

COMMITTEE OF THE WHOLE SEPTEMBER 3, 2002

SIGN VARIANCE APPLICATION

FILE NO.: SV.02-015

OWNER: TOYS R US (CANADA) LIMITED

LOCATION: 300 STEELES AVENUE WEST, LOT 39, PLAN M2237

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.02-015, Toys R Us (Canada) Limited, be APPROVED subject to the proposed pylon sign being in compliance with the maximum area and location requirements.

Purpose

Applicant is requesting to install one (1) additional wall sign and replace existing pylon sign with a new pylon sign. The applicant is further requesting a 0m setback for the proposed pylon sign.

Background - Analysis and Options

By-Law Requirements (203-92, as amended)

“Section 6 – General Provisions For All Signs

6.1 (i) Only 1 wall sign per exterior wall per business premise

6.5 (a) Ground signs shall be setback a minimum of 1.0m from street lines

(d) No ground sign shall exceed a maximum height of 7.5m from finished grade level

Section 8 – Signs Permitted for Commercial Buildings

8.1 No ground sign shall be larger than 10.0 sq.m. in area on a single sign face, or 20.0 sq.m. of sign area for all faces combined.”

Conclusion

Applicant is requesting to install one (1) additional wall sign measuring 7.35 x .91m and a new pylon sign measuring 9.75m in height from finished grade and 25.55 sq.m. in size per single sign face for a total of 51.095 sq.m. for the total sign face area of both sides. The applicant is further requesting relief from the by-law to permit the pylon sign at a 0m setback.

Attachments

1. Sketch of Sign

Report prepared by:

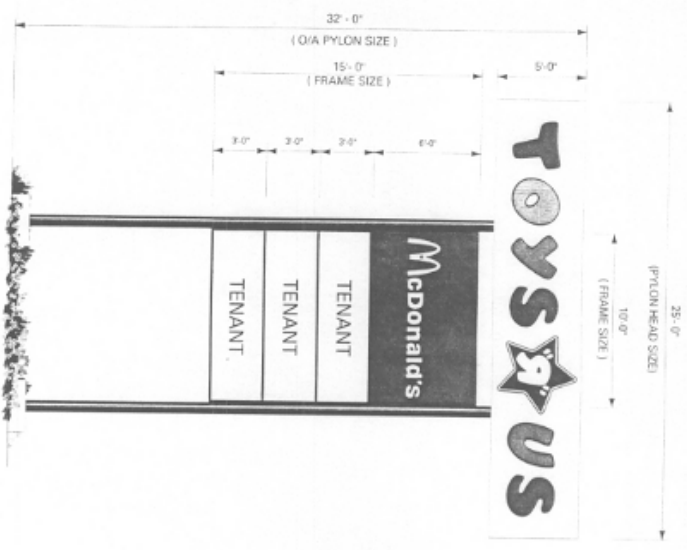
John Studdy, Manager of Customer & Administrative Services

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/pa

OPTION A



D/F ILLUMINATED PYLON SIGN (EXTERIOR)

HEAD:

- 3M PANELED FACE WITH 3M FILM APPLIED TO FIRST SURFACE
- CONOURS AS SHOWN
- SIGNCOMP #2105 FRAME FRAMELESS APPEARANCE PTD. TO MATCH REFLEX BLUE
- 24" DEEP FORWARD ALUMINUM FILLER PTD. TO MATCH REFLEX BLUE
- HO FLUORESCENT ILLUMINATION

TENANT SIGN BOX:

- 3/4" SQ FLEX FACES WITH 3M FILM APPLIED
- F-38 FRAME'S PTD. REFLEX BLUE
- ALUMINUM FILLER PTD. REFLEX BLUE
- ALUMINUM DIVIDER BARS PTD. REFLEX BLUE
- HO FLUORESCENT ILLUMINATION
- POOLABLE POLE INSTALLATION
- (2) 8" DIA. POLED PTD. REFLEX BLUE

