

**65 Wicksteed Avenue, Unit F
Sign Variance Request**

Date:	March 14, 2008
To:	Chairman and Members, North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 26 – Don Valley West
Reference Number:	File No. 2008 NY 005 08 106232 ZSV 00 ZR

SUMMARY

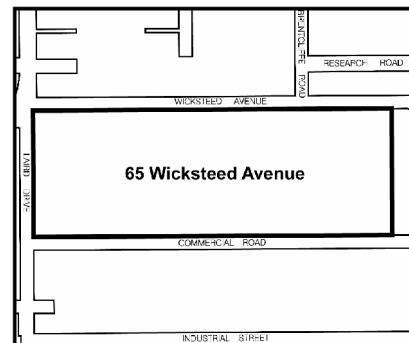
This staff report is about a matter that the community council has delegated authority to make a final decision provided that it is not amended so that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Svetlana Levant of Permit World on behalf of Noble Cherry Development Limited for variances from the former Borough of East York Sign By-law No. 64-87, as amended, to permit three illuminated projecting wall signs for the Urban Barn retail store at 65 Wicksteed Avenue.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. The request for variances be approved; and
2. The applicant be advised on approval of the variances of the requirement to obtain the required permits.



Financial Impact

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

Comments

The property is located on the east side Laird Drive south of Eglinton Avenue. The lands are zoned M1 (9)–Light Industrial, in the Leaside Community Zoning By- law No.1916 and retail uses are permitted.

The building is a multi-use retail commercial building located at 65 Wicksteed Avenue at the corner of Laird Drive and Commercial Avenue.

Urban Barn is a tenant in the existing commercial plaza at the above location and has a double storefront onto the parking courtyard, and backs onto Wicksteed Avenue.

Abutting uses are as follows:

North: Industrial uses on the north side of Wicksteed Avenue

South: Industrial uses on the south side of Commercial Avenue

West: Retail commercial uses and single family residential buildings on the west of Laird Drive

East: Commercial and Industrial uses on the lands east of the subject site

The applicant is proposing a total of three square illuminated projecting facial wall signs for business identification. Projecting signs are not permitted at this location.

Two of the signs (A and B) are proposed on the south wall facing the parking area, and will have an area of .55 m², a height of .54m and a projection of .8m.

The third sign (C) is proposed on the north wall facing Wicksteed Avenue and will have a sign area of .55 m², a sign height of 0.54m and a projection of 1.3m.

The property is subject to previous applications for sign variances for projecting signs:

- In 2006, an application was submitted for Starbucks Coffee Co. to allow one illuminated projecting wall sign with a sign area of .7 m². Council approved the projecting sign.
- In 2006, an application was submitted for the South St. Burger Co. to allow one projecting wall sign with an area of .48m². Council approved the projecting sign.

The proposed illuminated projecting signs do not comply with Sign By-Law No. 64.87 as amended in the following way:

Sign By-law Section Requirements	Applicant's Proposal	Required Variance
<p>4.3.1.b Multiple Occupancy Industrial Building</p> <p>i) one facial sign for each occupant for each face of wall abutting a street or parking area located in the front or side yard shall be permitted to a maximum of two (2) signs per occupant, provided the height of the facial sign including the sign structure does not exceed 1m.</p>	<p>To install three illuminated projecting wall signs, two of the signs (A and B) will be located on the south side of the building at the main entrances, facing the internal parking area; and the third projecting sign (C) is proposed on the north wall facing Wicksteed Avenue, where the by-law does not permit projecting signs at this location.</p>	<p>To allow three illuminated projecting wall signs. Signs A and B, located on the south main wall with a sign height of 0.54m and a maximum projection of 0.8m.</p> <p>Sign C, located on the north wall facing Wicksteed Ave. having a sign height of 0.54m and a maximum projection of 1.3m.</p>

In support of their variance application, the applicant for Urban Barn has provided the City with a letter dated January 24, 2008, "Attachment 1" to this report, outlining their need for additional signage at this location.

Currently, the business has no identification on the wall facing Wicksteed Avenue, Signs "A and B" would provide advertising to the passing motorists while "Sign C" is intended to be seen by the pedestrian traffic passing under the building's large overhead enclosures.

