



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 5306 Dundas St West

|                          |   |
|--------------------------|---|
| <b>Date:</b>             | January 11, 2010  |
| <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-Lakeshore, Ward 5                             |
| <b>Reference Number:</b> | 2010EY011   |

### 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 for Approval of a Variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, from Vivian Feng of 1315207 Ontario Inc., and who are the property owners of 5306 Dundas St West. The request is to permit to replace a damaged existing identification ground sign with a new 4.4 metres in height (14.5 ft) and 3.25 metres wide illuminated identification ground sign located on the east side of the property at 5306 Dundas St West.

### RECOMMENDATIONS

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It is recommended that:

1. The request for a variance at 5306 Dundas St West be approved for the reasons outlined in this report, and
2. Applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit.

## 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 EC2 zone. The property at 5306 Dundas St. W. is a single storey commercial building occupied by two tenants - Subway Sandwich and Popeyes Chicken & Seafood restaurants.

The existing ground sign was recently damaged by a motorist involved in a motor vehicle accident at this location. In 1979 the owners of the property obtained a variance for the existing ground sign. The applicant is proposing to erect a new illuminated ground sign located at the east side of the property on the corner of Dundas St W. and Poplar Ave. The overall dimensions of the proposed sign are- 4.42 m high and 2.95 m wide (14'-6" high, 9'-8" wide) the total sign face area will be 9.1 sq. m (98.0sq. ft). Chapter 215, Signs, of the former City of Etobicoke Municipal Code does not permit ground signs in commercial zones.

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   |
|---|--|---|
| 215-20. Commercial Zones. F. Business identification ground signs shall not be permitted. | The proposed business identification ground sign to be installed in a commercial zone. | To permit a business identification ground sign in a commercial zone. |

There is large number of existing ground signs along Dundas St. West identifying different commercial establishments. The proposed illuminated first party signs will be facing the east and westbound traffic along Dundas St. West and the southbound traffic along Poplar Ave.

Staff recommends approval of the application. The variance is minor and within the general intent and purpose of the sign by-law.

## 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 an “CR- Commercial Residential Sign District”. Based on the location and size of this lot the proposed ground sign will be in compliance with the Chapter 694 requirements.

## **CONTACT**

Galina Veltman, Manager, Plan Examination  
Tel: (416) 394-8042 Fax: (416) 394-8209  
E-mail: veltman@toronto.ca

