



INCORPORATED 1855

TOWN OF WHITBY REPORT

RECOMMENDATION REPORT

REPORT TO: Planning and Development Committee	REPORT NO: PL-54-11
DATE OF MEETING: September 6, 2011	FILE NO(S): SB-02-11
PREPARED BY: Planning Department	LOCATION: 660 Taunton Road East
REPORT TITLE/SUBJECT:	Request for Variance to Sign By-law Daniel Johnson Architect Inc. (Starbucks)

1.0 **RECOMMENDATION:**

That Council approve the Minor Variance Application SB-02-11 to the Town of Whitby Sign By-law 5695-05 for the above mentioned property for the following minor variance:

1. To increase the maximum menu board sign area from 1.0 square metre to 3.0 square metres, as illustrated on Attachment No. 4 to Planning Report Item No. PL-54-11.

2.0 **EXECUTIVE SUMMARY:**

A minor variance application to the Town of Whitby Sign By-law No. 5695-05 has been submitted for the property municipally known as 660 Taunton Road East in order to permit the installation of one (1) menu board sign with a sign area greater than 1.0 square metre. The sign is intended to advertise the menu items for the Starbucks drive-through.

3.0 **ORIGIN:**

The Planning Department is in receipt of a sign by-law minor variance application for the above captioned property by Daniel Johnson Architect Inc., on behalf of Starbucks Coffee Company.

4.0 **BACKGROUND:**

Daniel Johnson Architect Inc. has submitted a minor variance application on behalf of Starbucks Coffee Company to the Town of Whitby Sign By-law 5695-05 in order to

permit the installation of a menu board sign with a sign face area of 3.0 square metres, whereas the maximum permitted sign area is 1.0 square metre. The proposed menu board is 1.82 metres in height, which complies with the Sign By-law.

The subject property is currently being constructed as a commercial shopping centre, and is located at the northwest corner of Taunton Road East and Thicksen Road North (see Attachment #1).

5.0 DISCUSSION/OPTIONS:

Site Description

Site Area	:	1.68 hectares (4.15 acres)
Site Location	:	Part of Lot 21, Concession 4, PLAN 40M2415 BLK 34 IRREG 528.22FR D, municipally known as 660 Taunton Road East (see Attachment #1)
Present Use	:	Mixed-Use residential and shopping centre
Present Zone Category	:	'CMU-7' – Central Mixed Use Zone, Exception 7 by Zoning By-law Nos. 5081-02 and 6129-08 of By-law No. 1784, as amended
Surrounding Uses	:	North – Part of the shopping centre South – Gas-Bar with car wash East – Commercial uses and a Gas-Bar with car wash West – Residential detached dwellings

6.0 PUBLIC COMMUNICATIONS/PLAN:

N/A

7.0 CONSIDERATIONS:

A. PUBLIC

N/A

B. FINANCIAL

N/A

C. IMPACT ON & INPUT FROM OTHER DEPARTMENTS/SOURCES

Whitby Planning Department

The Planning Department recommends that Council approve the Sign By-law minor variance Application SB-02-11.

Sign By-law No. 5695-06:

The Sign By-law provides a number of sign by-law exceptions, specifically:

13(1)(e) an on-site traffic directional sign, pre-sell board or menu board having a maximum area of 1.0 square metre and a maximum height of 2.0 metres,

The applicant has requested a variance to provision 13(1)(e), as described above. As shown on the Site Plan and Drive-Through Signage Detail drawings (Attachments #2, #3, and #4), the menu board is otherwise located and configured in accordance with the standards as required by the Sign By-law.

The applicant has noted that the proposed menu board is a standard pre-fabricated sign. Starbucks prefers to maintain its standard design throughout its drive-through restaurants with three linked panels within the sign.

In order to accommodate a drive-through menu board with an appropriate sign area to list the menu items in a stylistic and attractive manner, an increased sign area for the proposed Starbucks drive-through restaurant would be desirable.

The Planning Department notes that the size and location of the sign is considered acceptable in terms of an urban design perspective and will not negatively affect the aesthetic quality of the site. It should be specifically noted, that the menu board sign for the Starbucks drive-through restaurant located at the south-west corner of Consumers Drive and Thickson Road has a menu board sign area of approximately 2.0 square metres (2.0 metres by 1.0 metre). These two (2) Starbucks restaurants are similar in gross floor area.

