



STAFF REPORT ACTION REQUIRED

Sign Variance Report 2595 St. Clair Ave. West

Date:	October 13, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	York South-Weston, Ward 11
Reference Number:	2009EY040

SUMMARY

This staff report is about a matter for which the Community Council has been delegated authority from City Council to make final decision.

The purpose of this report is to review and make recommendations on a request by Dominic Rotundo, of Pattison Sign Group, on behalf of Lou Vavacoutson, president of Ontario 1654316 LTD., for an approval of variances from sign By-law 3369-79, of the former City of York, to permit installation of the building at 2595 St. Clair Ave West.

RECOMMENDATIONS

It is recommended that:

- (1) The request for variances be approved for the reasons outlined in this report.
- (2) Applicant be advised, upon approval of variances, 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 York which is subject to the York Zoning Code 1-83. Based on the York Zoning By-law the property is zoned CE zone and is also subject to By-law 3369-79. The subject property is located on the south side of St Clair Ave. West east of Jane Street. The south side of the property is bordering the Canadian National Railway.

The property at 2595 St Clair Avenue West is a new two storey building, still under construction and it will be occupied by the OLD MILL car dealership.

The applicant is proposing to erect two ground signs fronting St Clair Avenue West and a number of identification and incidental fascia signs along all four elevations of the building as well as logos of different car model.

The two illuminated ground signs will be erected at the east and west sides of the property. Each sign will have a display area of approximately 12.0 sq. meters. The sign by-law allows only one ground sign for general identification purpose at the shopping or Business Park with a maximum height of a ground sign not exceeding 9.0 meters. The proposed ground sign at the east side of the property will have an overall height of 10.97 meters.

The front wall of the building (north elevation) along St Clair Avenue West will have one illuminated general identification fascia signs “OLD MILL” and one incidental wall sign “Goodwrench Service” the incidental sign will have a display area of 4.73sq.m. The east elevation of the building will have one illuminated general identification fascia signs “OLD MILL” and one incidental wall sign “Optimum Used Vehicles” having a display area of 5.05 sq. meters. The by –law does not allows incidental signs to exceed 1.1 sq. m. of display area the proposed incidental signs will exceed the maximum permitted display area by more then 400%.

The applicant is proposing to erect a number of fascia logo signs identifying the different car models: Cadillac, Buick, Chevrolet, GMC and GM. Since the sign by-law does not identify logos as signs allowed in CE zone therefore these signs are not permitted.

The signs do not comply with Sign By-law 3369-79 in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
17.2.5(a) One ground sign may be erected for the general identification of shopping centre or business park	To erected two ground signs.	To allow to erect two ground signs.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
15.1.4 The maximum height of a ground sign measured from the average grade level at the base of the sign shall not exceed 9.0 meters	To erect a ground sign with an overall height of 10.97 meters.	To allow a ground sign to exceed the maximum permitted height by 1.97 meters.
17.2.5(c) & 17.2.2(a)(i) The maximum area of an incidental sign shall be 1.1 sq. meters	To erect two incidental signs having display areas of 4.7sq.m and 5.05sq.m	To allow two incidental signs to exceed the maximum display areas more then 400%
17.2.2(b) Permitted signs	To display logos of different car models	To allow display logos of different car models

COMMENTS

The majority of the proposed illuminated first party signs will be orientated towards commercial establishments, facing the east and westbound traffic along St. Clair Avenue West and north and southbound traffic along Jane Street. Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the sign by-law.

CONTACT

Galina Veltman, Manager Plan Review
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 Fax No.416-394-8209
 E-mail: veltman@toronto.ca

SIGNATURE

Mark Sraga, Deputy Chief Building Official and Director, Toronto Building
 Etobicoke York District