The proposed signage will have little negative impact on the neighbouring commercial and industrial properties as a large number of the signs for this plaza are oriented inward and the plaza is distant approximately 80 meters from the closest residential building.

CONTACT

Diane Damiano, Manager Plan Review Tel: 416-395-7561; Fax: 416-395-7589;
E-mail: damiano@toronto.ca

SIGNATURE

Steve Franklin
Director of Toronto Building and Deputy Chief Building Official
North York District

Attachments

- 1 Applicant Submitted Letter – January 24, 2008
- 2 Location of Property and Surrounding Area
- 3 Zoning Map
- 4 Sign Details - Signs A & Sign B
- 5 Proposed South Elevation (Sign A and Sign B)
- 6 Proposed North Elevation (Sign C)

Permit World

57 William St. W., Waterloo, ON N2L 1J6 519-635-2114 519-208-7008 (fax)

January 24, 2008

City Hall
Building Department
5100 Yonge Street
Toronto, Ontario
M2N 5V7

Attn: Larry Jewell

Re: Sign variance application for Urban Barn, 65 Wicksteed Avenue.

Dear Larry:

Please accept this letter as a formal request for a sign variance for the above-mentioned location. Urban Barn is asking for a permission to install 3 projecting signs at their current location in the former Municipality of East York.

The sign by-law does not permit projecting signs in Industrial zones, whereas three (3) signs are proposed with max. 0.8m projection for signs A and B and 1.3m projection for sign C, which includes the mounting hardware. Signs A and B are to be located on the front elevation (above each entrance door into the business) and sign C is to be located on the rear of the building facing Wicksteed Ave.

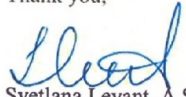
Currently, the business has no identification on the wall facing the street; thus, the sign C would provide necessary advertising to passing motorists. Signs on the front of the building are intended to be seen by public passing under the overhead enclosure only and are not intended to be visible from the parking lot.

East York by-law has been enacted back in 1995 with the latest revision in 1997. The development practices have changed in the last 10-12 years allowing large plazas to move in. This is a Commercial property with retail stores. Current zoning still shows this as an Industrial land. This development already has signs that do not confirm to the current by-law and therefore, had received an exemption (pictures attached for your reference).

We kindly request staff and council to consider our proposal and support installation of the signage that would allow the business to advertise to public without creating negative impact on the surrounding properties as well as complementing building design.

If you require additional information or have any questions, feel free to contact the undersigned.

