building on condition that energy efficient lights are used;
3. Toronto and East York Community Council refuses the requested variance to permit, for identification purposes, an illuminated projecting sign at the west side on the south elevation of the building because the staff at Heritage Preservation Services are concerned about the sign being too close to the heritage remnant of the listed historic building and it would overpower or block the heritage features of the building; and
4. 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

This listed historic property is located just west of Ellerbeck Street on the north side of Danforth Avenue in a CR Zone. The single storey retail commercial building on the property is occupied by Shoppers Drug Mart. The applicant is requesting permission to install, for identification purposes, an illuminated fascia sign to represent Shoppers Drug Mart on the north elevation of the building and two illuminated projecting signs on the south elevation of the building. The fascia sign on the north elevation is 10.93m wide and 1.85m high with an area of 20.22m². Each illuminated projecting sign on the south elevation is 0.61m wide and 2.74m high with an area of 1.67m².

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 297-10E	The illuminated fascia sign on the north elevation would be located less than 20.0m from a residential lot.	An illuminated sign is required to have a minimum separation distance of 20.0m from a residential lot.
2. Metro By-law # 118	The proposed illuminated projecting signs on the south elevation of the building would project 0.61m over the former Metro Road allowance.	The 0.61m projection over a former Metro Road allowance would exceed by 0.16m, the maximum 0.45m projection permitted.

COMMENTS

The first variance is required because the illuminated fascia sign on the north elevation would not meet the required separation distance of 20.0m from a residential lot. The sign in this case would be located at the east side of north elevation and this portion of the wall recesses back approximately 1.67m from the middle portion of the building. Although, the sign does not meet the required 20.0m separation distance from a residential lot, the sign from this location on the north elevation would not be directly visible from the nearest residential building to the north. In order to mitigate any concern from its illumination, staff recommends that the sign be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device.

The second variance is required because the 0.61m signs projection over the former Metro Road allowance would exceed by 0.16m, the maximum 0.45m sign projection permitted. In this case, it is staff's opinion that the projecting sign at the east side on the south elevation is consistent with many other existing projecting signs in this part of Danforth Avenue and the sign at this location would not adversely impact the heritage remnant of the building.

Staff at the Heritage Preservation Services have reviewed the plans and have advised that they have no objection to the proposed fascia sign on the north elevation and the proposed projecting sign at the east side on the south elevation, however, it is their opinion that the illuminated projecting sign at the west side on the south elevation is too close to the heritage remnant of the listed historic building and it would overpower or block the heritage features of the building and therefore it is not acceptable.

Staff recommends approval of the illuminated fascia sign on the north elevation of the building, conditional upon that the sign is turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. Staff also recommends approval of the illuminated projecting sign at the east side on the south elevation of the building. The variances are minor and within the general intent and purpose of the Municipal Code.

Staff recommends refusal of the illuminated projecting sign at the west side on the south elevation of the building because it would be too close to the heritage remnant of the listed historic building and would overpower or block the heritage features of the building.

CONTACT

Norm Girdhar, Assistant Planner
Tel. No. 416-392-7209
Fax No. 416-392-7536
E-mail: ngirdhar@toronto.ca

SIGNATURE

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

(P:\2008\Cluster B\pln\teycc24407387062.doc) - smc

ATTACHMENTS

Attachment 1: Sign Details
Attachment 2: Sign Details
Attachment 3: Sign Details
Attachment 4: Elevations

Attachment 1: Sign Details



Illuminated Channel Letters and Logo / Front and Halo Lit

- Shoppers Drug Mart**
 - Aluminum coil returns painted Spraylat Brushed Aluminum
 - 3/16" white acrylic face / Back to have 3/16" clear lexan w/ halo illumination
 - 1" jewelite white trim cap
 - LED illumination
- Logo**
 - Formed aluminum return painted to match pms 543
 - Pride pts cover (frameless) painted to match pms 543
 - White flex face / Back to have 3/16" clear lexan w/ halo illumination
 - Blue 3m 3632-7788 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-O opaque vinyl graphics