ATTACHMENTS

Attachment 1 – Zoning Map

Attachment 2 – Aerial Map

Attachment 3 – Site Plan

Attachment 4– Building Elevations

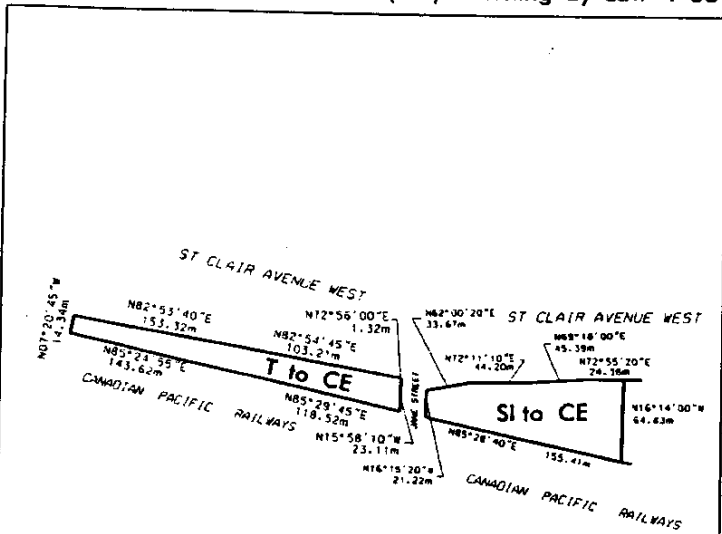
Attachment 5 - Detail General Identification Ground Sign

Attachment 6 – Details of Signs

Attachment 1 – Zoning Map

3
City of Toronto By-law No. 650-2008

TORONTO Schedule 'A' BY-LAW Number _____
and to Section 16(431) of Zoning By-Law 1-83



NOTE:
BEARINGS AND DIMENSIONS TAKEN FROM A PLAN OF SURVEY
(JOB NO. 051-0165) SUBMITTED BY SPEIGHT, VAN NOSTRAND & GIBSON LIMITED O.L.S.

