



**STAFF REPORT  
ACTION REQUIRED**

**Sign Variance Report  
600 The East Mall**

<b>Date:</b>	April 23, 2009
<b>To:</b>	Chair and Members, The Etobicoke York Community Council
<b>From:</b>	Mark Sraga, Director and Deputy Chief Building Official
<b>Wards:</b>	Etobicoke Centre, Ward 3
<b>Reference Number:</b>	2009EY010

**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.

Request for approval of variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install 6 first-party signs: 1 illuminated first party wall sign for "Canada Post", 1 illuminated first party wall sign for "Food Essentials" and 4 non-illuminated first party window graphic signs for " Shoppers Drug Mart "at 600 The East Mall.

The request comes from Isabella Cerelli with Pride Signs Ltd. for Chance Will Limited, attention Ming Lam for approval of the variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

## **RECOMMENDATIONS**

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It is recommended that:

- (1) the request for variances 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 municipality of Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code the property is zoned CPP Planned Commercial Preferred Zone (CPP) and is also subject to By-laws 10955, 11449, and 11729. The existing building on this property is approximately 58 metres away to the closest residential zone located on the east side of The East Mall. To the south there is a park and to the south of the park there are existing apartment buildings. To the west one finds Highway 427.

### **COMMENTS**

The proposed signage will be erected on an existing one storey building that is a strip mall. Recently the south portion of this mall was renovated under permit 08 217504 BLD for a drug store, “Shoppers Drug Mart”. Inside this “Shoppers Drug Mart” is a post office. The proposed signage will be identifying the post office and will have life style pictures that the company wants customers to associate with “Shoppers Drug Mart”. The life style pictures are prints that will be applied to existing windows on the south side of the building.

The signs do not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following ways:

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
<p>Special Occupancies: Shopping Centres. 215-20.J.(4)(b) - Business identification fascia, awning or canopy signs in accordance with 215-20.B. and D.(1) and (2), therefore;</p> <p>215-20.B.(2) - Any occupant located in the corner unit of the first storey of a building situated on a corner lot may erect fascia signs for each street frontage in accordance with Subsection B.(1) and (4),</p>	<p>Four (4) illuminated fascia signs are proposed to be erected on the building facade which fronts "The East Mall",</p>	<p>Four (4) illuminated fascia signs are proposed on the building facade which fronts "The East Mall", where only two (2) are permitted.</p>
<p>Special Occupancies: Shopping Centres. 215-20.J.(4)(b) - Business identification fascia, awning or canopy signs in accordance with 215-20.B. and D.(1) and (2), therefore;</p> <p>215-20.B.(2) - Any occupant located in the corner unit of the first storey of a building situated on a corner lot may erect fascia signs for each street frontage in accordance with Subsection B.(1) and (4),</p>	<p>Two (2) illuminated fascia signs and four (4) non-illuminated window graphics signs to be erected on the building facade which fronts "Rathburn Road", where only two (2) are permitted.</p>	<p>Two (2) illuminated fascia signs and four (4) non-illuminated window graphics signs are proposed to be erected on the building facade which fronts "Rathburn Road", where only two (2) are permitted.</p>

The proposed signage is not going to significantly add to the illumination levels in this area. The 2 additional illuminated signs are approximately 2.32 m<sup>2</sup> each in area, therefore there will be minimal additional impact on the neighbourhood. It should be noted that the lifestyle pictures are not illuminated directly. Any illumination of the life style signs comes from the ambient light in the store.

Our recommendation is that the required variances be approved.