D. CORPORATE AND/OR DEPARTMENT STRATEGIC PRIORITIES

N/A

8.0 SUMMARY AND CONCLUSION

That the minor variance application SB-02-11 to the Town of Whitby Sign By-law No. 5695-05 for the above captioned property be approved for the following:

1. To increase the maximum menu board sign area from 1.0 square metre to 3.0 square metres, as illustrated on Attachment No. 4 to Planning Report Item No. PL-54-11.

9.0 ATTACHMENTS

Attachment #1: Location Sketch

Attachment #2: Site Plan

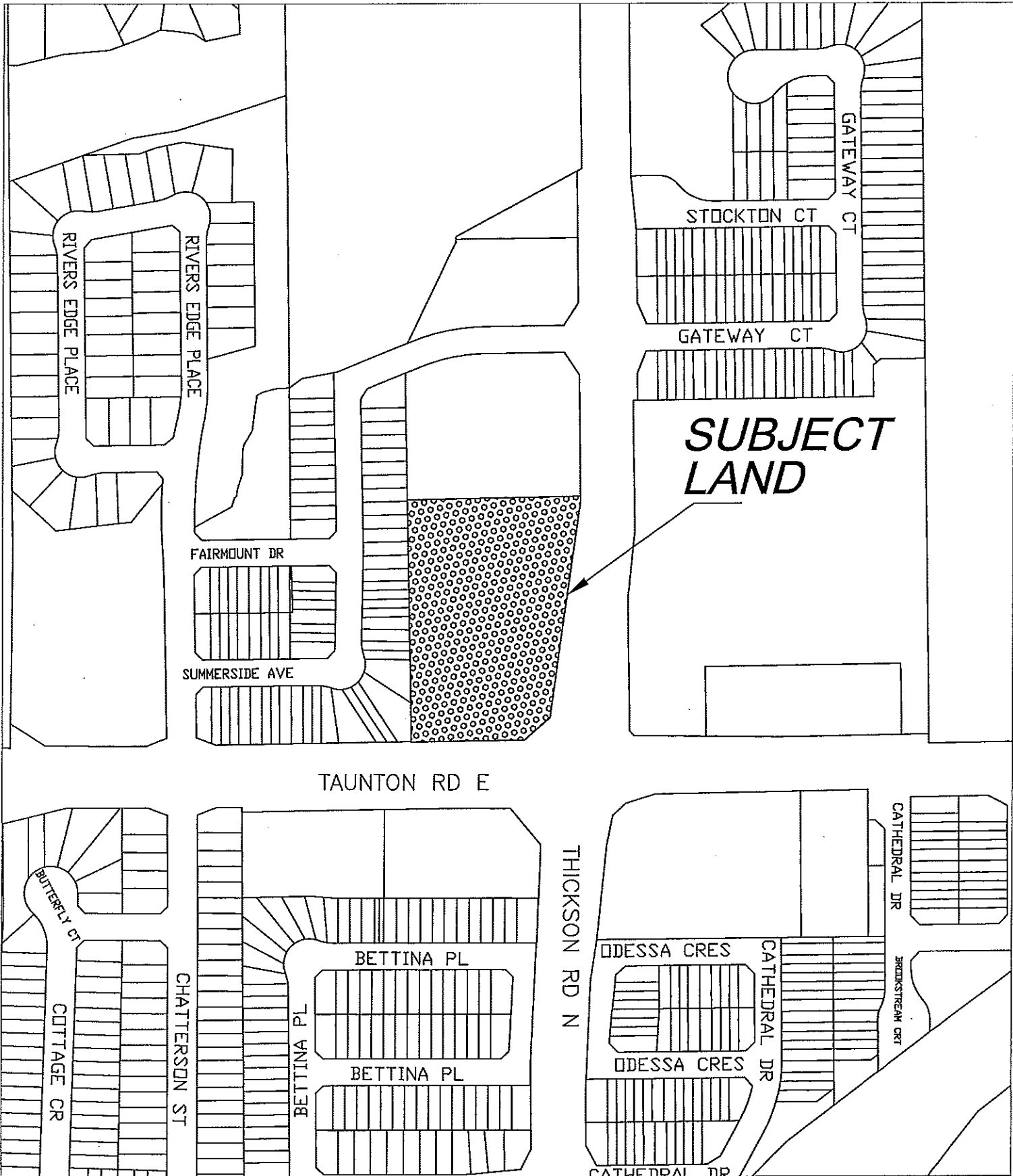
Attachment #3: Partial Site Plan

Attachment #4: Sign Details

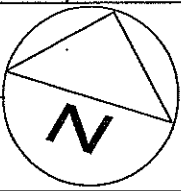
For further information contact:
Nusrat Omer, Ext. 2416