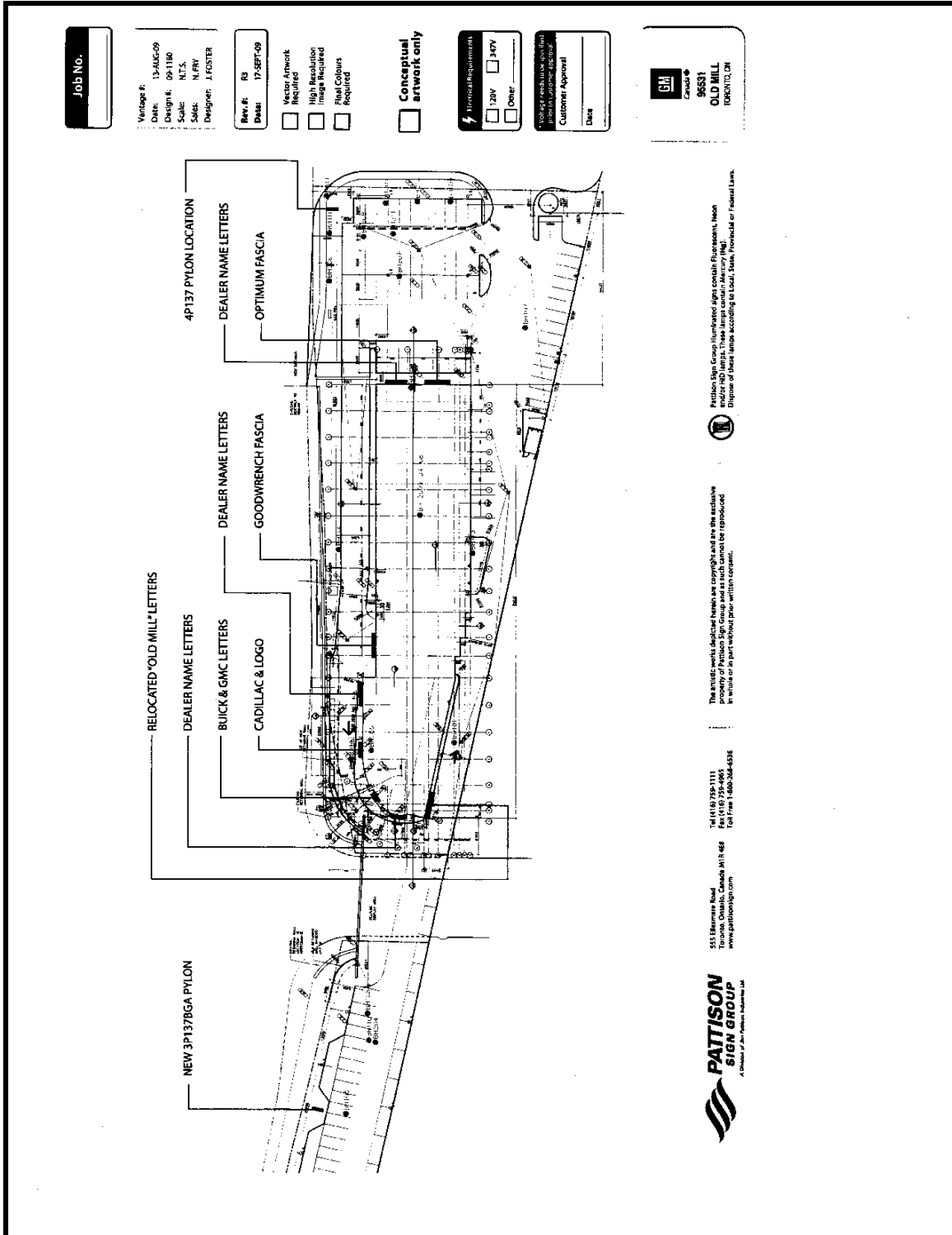
PART OF LOT 3, CONCESSION 2 FROM THE BAY (NUMBER RANGE); PART OF LOT 8, CONCESSION 3 FROM THE BAY (NUMBER RANGE); PART OF ROAD ALLOWANCE BETWEEN LOTS 5 & 6 CONCESSION 2 & 3 FROM THE BAY (NUMBER RANGE); PART OF LOTS 37 TO 71 (BOTH INCLUSIVE); PART OF FLORANCE CRESCENT REGISTERED PLAN 885V, LOTS 1 TO 18 (BOTH INCLUSIVE); PART OF LOTS 58 TO 71 (BOTH INCLUSIVE); PART OF LOTS 20 TO 34 (BOTH INCLUSIVE); 48 TO 55 (BOTH INCLUSIVE); ONE FOOT RESERVES; PARTS OF LAKE; PART OF ALEXANDER AVENUE (NOT OPEN); PART OF HENRY STREET (NOT OPEN) REGISTERED PLAN 885V, LOTS 1 TO 8 (ALL INCLUSIVE); PART OF LOT 7, PART OF LINES AND JAMES STREET (NOT OPEN) BEING "B" BLOCK A REGISTERED PLAN 58V, AND LOTS 1, 2, H, Q, J PARTS OF LOT 3, 9, 14, 15 PART OF LAKE; PART OF HOPE STREET (NOT OPEN), REGISTERED PLAN 838 CITY OF TORONTO

Applicant's Name		KLM PLANNING PARTNERS INC.	
Assessment Map	Zoning Code Map/s	Scale	0 60 120 30 30
File No. 06-198831	Drawing No. 06-198831-0210	Drawn By: K.P.	

Attachment 2 – Aerial Map



Attachment 3 – Site Plan



Job No.

Version #: 13-AUG-09
 Date: 09-11-09
 Design #: N.T.S.
 Scale: N.F.R.Y.
 Designer: J.FOSTER

Rev. #: R3
 Date: 17-SEP-09

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required

Conceptual artwork only

Technical Requirements:
 720P 347P

Working Files: (Save, Print, Copy, Paste, Undo, Redo)
 Customer Approval
 Date



PATISON SIGN GROUP
 56531
 OLD MILL
 TORONTO, ON

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Tel: (416) 750-1111
 Fax: (416) 750-4905
 Toll Free: 1-800-268-4038

555 Ellesmere Road
 Toronto, Ontario, Canada M1R 4E8
 www.patisonsg.com



Attachment 4 – Building Elevations

Job No.