## **CONTACT**

Algimantas Jasinevicius, Manager, Plan Examination

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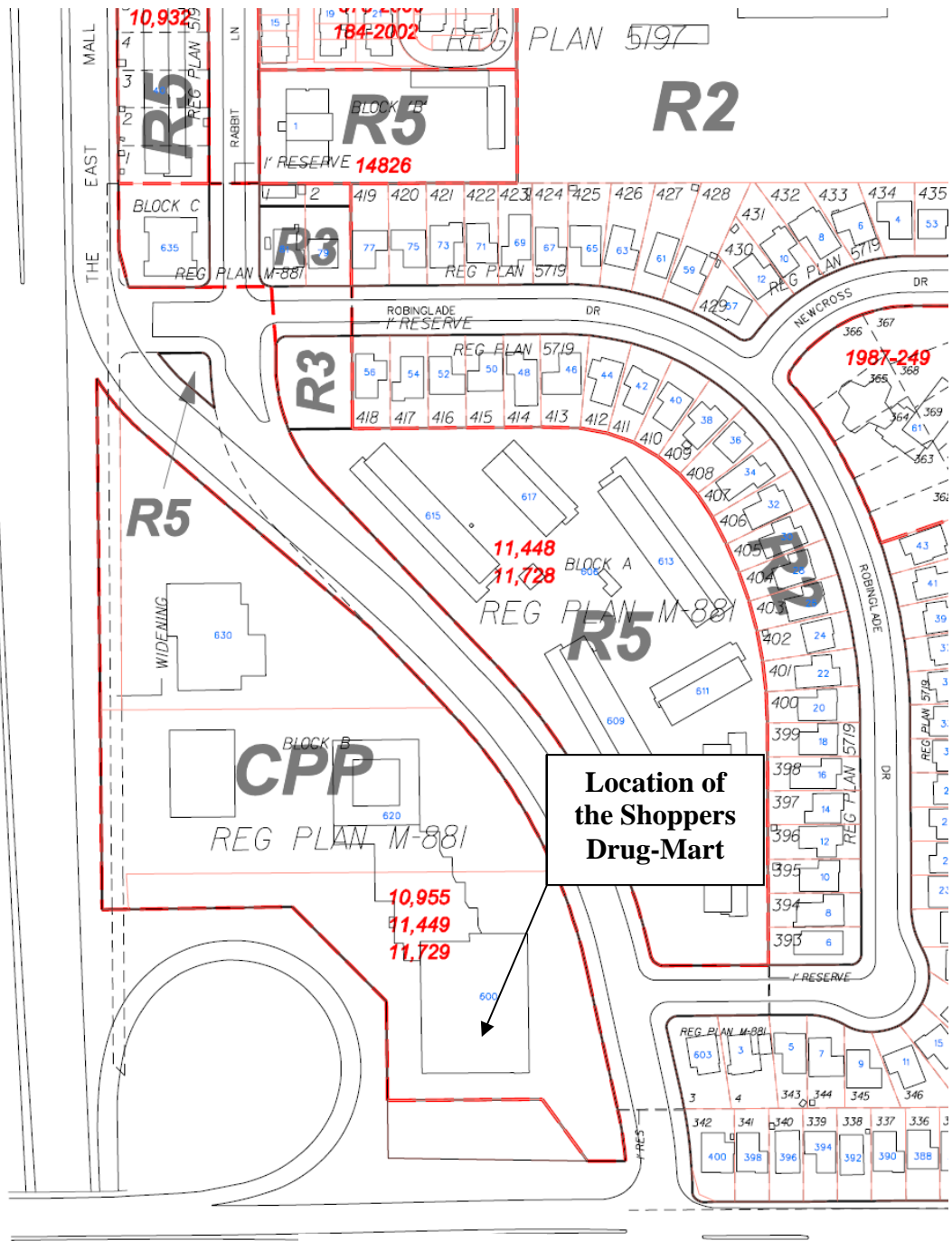
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Mark Sraga  
Director of Building and  
Deputy Chief Building Official  
The Etobicoke York District

## **ATTACHMENTS**

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

HIGHWAY 427



**Location of the Shoppers Drug-Mart**

**Rathburn Rd**



South elevation facing Rathburn Rd



East Elevation facing The East Mall





Looking south from the Shoppers Drug Mart and Rathburn Rd



Looking east from the Shoppers Drug Mart and The East Mall