HEAD = 5'-0" x 25'-0" = 125 sq ft
 TENANT = 15'-0" x 10'-0" = 90.75 sq ft
 SIGN BOX
 TOTAL SQUARED AREA = 275 sq ft x 2

3M COLOURS FOR MCDONALD'S

- YELLOW #3033 015
- ARCH
- RED #3030 51
- 1154 #400 SHADOWBOX
- MCDONALD'S COPY

3M COLOURS FOR TOYS R US

- RED #3033 23
- ORANGE #3032 84
- GREEN #3032 26
- VIOLET #3032 198
- YELLOW #3032 015
- REFLEX BLUE VT 1228

steelart
 SIGNS
 3175
 302 6714
 302 8390

Key: 1/2" = 1'-0"

Technical Drawing

Figure 1

D/F Material Price List

Item	Qty	Unit Price	Total Price
1	1	12.7500	12.7500
2	1	12.7500	12.7500
3	1	12.7500	12.7500
4	1	12.7500	12.7500
5	1	12.7500	12.7500

1.00000

1.00000

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2x1 1/2" (134)
 Total Span of letters (with space between)

BABIES R US
 72.345 SF
 OR
 6.72 m²

SCALE
 1/8" = 1'-0"

1/4" (103.1)
 Total Span of letters (with space between)



TOTAL 44 STORE
 = 1370 m² SQUARE

EXISTING TOYS R US (14 LETTERS)
 NEW 44 LETTERS

- NEW COLORS**
- 40% COLORED IRON
 - 40% 40% 40% 40%
 - 40% 40% 40% 40%
 - 40% 40% 40% 40%
 - 40% 40% 40% 40%
 - 40% 40% 40% 40%

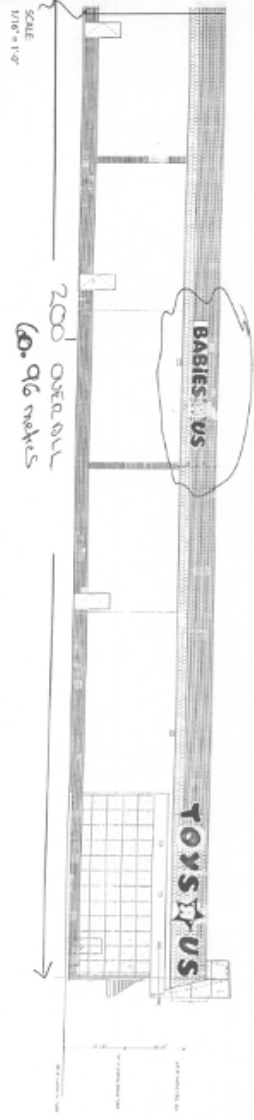
NO DIMENSIONS 1'-0" GAUGE 1/8" (103.1) SECTION

- ALL DIMENSIONS WITH SPACING APPLIED TO THE OUTSIDE OF THE COILING
- ALL DIMENSIONS WITH SPACING APPLIED TO THE INSIDE OF THE COILING
- ALL DIMENSIONS WITH SPACING APPLIED TO THE INSIDE OF THE COILING
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- ALL DIMENSIONS WITH SPACING APPLIED TO THE INSIDE OF THE COILING

- NEW COLORS**
- 40% COLORED IRON
 - 40% 40% 40% 40%
 - 40% 40% 40% 40%
 - 40% 40% 40% 40%

NO DIMENSIONS 1'-0" GAUGE 1/8" (103.1) SECTION

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 SIGNS

Project No.	1000000000
Project Name	TOYS R US
Project Location	TOYS R US
Project Date	02/27/2007
Project Status	Approved
Project Type	Signage
Project Code	0
Project Manager	
Project Designer	
Project Checker	
Project Approver	
Project Date	02/27/2007

Author	
Apprval	
Scale	