Version # 13 AUG 09
 Date: 05-11-09
 Designer: M.T.S.
 Scale: N.E.P.V.
 Sales: N.E.P.V.
 Designer: J. FOSTER

Rev. # 03
 Date: 17 SEPT 09

Vector Artwork Required
 High Resolution Image Required
 Final Colours Required

Conceptual artwork only

Electrical Requirements

120V 240V
 Other

Notes:
 Please refer to drawings for electrical requirements.
 Customer Approval
 Date

GM Canada

95531
OLD MILL
 TORONTO, ON

PHASE 2

NORTH ELEVATION

EAST ELEVATION

WEST ELEVATION

PATTISON SIGN GROUP
 A Division of Pittman Industries Inc.

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 Toronto, Ontario, Canada M1R 4E8
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Attachment 5 - Detail General Identification Ground Sign

Job No.

Version #: 26 AUG 09
 Date: 06-12-09
 Design #: 14"=1'-0"
 Scale: N.F.V.
 Designer: J. FOSTER

Rev. #:
 Date:

Vector Artwork Required
 High Resolution Image Required
 Final Closures Required

Conceptual artwork only

Electrical Requirements:
 120V 240V
 Other

When needed to be checked, please indicate the appropriate Customer Approval
 Date

GM
 Canada
 65531
 OLD MILL
 TORONTO, ON

4P137P85G36NLEDIG
 REMOVE & RELOCATE EXISTING P137 PYLON

PYLON LOCATION

The switch, switch enclosure, fuse and the enclosure property of Pattison Sign Group will be reproduced in whole or in part without prior written consent.

Tel: (416) 739-1111
 Fax: (416) 739-4953
 Toll free 1-800-268-6336

555 Sheppard Road
 Toronto, Ontario, Canada M1S 4E8
 www.pattison.com

PATTISON SIGN GROUP
 A Division of The Patterson Group


Patison Sign Group illuminated signs contain fluorescent, neon and LED lamps. These lamps contain Mercury (Hg). Dispose of these lamps according to local, State, Provincial or Federal Laws.

Attachment 6- Details of Signs

Job No.

Vantage #
Date: 13 AUG 09
Design #: 09-1180
Scale: 1/4" = 1'-0"
Designer: J.FOSTER
Rev #: R
Date: 17 SEPT 09

12'-9 1/2" 9'-0" 2'-5" (C)
1'-0" 2'-9 1/2" 1'-0" 11 1/4"
2'-7 1/2" 12'-9 1/2" 1'-0" 2'-5" (C)



NLS300X000005SEF CADILLAC EMBLEM & LOGO SCRIPT COMBO
SUPPLY & INSTALL ONE (1) SET OF INDIVIDUAL ILLUMINATED SYMBOL & LETTERS
FABRICATED ALUMINUM SYMBOL & LETTERS
EMBLEM & LOGO SCRIPT COMBO
CADILLAC 2447 WHITE ACRYLIC FACES WITH SYMBOL DIGITALLY PRINTED IMAGE GAZE APPLIED
CADILLAC 2447 WHITE ACRYLIC FACES W/ 3635-222 DUAL BLACK PER VINYL FACE APPLIED
WHITE LED ILLUMINATION / REMOTE TRANSFORMERS

Vector Artwork Required

High Resolution Image Required

Fiscal Cabinet Required

Conceptual artwork only

Electrical Requirements
 120V 240V Other

Yellow needs to be approved by the client
Customer Approval
Date

GM
Creative

95531
OLD MILL
TORONTO, ON

1'-0" 2'-9 1/2" 1'-0" 11 1/4" 12'-9 1/2" 9'-0" 2'-5" (C)

NLS300X000005SEF CADILLAC EMBLEM & LOGO SCRIPT COMBO
SUPPLY & INSTALL ONE (1) SET OF INDIVIDUAL ILLUMINATED SYMBOL & LETTERS
FABRICATED ALUMINUM SYMBOL & LETTERS
EMBLEM & LOGO SCRIPT COMBO
CADILLAC 2447 WHITE ACRYLIC FACES WITH SYMBOL DIGITALLY PRINTED IMAGE GAZE APPLIED
CADILLAC 2447 WHITE ACRYLIC FACES W/ 3635-222 DUAL BLACK PER VINYL FACE APPLIED
WHITE LED ILLUMINATION / REMOTE TRANSFORMERS