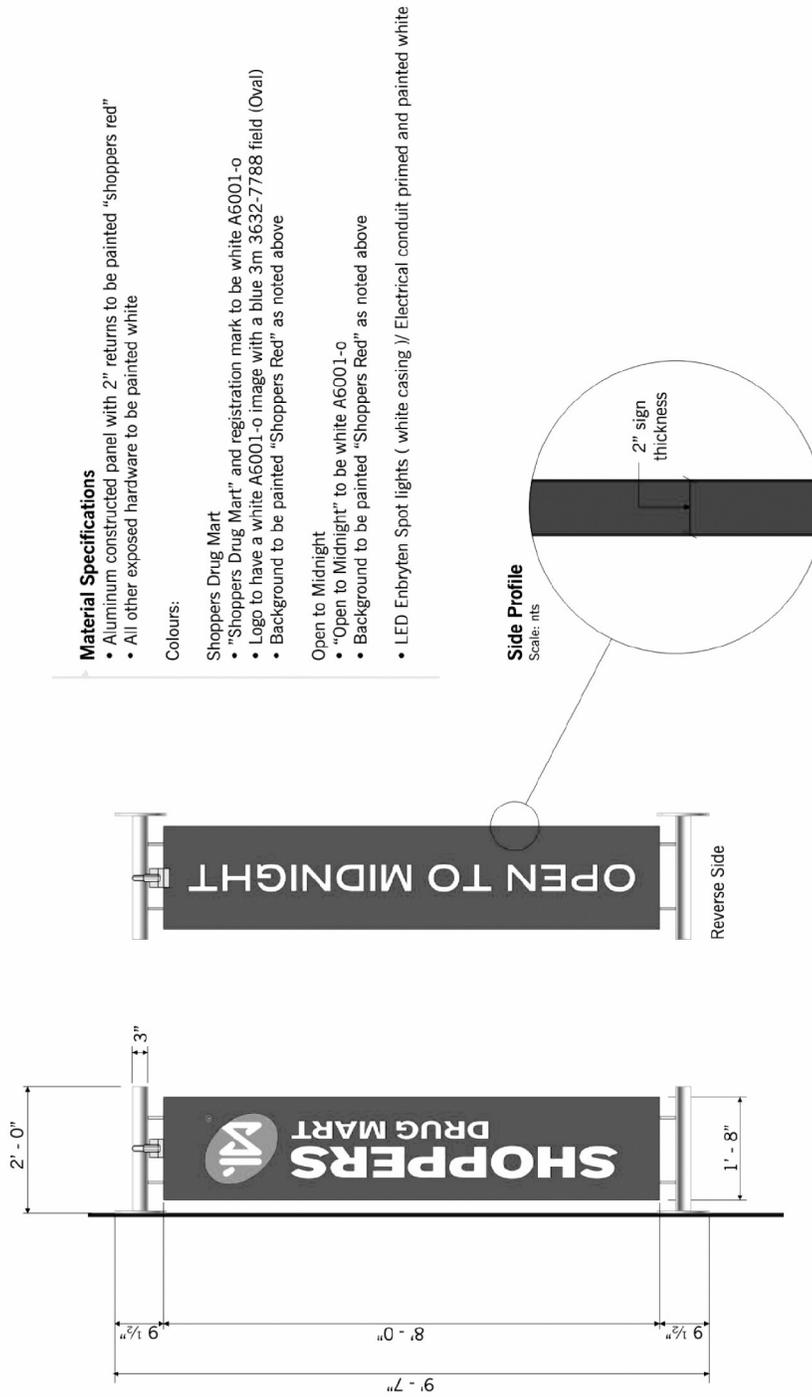
Sign Details

Applicant's Submitted Drawing
 Not to Scale
 06/24/08

180 Danforth Avenue

File # 08_162394

Attachment 2: Sign Details



Material Specifications

- Aluminum constructed panel with 2" returns to be painted "shoppers red"
- All other exposed hardware to be painted white

Colours:

- Shoppers Drug Mart
- "Shoppers Drug Mart" and registration mark to be white A6001-o
 - Logo to have a white A6001-o image with a blue 3m 3632-7788 field (Oval)
 - Background to be painted "Shoppers Red" as noted above

