



STAFF REPORT ACTION REQUIRED

Sign Variance 515 Drewry Avenue

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|--------------------------|---|
| Date: | September 22, 2009 |
| To: | North York Community Council |
| From: | Director of Building and Deputy Chief Building Official |
| Wards: | Ward – 23 Willowdale |
| Reference Number: | File No.09- 140893 ZSV 00 ZR Folder No. 2009NY022 |

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 to that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Todd Trudelle of The Goldberg Group, on behalf of Imperial Oil Ltd., owners of the property at 515 Drewry Avenue for approval of a variance from the former North York Sign By-law 30788, as amended, to permit the erection of six business identification ground signs in conjunction with the Carwash, Service Station/Convenience Store containing a Tim Hortons pick up and Drive-Through facility which are currently under construction at this location.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. North York Community Council approve the request for sign variances at 515 Drewry Avenue.

Financial Impact

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

ISSUE BACKGROUND

The property is located on the southeast corner of Bathurst Street and Drewry Avenue and also has frontage on the north street line of Transwell Avenue. The subject lands are zoned Commercial C2 (13). An Esso Service Station and Convenience Store (“On the Run”) which includes a Tim Hortons pick up and Drive-Through facility as well as a Carwash are presently under construction. Building permits were issued for this project on May 15, 2009 when the Site Plan Approval process was completed.

Surrounding land uses are zoned as follows:

North - Residential on the north side of Drewry Avenue. A medical office is located on the northeast corner of Bathurst Street and Drewry Avenue.

South - Commercial on the south side of Transwell Avenue.

East - Residential on the east side of lane abutting the subject lands.

West - Residential on the west side of Bathurst Street.

Permits have already been issued for two permitted ground signs at this location, where the sign by-law would permit one on each street frontage for a total of three ground signs. The two permitted ground signs are to be located one on the Bathurst Street frontage and the second on the Transwell Avenue frontage. There is no signage proposed on the Drewry Avenue frontage, as the applicant has indicated there is greater need for additional internal signage.

While ground signs are a permitted sign type at this location, the number of ground signs is limited and the applicant seeks variance to the Sign By-Law to install six additional ground signs internal to the site to facilitate the Drive- Through and the Car Wash as well as two promotional signs. It should be noted that the cumulative ground sign area complies with Section 5.2.2.5 of By-law 30788.

The maximum height of ground signs permitted by Section 5.2.2.2. is 7.7 meters, the six proposed ground signs range in height from approximately 1.22 meters (Carwash Thank-You sign) to 2.14 meters (Tim Hortons Menu Board).

COMMENTS

The proposed signs do not comply with the former City of North York Sign By-law No. 30788, as amended, in the following ways:

| Sign By-law Requirements | Applicant's Proposal | Required Variance |
|--|--|---|
| <p>Section 5.2 Commercial Zones</p> <p>5.2.2.2 "One ground sign on an inside lot which has a street frontage of at least 12.2 meters and up to 76.2 meters provided that such ground sign shall have a maximum height of 7.7 meters and a maximum sign area of 0.09m² for every 0.3m of street frontage.</p> <p>5.2.2.5 "ground signs in accordance with Sections 5.2.2.2 may be erected on each street frontage of a corner lot, provided however, that each such street frontage has a minimum length of 12.2 meters</p> | <p>A total of 8 ground signs for the purpose of business identification and for the promotion of items sold on the site where the by-law permits one ground sign per frontage; with a ground sign area of 38.62 square meters, which is in keeping with the by-law provision allowing a ground sign area of 55.28 square meters.</p> | <p>To permit a total of 8 ground signs with a ground sign area of 38.62 square meters for the purpose of business identification and sale of promotional items, where only one ground sign for each street frontage is permitted.</p> |

In their letter dated September 17, 2009 and attached to this report as Attachment #5, the Goldberg Group has indicated that the proposed six additional ground signs requiring variance are essential to the operation of the site. These signs do not face any of the surrounding streets and are internal to the site. The Menu and Pre-Menu signs are screened from Bathurst Street by considerable landscaping proposed for the corner of Bathurst Street and Drewry Avenue. The other four (4) signs associated with the carwash are all screened from view by Landscaping along Transwell Avenue and from the residential properties to the east by the 1.8 metre high tongue in groove acoustical fence along the east property line.

CONTACT

Diane Damiano, Manager, Plan Review

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SIGNATURE

Edward Tipping

Director of Toronto Building and Deputy Chief Building Official, North York District