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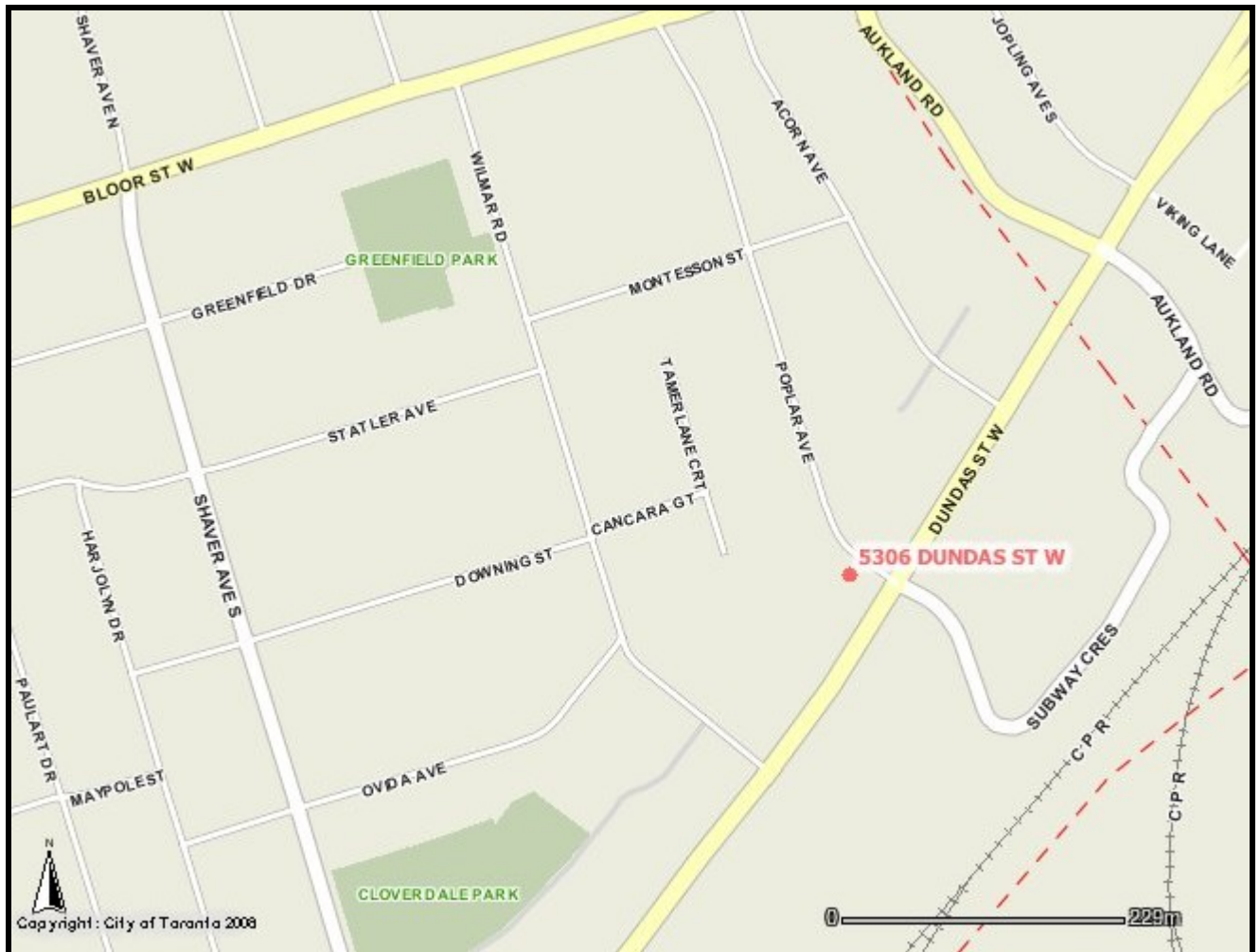
Mark Sraga  
Director of Building and  
Deputy Chief Building Official  
The Etobicoke York District