Open to Midnight

- "Open to Midnight" to be white A6001-o
- Background to be painted "Shoppers Red" as noted above
- LED Enbryten Spot lights (white casing)/ Electrical conduit primed and painted white

Side Profile

Scale: nts

2" sign thickness

Sign Details

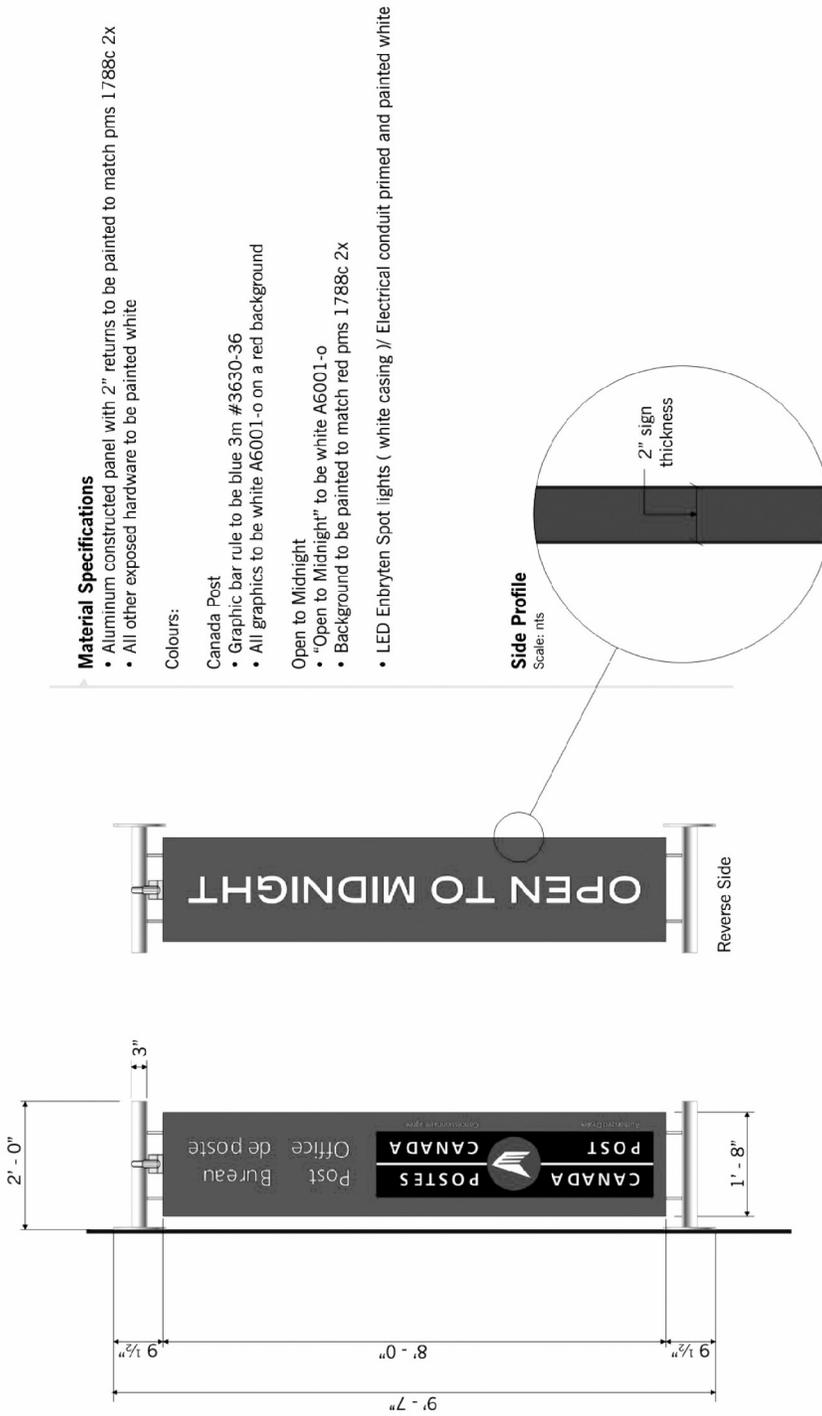
Applicant's Submitted Drawing

Not to Scale
06/24/08

180 Danforth Avenue

File # 08_162394

Attachment 3: Sign Details



Material Specifications

- Aluminum constructed panel with 2" returns to be painted to match pms 1788c 2x
- All other exposed hardware to be painted white