Robert B. Short, Director of Planning, Ext. 4309

Robert Petrie, Chief Administrative Officer, Ext. 2211



Town of Whitby Planning Department

APPLICANT DANIEL JOHNSON ARCHITECTS	FILE NO. SB-02-11	DATE AUGUST 2011	SCALE N.T.S.	
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STARBUCKS COFFEE COMPANY
660 Taunton Road East,
Ajax ON L1Z 1V6
Proposed Signage

GENERAL INFORMATION:

ADDRESS 660 Taunton Road East,
 Ajax, ON L1Z 1V6
PROPERTY ZONE H-CRUG-77, Holding,
 Commercial Mixed Use

PROJECT CONTACTS:

PROPERTY OWNER
 Leithwood Investments Inc.,
 10 Veranda Court, Unit 20
 Richmond Hill, ON L4B 1B9
Contact:
 Kevin Wilson
 Phone (905) 886-0315
 Fax (905) 886-6073

SIGN OWNER
 STARBUCKS COFFEE CANADA
 1460 Warden Avenue, Unit 205
 Toronto, Ontario M2N 6L7
Contact: Robert Ruffolo
 Phone (416) 227-4072
 Fax (416) 595-2775

SIGN PERMIT APPLICANT
 DANIEL JOHNSON ARCHITECT INC.
 100 - 90 Richmond Street East
 Toronto, Ontario M5C 1P4
Contact: Craig Norek
 Phone (416) 320-0040 ext. 226
 Fax (416) 320-4499
 Email: cnorek@dj-n-arch.com

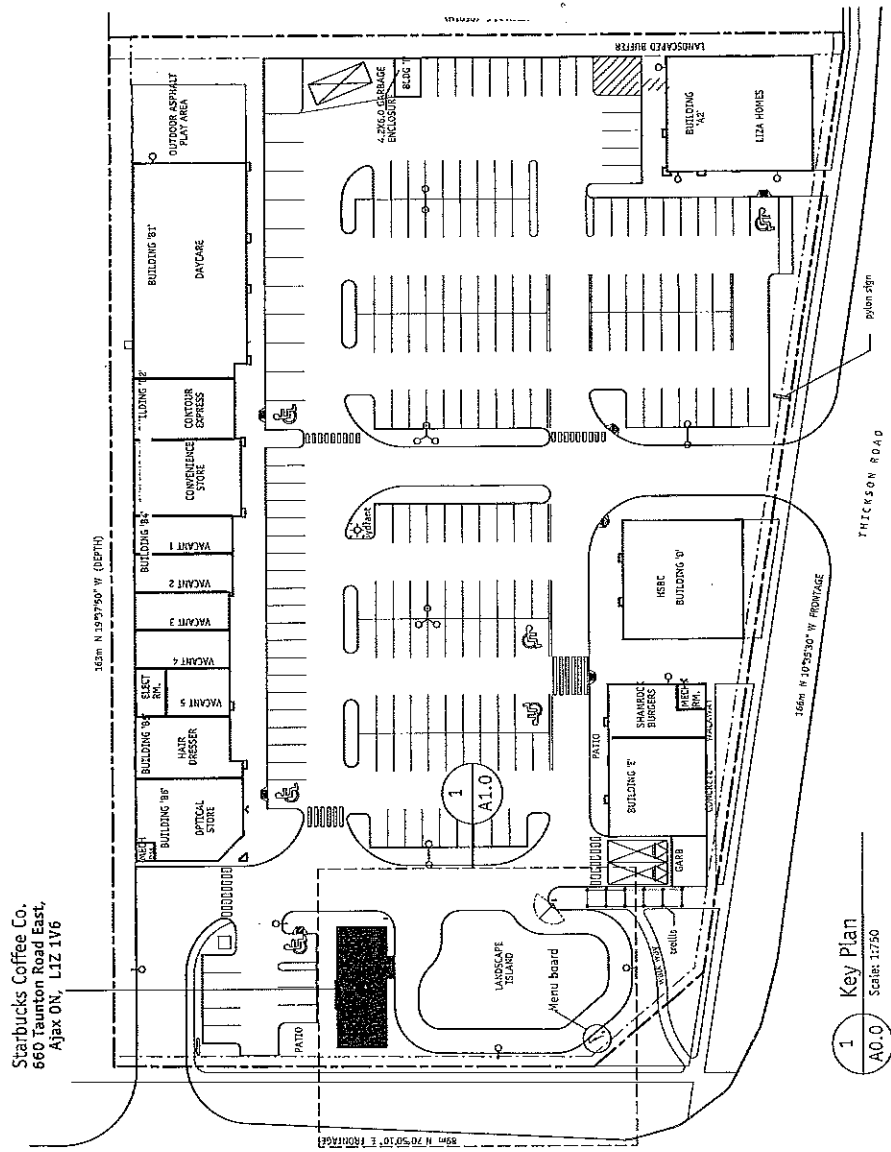
SIGN INSTALLER
 PATTISON DESIGN GROUP
 771 Island Rd.
 Toronto, ON, Canada
 M1C 2P9
Contact: John Ferrari
 Phone (416) 286-9752