Thank you,

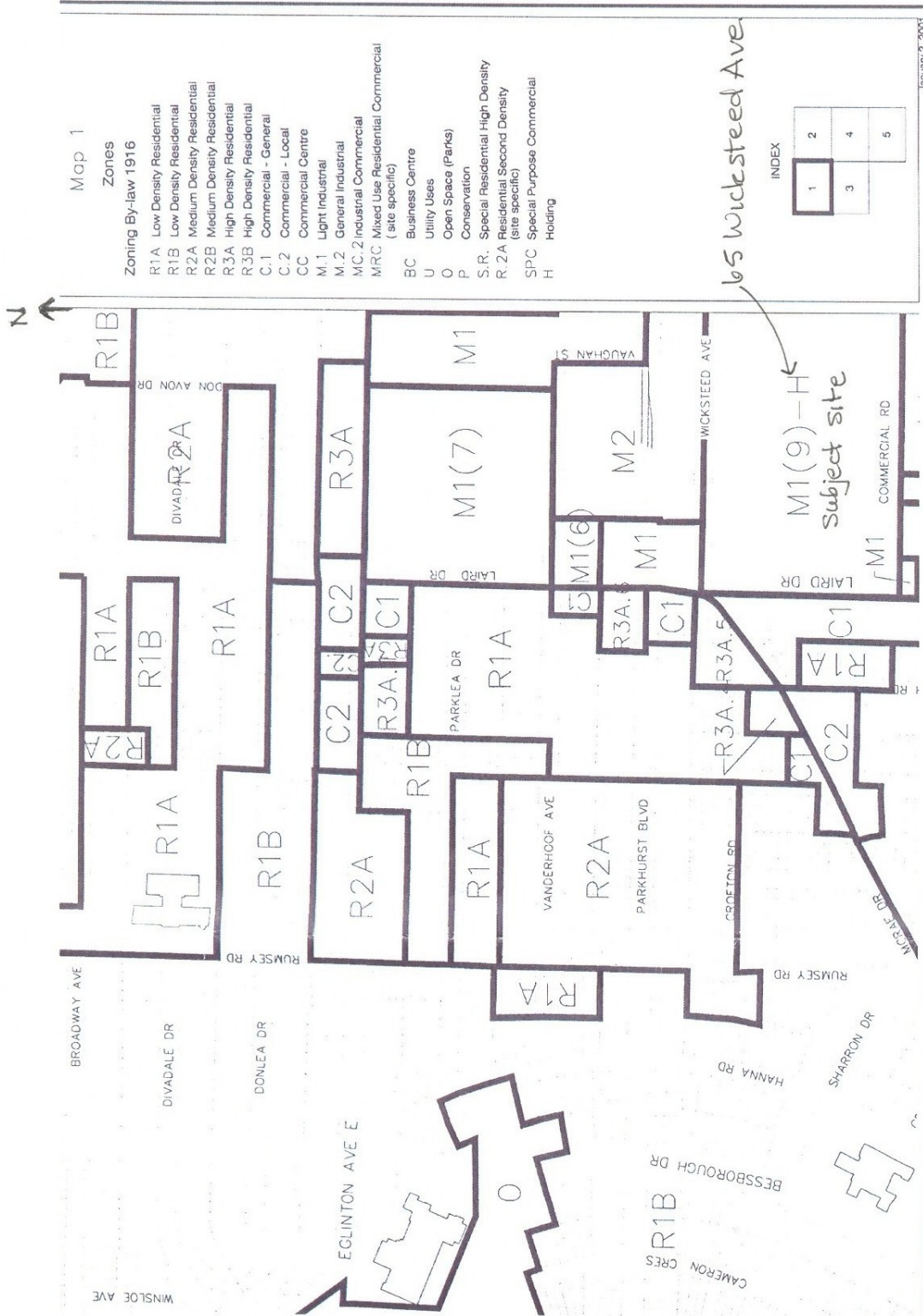


Svetlana Levant, A.Sc.T
permits@rogers.com

Attachment 1 -Applicant Submitted Letter – January 24, 2008

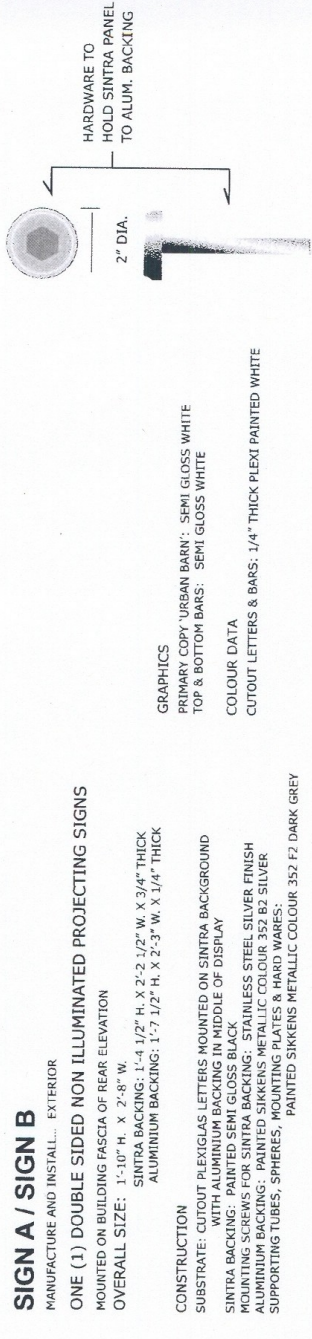
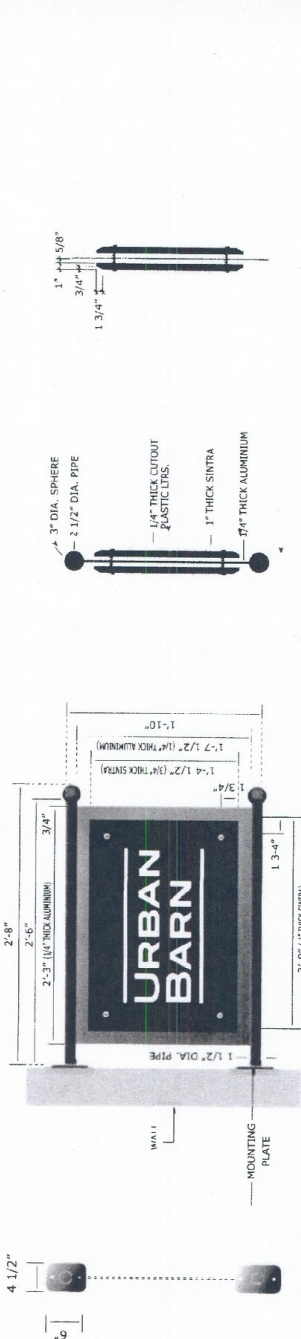


