

**Sign Variance Report
415 The Westway**

Date:	December 15, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke Centre, Ward 4
Reference Number:	2010EY002

SUMMARY

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 variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install 6 additional first party illuminated wall signs for "Shoppers Drug Mart". The additional signs to be located as follows one on the north and five on the west elevation at 415 The Westway.

The request comes from Isabella Cerelli with Pride Signs Ltd for the owners Martinway Plaza Ltd., attention Sheldon Kerzner for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

RECOMMENDATIONS

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

Financial Impact

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

COMMENTS

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 CP Local Planned Commercial Local Zone (CPL) and is also subject to By-laws 11447 and 12660. There are residential areas to the south and to the north of this property but none of the proposed signs will face a residential property.

There will be three (3) illuminated window graphic signs (background illumination from store lighting) which are considered to be business identification signs. These window signs portray lifestyle images and have an dimensions of 97.5" x 112.5" each and a sign display area of 76.17 sq. ft. or 7.08 sq. m. each with a combined area of 228.51 sq. ft. or 21.23 sq. m. and will be located on the west elevation.

Also, the total combined sign area (3 window graphic signs and 2 illuminated fascia signs) for the Martin Grove Road frontage complies with the maximum permitted sign display area based on the commercial street (Martin Grove Road). The signs on the west elevation will be facing a park.

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
Commercial Zones: 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; 215-20.B.(2) - Any occupant located in the first storey of a building situated on a corner lot may erect fascia signs for each street frontage, provided that any such sign on the wall of a building flanking a residential street shall not exceed that area of the sign	Proposal calls for three (3) window "life style" graphic signs 7.08 sq. m. each in area (in addition to the 2 existing approved illuminated wall signs, for a total of 5 business identification signs) to be erected on the building facade which fronts "Martin Grove Road".	To permit 5 business identification fascia signs on the west elevation (Martin Grove Road frontage) in lieu of the maximum number of two (2) and to permit the three (3) window "life style" graphic signs that will be 7.08 sq. m. each in area in lieu of 5.0 sq. m..

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
fronting the commercial street, but in no case shall such flanking sign exceed five (5) square metres in display area		
<p>Chapter 215 Signs:</p> <p>Commercial Zones: Shopping Centres. 215-20.J.(4)(d) - Incidental signs in accordance with 215-20.G.(1), (2) and (3)</p> <p>Therefore,</p> <p>215-20.G.(2) - Parking, loading, receiving, shipping and/or similar information signs not exceeding one and five-tenths (1.5) square metres in area, attached to the building.</p>	<p>Proposed are 3 incidental signs:</p> <p>6'-0" x 6'-0" - illuminated incidental sign on the North Elevation ("OPEN UNTIL 12 AM") at a sign display area of 3.34 sq. m (36 sq. ft) and</p> <p>two (2) 6'-0" x 6'-0" - illuminated incidental signs on the West Elevation ("OPEN UNTIL 12 AM" and "FOOD ESSENTIALS") each having sign display areas of 3.34 sq. m (36 sq. ft)</p>	<p>To permit the 3 proposed incidental signs to be 3.34 sq. m in area in lieu of 1.5 sq. m</p>

PROPOSED NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that will come into force and effect on April 6, 2010. The following is an evaluation of this particular sign variance application against the new draft Sign By-Law requirements that would govern this particular sign. This evaluation has been done to assist Council in understanding how this proposed sign would compare to the new regulatory requirements contained in the proposed Sign By-law.