## **ATTACHMENTS:**

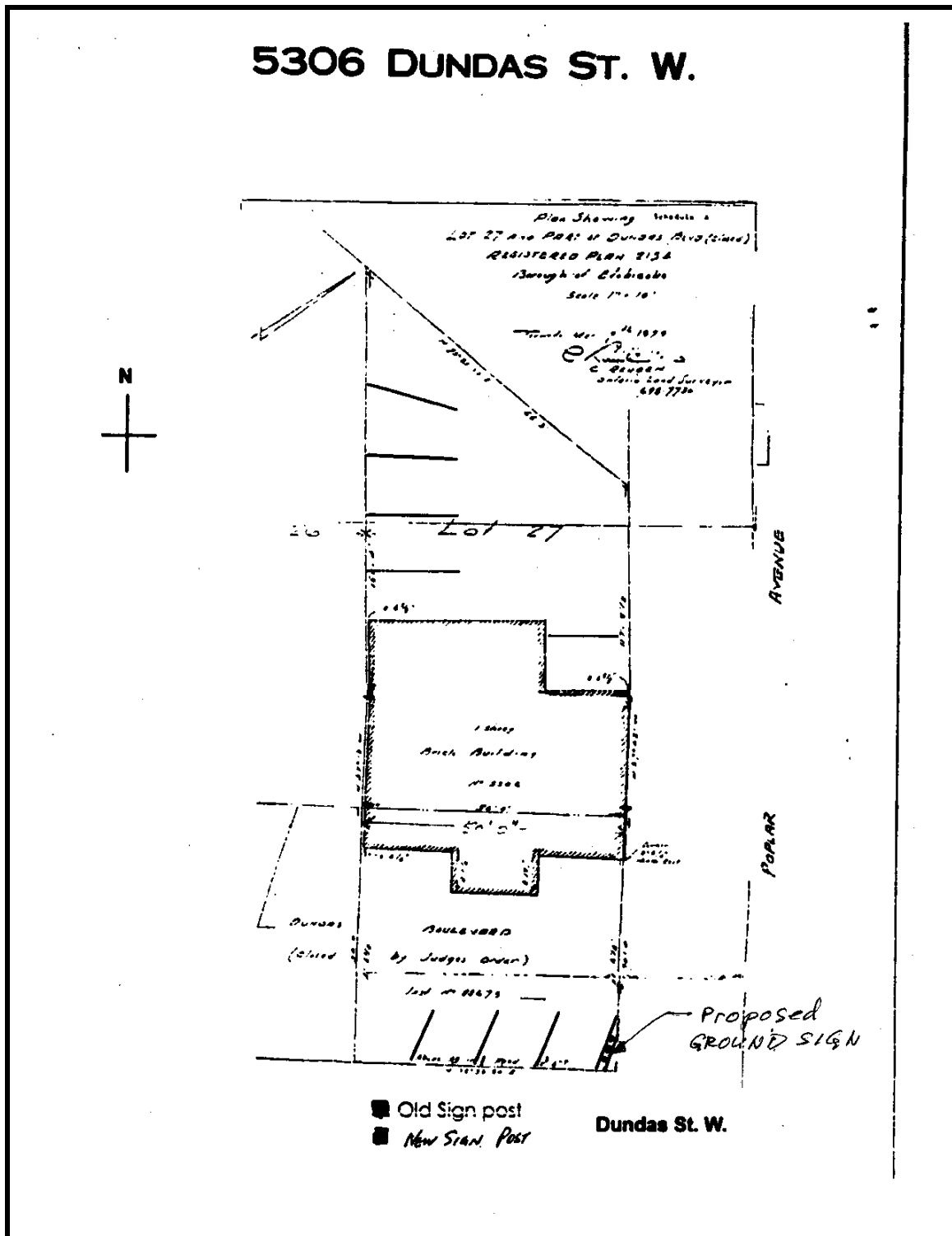
Attachment 1 – Zoning Map  
Attachment 2 – Aerial View  
Attachment 3 – Site Plan  
Attachment 4 – Photo of Existing Sign & Existing Site  
Attachment 5 – Detail of Ground Sign  
Attachment 6 – Letters from Tenants  
Attachment 7 – Photos of Existing Signs along Dundas St. West



