

illuminated fascia signs as replacement of the five previously existed fascia signs on these locations and require that energy efficient lights be used. The fascia signs “Metro” (A) and “24 Hrs” (B) are located on the north elevation and the fascia “Metro” (C) and “24 Hrs” (D) are located on the east elevation and the fascia sign “Metro” (E) is located on the southeast elevation of the building at 3003 Danforth Avenue (see attached graphics); and

2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant:
 - a. upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official; and
 - b. that the sign permit application related to this approval, be filed with the Toronto Building Division prior to April 6, 2010.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The C zoned property is located on the southwest corner of Danforth and Victoria Park Avenues. The property contains a neighbourhood shopping plaza where the “Metro” grocery store is an anchor retail grocery store. The store was previously known as the “Dominion” store. As a part of chain wide corporate re-branding of their business, all Dominion and A&P stores in Ontario have been converted into Metro Stores. The applicant has replaced the previously existed “Dominion” and “Open 24 Hrs” signs with a “Metro” and “24 Hrs” fascia signs on the north and east elevations of the building. A corporate logo representing the Dominion Store has been replaced with “Metro” on the southeast elevation of the building. The fascia sign “Metro” on the north elevation is 11.21m wide and 2.46m high with an area of 27.58m². The fascia sign “24 Hrs” located on the north elevation is 4.82m wide and 1.22m high with an area of 5.88m². The fascia sign “Metro” on the east elevation is 8.62m wide and 1.90m high with an area of 15.69m². The fascia sign “24 Hrs” located on the east elevation is 3.62m wide and 0.91m high with an area of 3.30m². The fascia sign “Metro” on the southeast elevation is 8.62m wide and 1.90m high with an area of 15.69m² (see attached graphics).

The signs do not comply with By-law No. 64-87 of the former City of East York in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
By-law No. 64-87 Section 4.2.1(c)(i)	Two illuminated fascia signs are located on the north elevation and two illuminated fascia signs are located on the east elevation of the building.	Only one fascia sign for each elevation is permitted.
By-law No. 64-87	The “Metro” fascia sign on the north	The 2.46m sign