Colours:

- Canada Post
- Graphic bar rule to be blue 3m #3630-36
- All graphics to be white A6001-o on a red background

Open to Midnight

- "Open to Midnight" to be white A6001-o
- Background to be painted to match red pms 1788c 2x
- LED Embryten Spot lights (white casing)/ Electrical conduit primed and painted white

Side Profile

Scale: nts

2" sign thickness

Sign Details

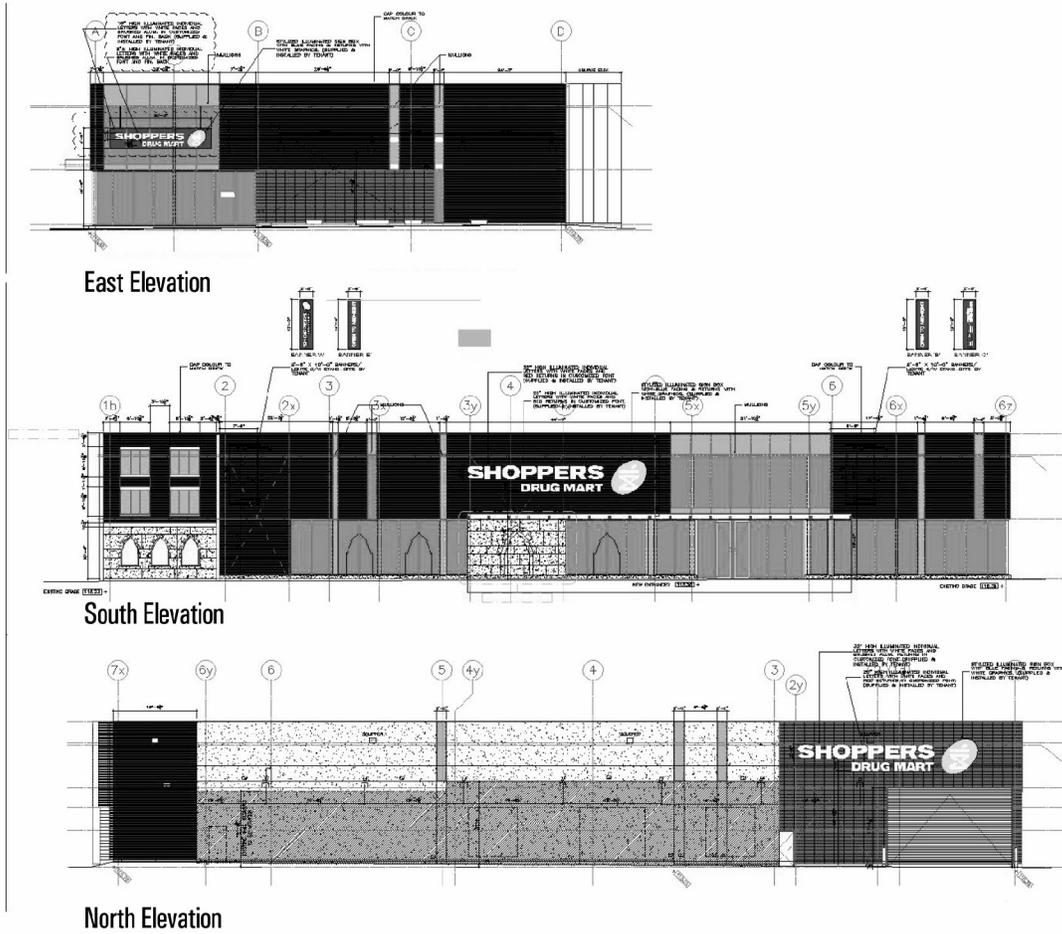
Applicant's Submitted Drawing

Not to Scale
06/24/08

180 Danforth Avenue

File # 08_162394

Attachment 4: Elevations



Elevations

Applicant's Submitted Drawing

Not to Scale
08/06/08

180 Danforth Avenue

File # 08_162394