Attachment 2
Location of Property and Surrounding Area



Attachment 3 Zoning Map

Sign Variance – 65 Wicksteed Avenue



SIGN A / SIGN B
 MANUFACTURE AND INSTALL... EXTERIOR
 ONE (1) DOUBLE SIDED NON ILLUMINATED PROJECTING SIGNS
 MOUNTED ON BUILDING FASCIA OF REAR ELEVATION

OVERALL SIZE: 1'-10" H. X 2'-8" W.
 SINTRA BACKING: 1'-4 1/2" H. X 2'-2 1/2" W. X 3/4" THICK
 ALUMINIUM BACKING: 1'-7 1/2" H. X 2'-3" W. X 1/4" THICK

CONSTRUCTION
 SUBSTRATE: CUTOUT PLEXIGLAS LETTERS MOUNTED ON SINTRA BACKGROUND
 WITH ALUMINIUM BACKING IN MIDDLE OF DISPLAY
 SINTRA BACKING: PAINTED SEMI GLOSS BLACK
 ALUMINIUM BACKING: STAINLESS STEEL SILVER FINISH
 SUPPORTING TUBES, SPHERES, MOUNTING PIPES & BARS:
 PAINTED SIKKENS METALLIC COLOUR 352 F2 DARK GREY

GRAPHICS
 PRIMARY COPY 'URBAN BARN': SEMI GLOSS WHITE
 TOP & BOTTOM BARS: SEMI GLOSS WHITE
 COLOUR DATA
 CUTOUT LETTERS & BARS: 1/4" THICK PLEXI PAINTED WHITE



2710 Kaslo Street
 Vancouver, BC, Canada V3M 4J1
 Tel: (604) 215-5526
 Fax: (604) 215-0696
 www.pattisonsign.com

Sketch: V06 1336 R5
 Scale: 3/4"
 D. FLAGGATE
 P. WONG

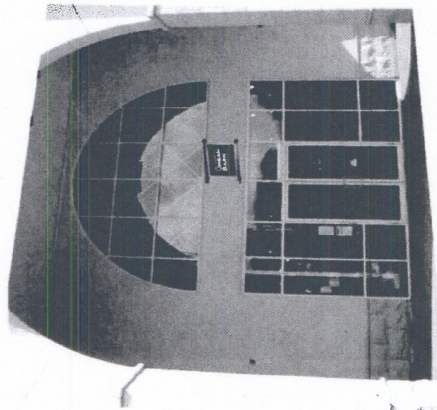
SEPT 06, 2006

URBAN BARN

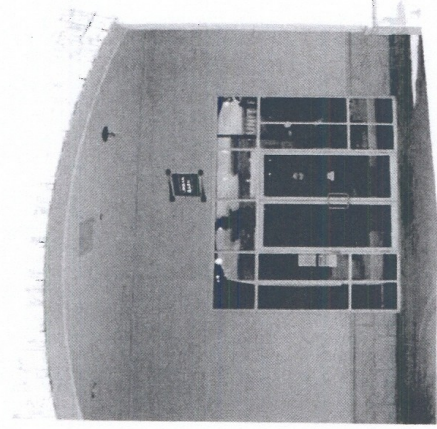
Wicksteed Ave, North York

Customer Approval
 I hereby approve the design and construction of the sign as shown on the drawings and specifications. I understand that the sign is the property of Pattison Sign Group, and may not be reproduced or used for any other purpose without the written consent of Pattison Sign Group. ALL SECTIONS ARE SUBJECT TO CONSTRUCTION AND APPROVAL BY THE LOCAL AUTHORITY. ALL SECTIONS ARE SUBJECT TO APPROVAL BY THE LOCAL AUTHORITY.
 APPROVED
 AS NOTED
 RESUBMIT
 Date: July 23, 2007
 Signature: [Handwritten Signature]
 Title: [Handwritten Title]
 Name: [Handwritten Name]