7'-6" 6'-4"

BUICK
NLS280X000005X05F
SUPPLY & INSTALL ONE (1) SET OF INDIVIDUAL ILLUM. LTR
2447 WHITE ACRYLIC FACES
3635-222 DUAL BLACK PER VINYL FACE APPLIED
5" DEEP ALUMINUM RETURNS
RETURN & TRIM-CAP FTD TO MATCH PLATINUM ALUCOBOND
WHITE LED ILLUMINATION
REMOTE POWER PACKS

2'-7 1/2" 12'-9 1/2" 9'-0" 2'-5" (C)

GMC
NLS150X000005SEF
SUPPLY & INSTALL ONE (1) SET OF INDIVIDUAL ILLUM. LTR
2447 WHITE ACRYLIC FACES
3635-222 DUAL BLACK PER VINYL FACE APPLIED
5" DEEP ALUMINUM RETURNS
RETURN & TRIM-CAP FTD TO MATCH PLATINUM ALUCOBOND
WHITE LED ILLUMINATION
REMOTE POWER PACKS

2'-9 1/2" 12'-9 1/2" 9'-0" 2'-5" (C)

OLD MILL
(OLD MILL LETTER NOT TO SCALE)

RELOCATE ONE (1) SET OF EXISTING OLD MILL LETTERS
NON-ILLUMINATED
EXTERIOR ILLUMINATION REQUIRED

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13'-7 1/2" 2'-0" 2'-9 1/2" 1'-0" 11 1/4" 12'-9 1/2" 9'-0" 2'-5" (C)

MDS2413000005X05NF
TWO (2) SF NON-ILLUM ALUM. PLAQUES
BAGS: PTD TO MATCH ORIGINAL LT. CHEV. COLOUR
SQUARE - GM BLUE (B30-157)
TRIANGLE - GM RED (B30-73)
CANADA: PTD TO MATCH GM K2 RED VINYL (B30-73)
MAPLE LEAF - PTD TO MATCH GM K2 RED VINYL (B30-73)

19'-9" 18'-6"

Optimum USED VEHICLES
F29112001005SEF
SUPPLY & INSTALL (1) ONE SF ILLUMINATED FASCIA SIGN
ALUMINUM CONSTRUCTION
FLAT 728 WHITE ACRYLIC FACE W/ 3M VINYL GRAPHICS FACE APPLIED
SQUARE - INTENSE BLUE VINYL (B30-127) / GM MARK - WHITE
CANADA - GM GREY VINYL (B30-61)
MAPLE LEAF & UNDERLINE - GM K2 RED VINYL (B30-73)
TRIANGLE - GM RED VINYL (B30-73)
RETURNER PTD BLACK
RETURNER PTD BLACK
18" ALUMINUM BEVELS PTD TO MATCH CHEVROLET PLATINUM ALUCOBOND
H.O. FLUORESCENT ILLUMINATION

13'-7 1/2" 2'-0" 2'-9 1/2" 1'-0" 11 1/4" 12'-9 1/2" 9'-0" 2'-5" (C)

Goodwrench Service
F29112001005SEF
SUPPLY & INSTALL (1) ONE SF ILLUMINATED FASCIA SIGN
ALUMINUM CONSTRUCTION
FLAT 728 WHITE ACRYLIC FACE W/ 3M VINYL GRAPHICS FACE APPLIED
SQUARE - INTENSE BLUE VINYL (B30-127) / GM MARK - WHITE
CANADA - GM GREY VINYL (B30-61)
MAPLE LEAF & UNDERLINE - GM K2 RED VINYL (B30-73)
TRIANGLE - GM RED VINYL (B30-73)
RETURNER PTD BLACK
RETURNER PTD BLACK
18" ALUMINUM BEVELS PTD TO MATCH CHEVROLET PLATINUM ALUCOBOND
H.O. FLUORESCENT ILLUMINATION

Applicant:
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