## ATTACHMENT 2 – AERIAL VIEW



ATTACHMENT 3 – SITE PLAN



ATTACHMENT 4 – PHOTOS OF EXISTING SIGN & EXISTING SITE

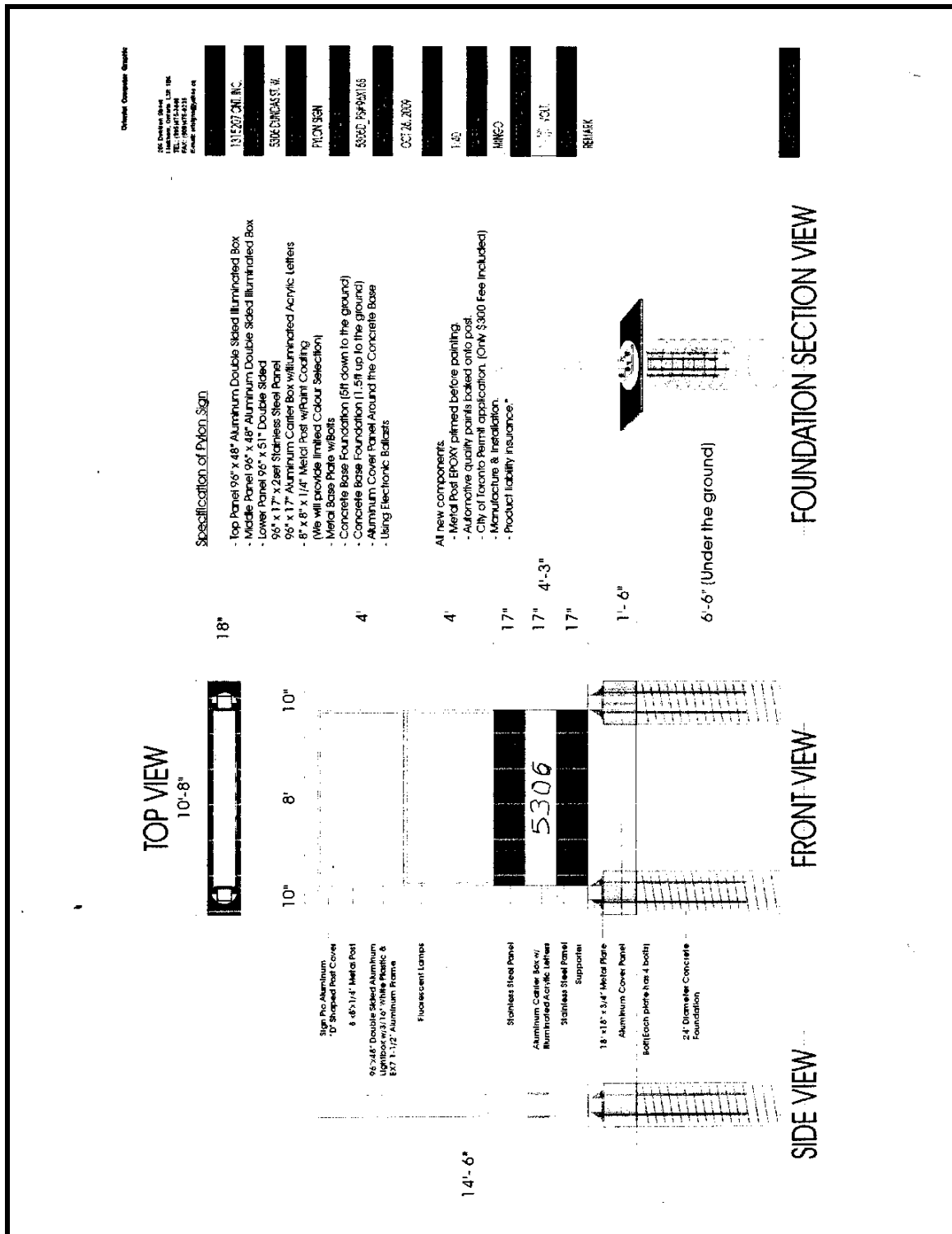








# ATTACHMENT 5 – DETAILS OF GROUND SIGN



ATTACHMENT 6- LETTERS FROM TENANTS



5306 DUNDAS ST. WEST  
TORONTO, ON  
M9B 1B3  
TEL: (416) 231-4357  
FAX: (416) 231-4357

Date: 9th Nov 09


To,  
Vivan Feng

5306 Dundas street west  
Etobicoke, ON, M9B 1B3

Dear Vivian,

This is Ferdous Begum, Owner of Subway Sandwich at the location 5306 Dundas Street West Etobicoke, ON, m9b 1b3. As you know it is recession time, and we need more exposure to our potential customers so that business if not grows at least stay the same. unfortunately since end of September 09 we do not have our pyle on sign. we are loosing buisness. so please put the pyle on sign as soon as possible.

thanks

  
ferdous begum.  
Subway Sandwich

5306 Dundas street west  
Etobicoke, ON, m9b 1b3

RECEIVED

NOV 11 2009

URBAN DEVELOPMENT SERVICES  
BUILDING DIVISION, CUSTOMER SERVICE  
CITY OF CHICAGO, 1155 N. LAKE ST.

Community Council  
Zoning Department  
City Of Toronto



Dated : 9<sup>th</sup> Nov 2009

### Sign Variance Application

Respectfully, please find this as a humble request for the subject position above. Dundas Popeyes lost it PYLON sign in an accident. Ever since, Popeyes is suffering significant business loss. This pylon sign for about 20 years was helping to attract customers and during this economical period we need it very desperately.

Thanks for your kind attention and help.

Sincerely,

A handwritten signature in black ink, appearing to read 'Atiq Ahmad'.

Atiq Ahmad

POPEYES CHICKEN & SEAFOOD

(5306 Dundas St West, M9B 1B3, Etobicoke)

1642570 ONTARIO LTD

2825 Islington Ave, Suite#707, Toronto, ONT, M9L 2K1

ATTACHMENT 7 – PHOTOS OF EXISTING SIGNS ALONG DUNDAS ST. WEST