DRAWING LIST:

A0.0 Project Information
 A1.0 Partial Site Plan

A6.1 Drive-Thru Signage Detail

Attached Reference Drawings
 S013 Height Restriction Bar



1 Key Plan
 Scale: 1:750

Note: for the Starbucks signage, please refer to sheet A1.0.
 Other signs on this drawing are shown only for reference.

Architect Daniel Johnson Architect Inc.
 100 - 90 Richmond Street East
 Toronto, Ontario M5C 1P4
 Ph: 416-920-0040
 F: 416-920-4499
 djohnson@dj-n-arch.com

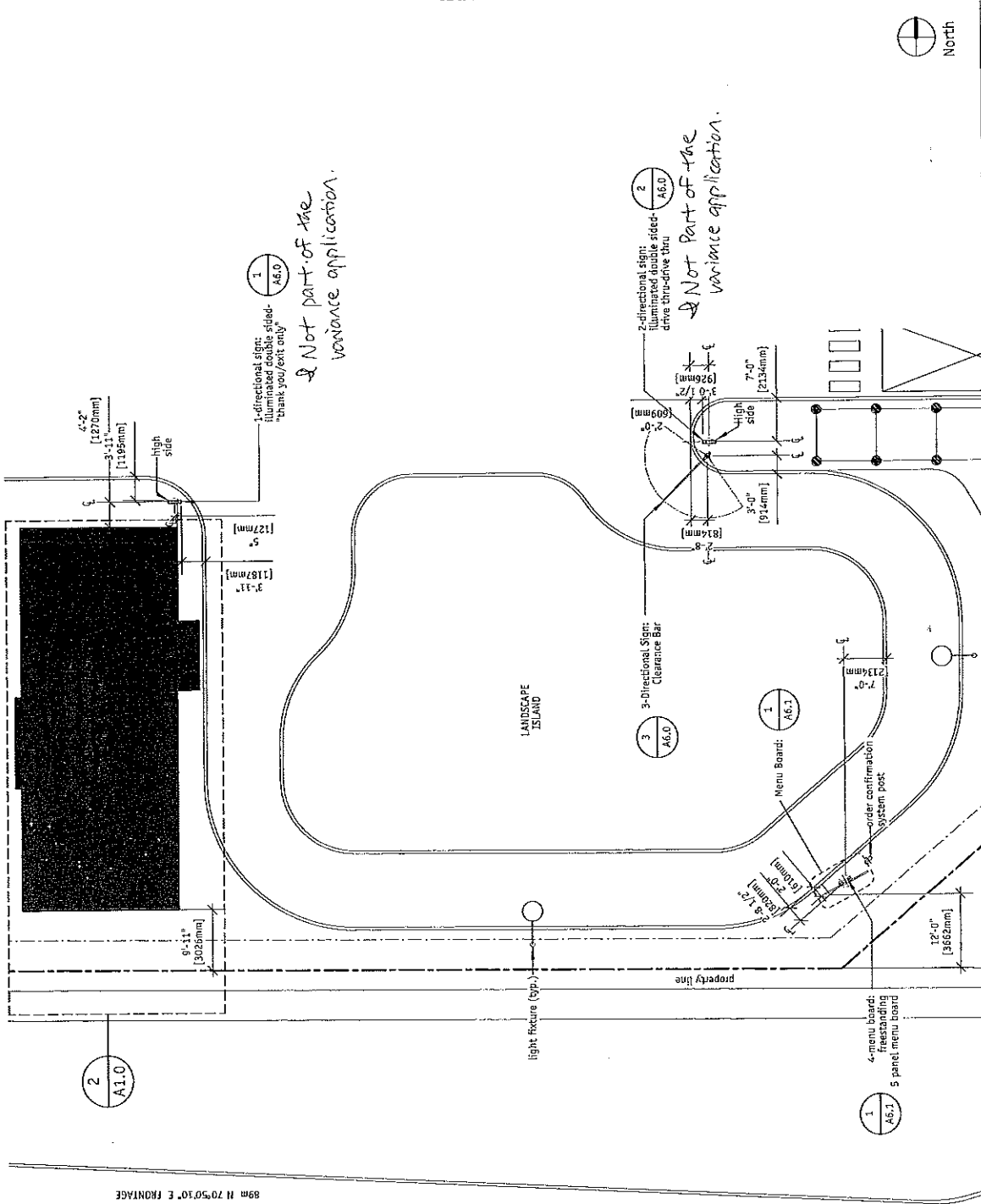
Project Starbucks Coffee
 Ajax
 Proposed Signage
 660 Taunton Road East, Ajax, ON