One of the main features of the proposed Sign By-law is that the regulations governing signs are based upon the "Sign District" in which the sign is located. These Sign Districts align with the underlying land uses as envisioned in the Official Plan and will classify every property into a "sign district" and utilizes a series of maps to identify the various sign districts throughout the City. This approach is similar to the one being utilized by the new proposed City-wide Zoning By-law mapping.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as a Commercial Residential (CR) District.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
694-21 District specific first party sign general regulations. 694-21.D.(5) A wall sign (b) Where erected at the first storey shall not exceed the lesser of 4.5 metres or the sill of the lowest window at the second storey.	5 illuminated incidental wall signs are proposed. 2 of the incidental wall signs will be on the north elevation and the other 3 will be on the west elevation. All 5 illuminated incidental wall signs will be mounted at 6.1 m at their highest point from the adjacent grade.	Permit the 5 illuminated incidental wall signs to be mounted at 6.1 m at their highest point from the adjacent grade in lieu of the maximum permitted 4.5 m.

The proposed illuminated first party signs are being placed on the walls of a well established commercial plaza. None of the proposed signs face residential properties which mean that there will be minimal impact on the residences.

Based on the above facts, it is the opinion of staff that the request for variances is minor in nature and recommends that Community Council approve the variances requested.

CONTACT

Algimantas Jasinevicius, Manager, Plan Examination