Attachment 4 – Sign Details Signs A & Sign B



SIGN A (MAIN ENTRANCE)



SIGN B (SIDE ENTRANCE)



**PATTISON
SIGN GROUP**

2710 Keele Street, Sketch: V06 1336 R5
 Vancouver, BC, Canada V3M 4J1
 Tel: (604) 215-5526 Scale: 3/4"
 Fax: (604) 215-0696
 www.pattison.com The design depicted herein is the sole property of Pattison Sign Group, and may not be
 reproduced, copied, or in part, without prior written consent from the company.
 Actual colors, textures and graphic layout may vary slightly due to the properties of materials.
 A Division of Jim Pattison Industries Ltd.

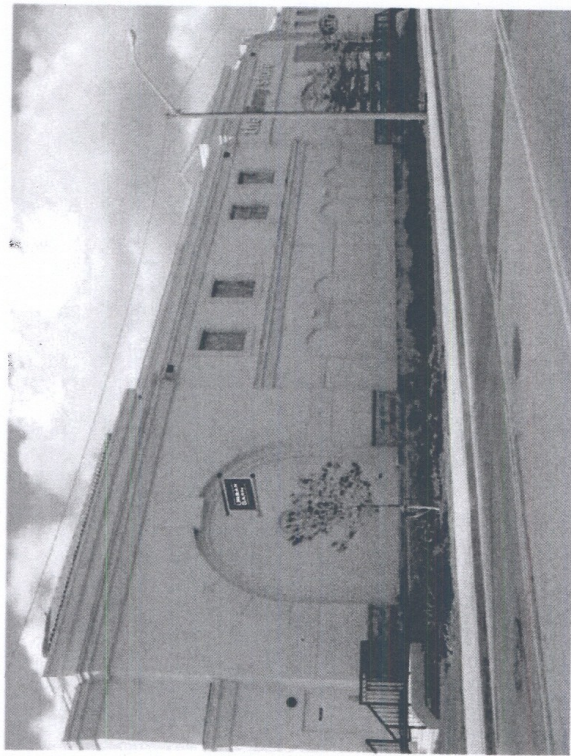
D. FLADGATE Sales Rep. SEPT 06, 2006
 P. WONG Artist

**URBAN
BARN**

Wickstead Ave, North York

City of Toronto
 Planning and Building Department
 Planning Services
 100 Queen Street West, 10th Floor
 Toronto, Ontario M5H 2M2
 Tel: (416) 392-3100
 Fax: (416) 392-3101
 www.toronto.ca

APPROVED: AS NOTED:
 AS NOTED: RESUBMIT:
 APPROVED: *July 23rd 2007*
 REVIEWED: *[Signature]*
 CONSTRUCTION COORDINATOR: *[Signature]*



SIGN C (REAR ELEVATION)



2710 Kaslo Street
Vancouver, BC, Canada V5M 4J1

Tel (604) 215-5526
Fax (604) 215-0696
www.pattison.com

A Division of Jim Pattison Industries Ltd.

Sketch: V06 1336 R5

Scale: NTS

Artist: P. WONG

Sales Rep: D. FLADGATE

Customer Approval: _____

SEPT 06, 2006

**URBAN
BARN**

Wickstead Ave, North York

THE TENANT'S SIGNAGE MUST BE APPROVED BY THE APPLICANT'S LOCAL MUNICIPALITY AND THE APPLICANT'S LOCAL MUNICIPALITY. ANY REVISIONS ARE SUBJECT TO CONSULTATION WITH THE APPLICANT'S LOCAL MUNICIPALITY AND THE APPLICANT'S LOCAL MUNICIPALITY. ANY REVISIONS ARE SUBJECT TO CONSULTATION WITH THE APPLICANT'S LOCAL MUNICIPALITY AND THE APPLICANT'S LOCAL MUNICIPALITY.

APPROVED: AS NOTED: RESUBMIT:

DATE REVIEWED: July 23rd 2007

CONSTRUCTION TENANT COORDINATOR: [Signature]

Attachment 6- North Elevation (Sign C)