Drawing Project Information

Scale As noted August 2011
Drawn/Revised by CH
Checked by DJ
Project No. 2010-087

A0.0

PL 54-11



1
A6.0
1-directional sign:
illuminated double sided -
"thank you/exit only"
Not part of the
variance application.

2
A6.0
2-directional sign:
illuminated double sided -
drive thru-drive thru
Not part of the
variance application.

Architect: Daniel Johnson Architect Inc.
 80 Richmond Street East
 Toronto, Ontario, ON
 M5C 1P1
 Tel: 416-593-0800
 Fax: 416-593-0499
 djohnson@r-j-a.com

Project: Starbucks Coffee
 Ajax
 Proposed Signage
 880 Taunton Road East, Ajax, ON

Drawing: Partial Site Plan

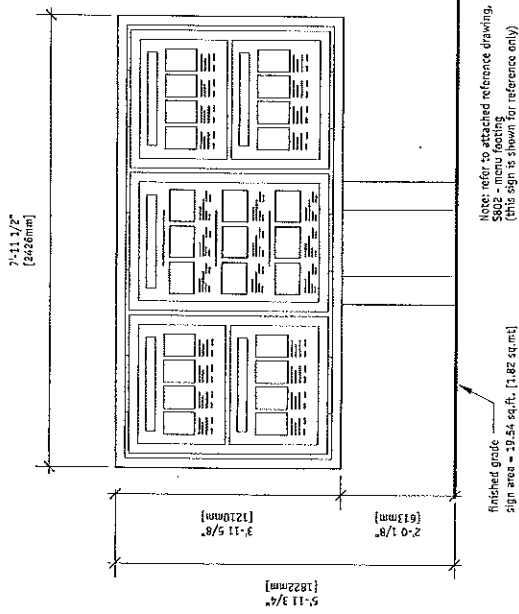
Date: 23.06.11 Rev: Sign Rev 01

Scale: 1:200 August 2011

Drawn By:	DN
Checked By:	DJ
Project No.:	2010-082

A1.0

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Note: refer to attached reference drawing, S602 - menu footing (this sign is shown for reference only)

finished grade
sign area = 19.54 sq. ft. [1.82 sq. m]

1 Freestanding 5 Panel Menu Board
A6.1 Scale: 1/2" = 1'-0"

Architect
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 M5C 1P1
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Project
 Starbucks Coffee
 Ajax
 Proposed Signage
 900 Hurontario Road East, Ajax, ON

Revision
 Drive-Thru Signage Detail

Scale
 As noted
 Date: August 2011
 Drawn by: DJ
 Checked by: DJ
 Project No.: 2011-087

A6.1

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