Tel: (416) 394-8046

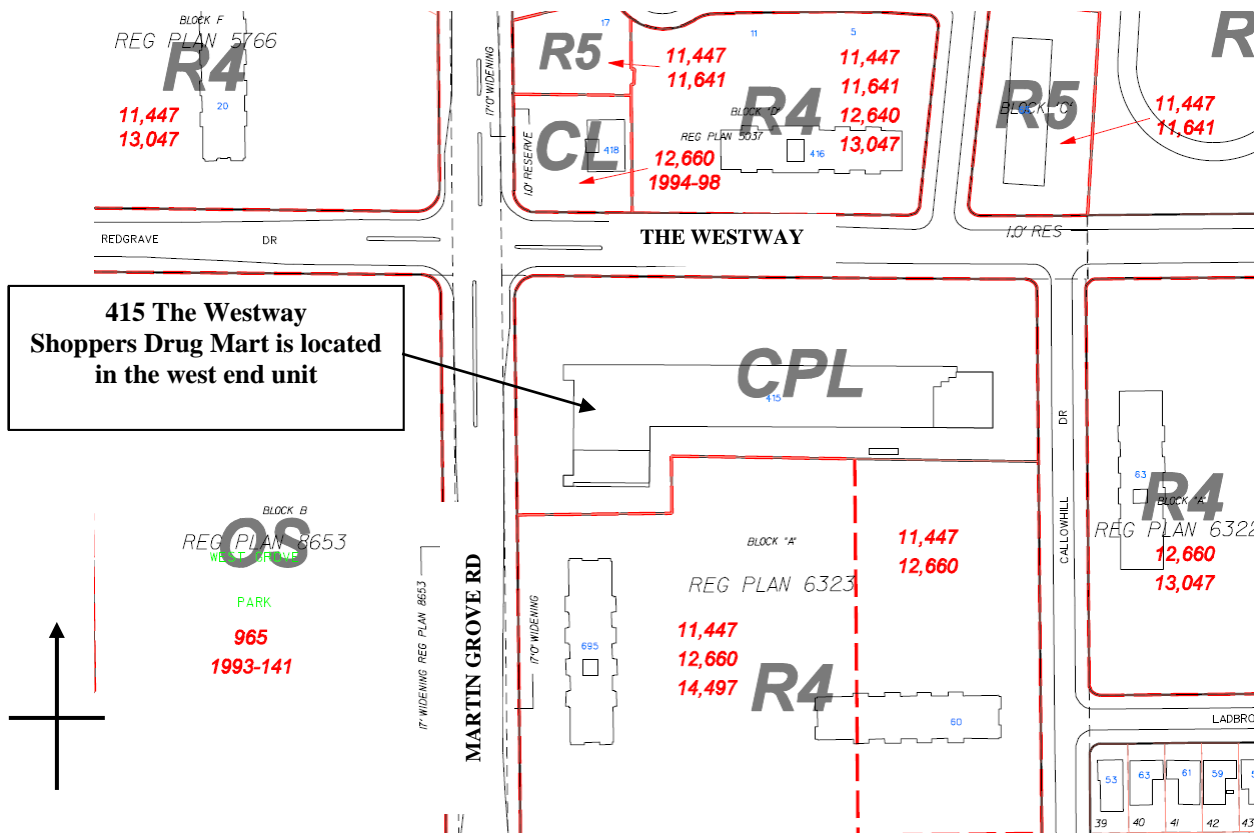
Fax: (416) 394-8209

E-mail: ajasinev@toronto.ca

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

ATTACHMENTS

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



415 The Westway
Shoppers Drug Mart is located
in the west end unit

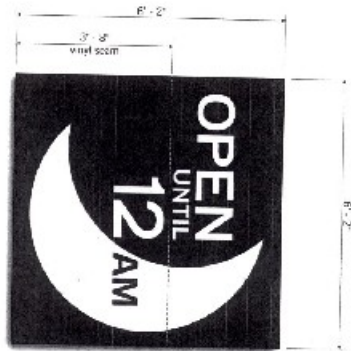


West – North elevations looking south



North elevation looking east

illuminated Facia Sign
Graphic, Inc.



Material Specifications

- Sign shall be constructed of 1/2" thick aluminum plate.
- Sign shall be constructed with any quality acrylic (adhesive).
- T12 fluorescent illumination.

Colors:

- Open and 12" are white.
- Sign and background to be black.



FRONT SIGN (see drawing for notes) 12" x 24" x 1/2"
FRONT SIGN (see notes) 12" x 24" x 1/2"
FRONT SIGN (see notes) 12" x 24" x 1/2"

Sign Area -

Open Until 12am - 3.53m²



Various Lockers



Various Lockers

Proposed: North & Jackson
West & Jackson

DESIGNED BY: R. B. B. B.
DATE: 10/10/10 12:00 PM
DRAWING NO.: 10/10/10 12:00 PM

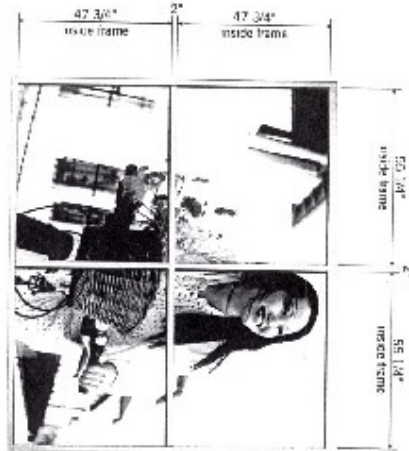
LAMINATED
DRAWING ENDS

1. Sign shall be constructed of 1/2" thick aluminum plate.
2. Sign shall be constructed with any quality acrylic (adhesive).
3. T12 fluorescent illumination.

DESIGNED BY: R. B. B. B.
DATE: 10/10/10 12:00 PM
DRAWING NO.: 10/10/10 12:00 PM

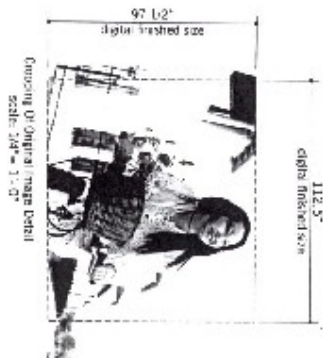
Digital Window Graphics
FOR REVIEW

Total Sign Area - 7.08 m²
each.



West Elevation

Digital Window Graphics - 1 required
Scale: 3/8" = 1'-0"
-150 dpi, square digital artwork to be
applied to 1st surface of window glazing



WINDOW LOCATIONS

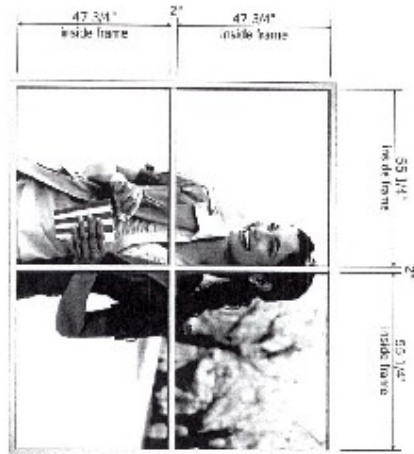
DESIGNED BY R. R. R. R.
DATE: February 27, 2003

CLIENT APPROVAL
REVISED 03/15/03

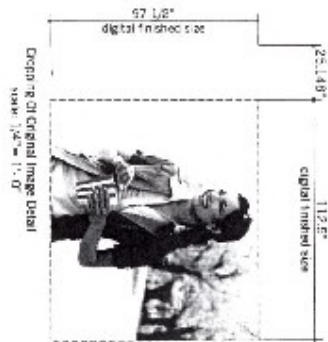
1. All window graphics shall be
2. All window graphics shall be
3. All window graphics shall be
4. All window graphics shall be
5. All window graphics shall be
6. All window graphics shall be
7. All window graphics shall be
8. All window graphics shall be
9. All window graphics shall be
10. All window graphics shall be

Scale: 3/8" = 1'-0"
SOM - 05010000

Digital Window Graphics



Digital Window Graphics - 1 required
 scale: 3/8" = 1'-0"
 • 150 dpi, opaque digital screenshot image to be applied to 1st surface of window glass.



DEPT. OF CRIMINAL JUSTICE

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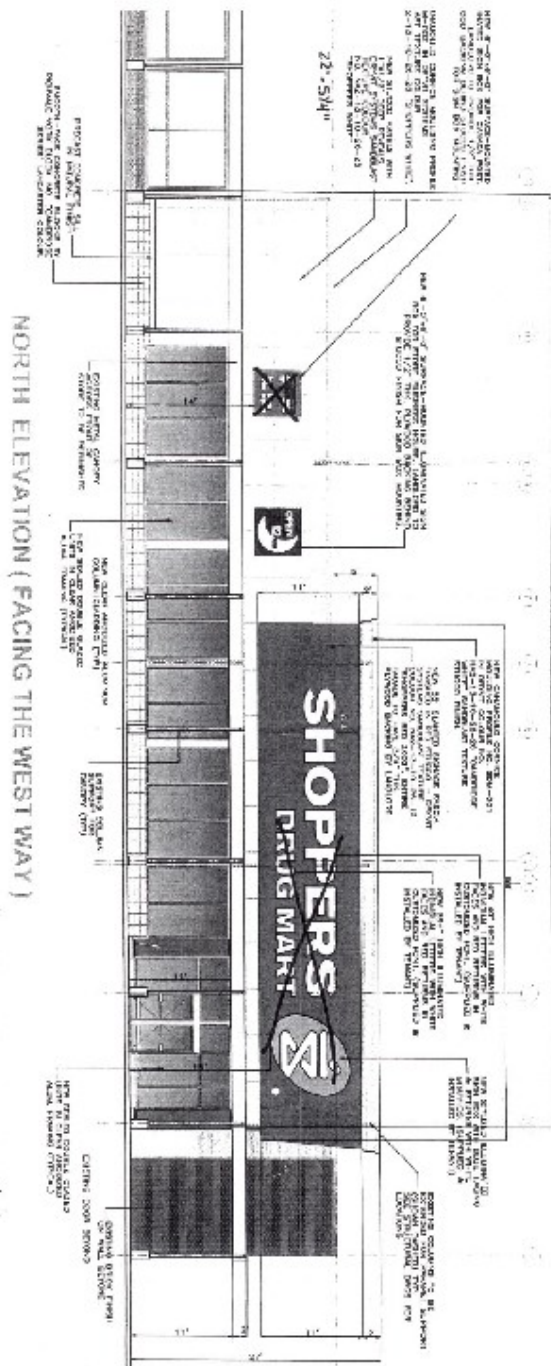
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SDM NS000000

CLIENT APPROVAL

REVISIONS

DATE: NOVEMBER 27, 2008



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