ATTACHMENTS

Attachment 1 – Zoning map

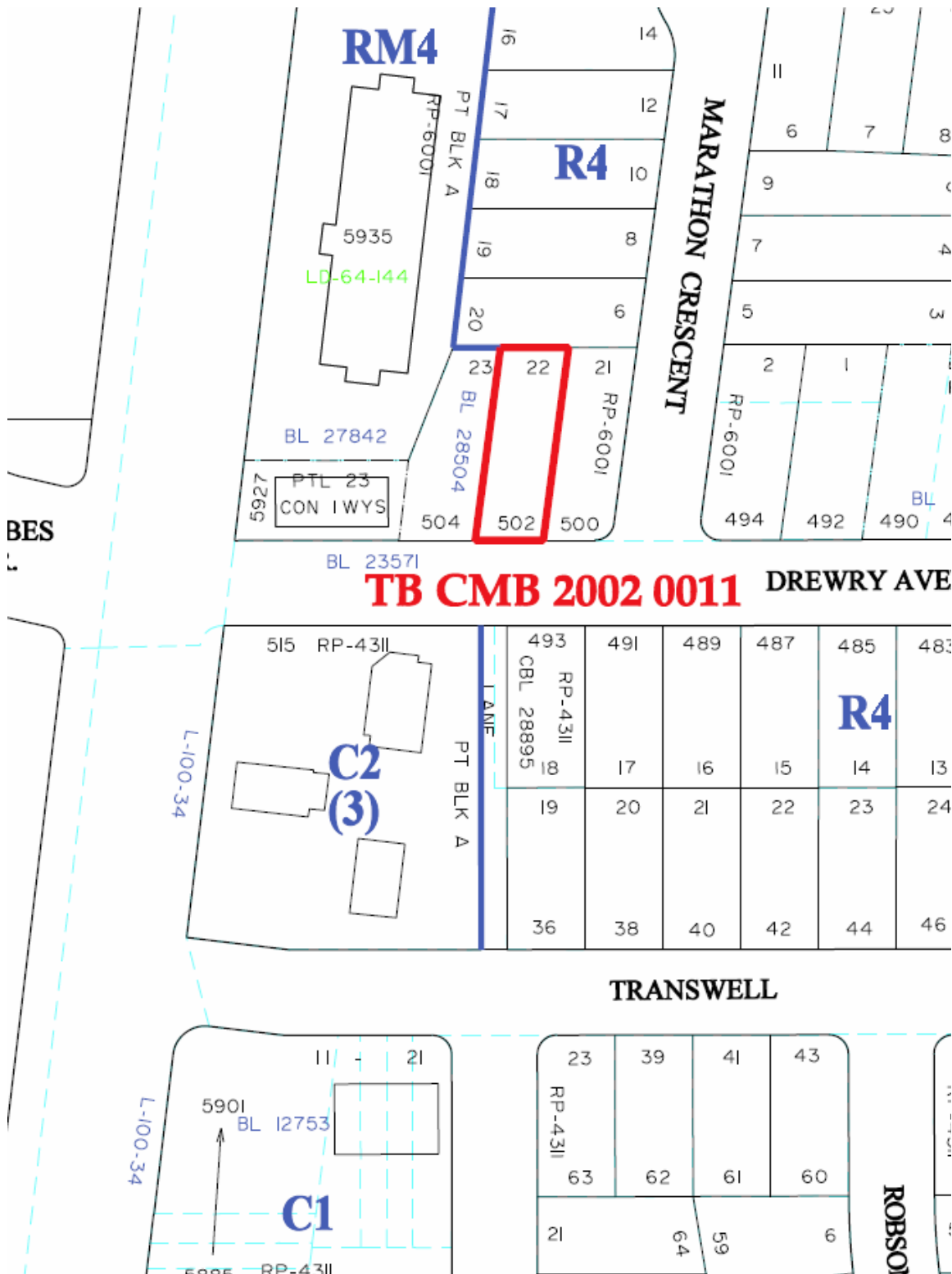
Attachment 2 – Site Plan/Location of Permitted Signs

Attachment 2A – Site Plan/Location of Signs at Variance

Attachment 3 – Elevation of the proposed signs.

Attachment 4 - Detail plan

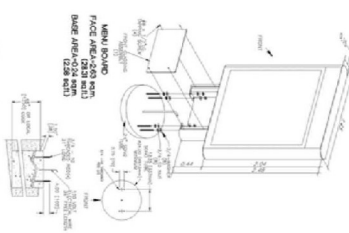
Attachment 5 – Owner's Letter



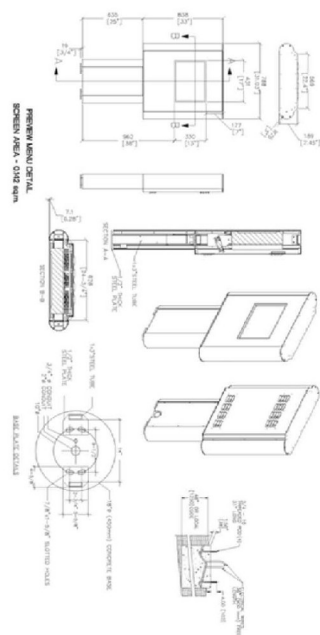
ATTACHMENT 1 - Zoning Map



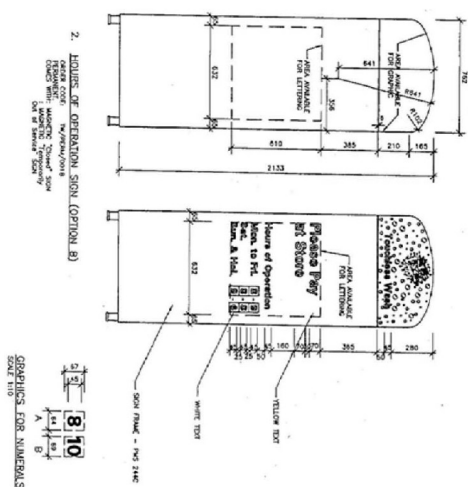
Tim Hortons Menu Board – Sign F



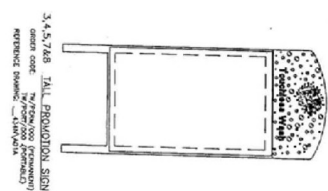
Tim Hortons Pre-Menu Board – Sign G



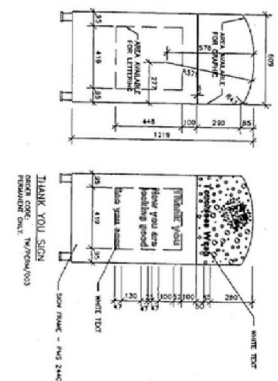
Esso Carwash Instruction Sign 1: Hours of Operation – Sign L



Esso Promotional Sign – Sign M (x 2)

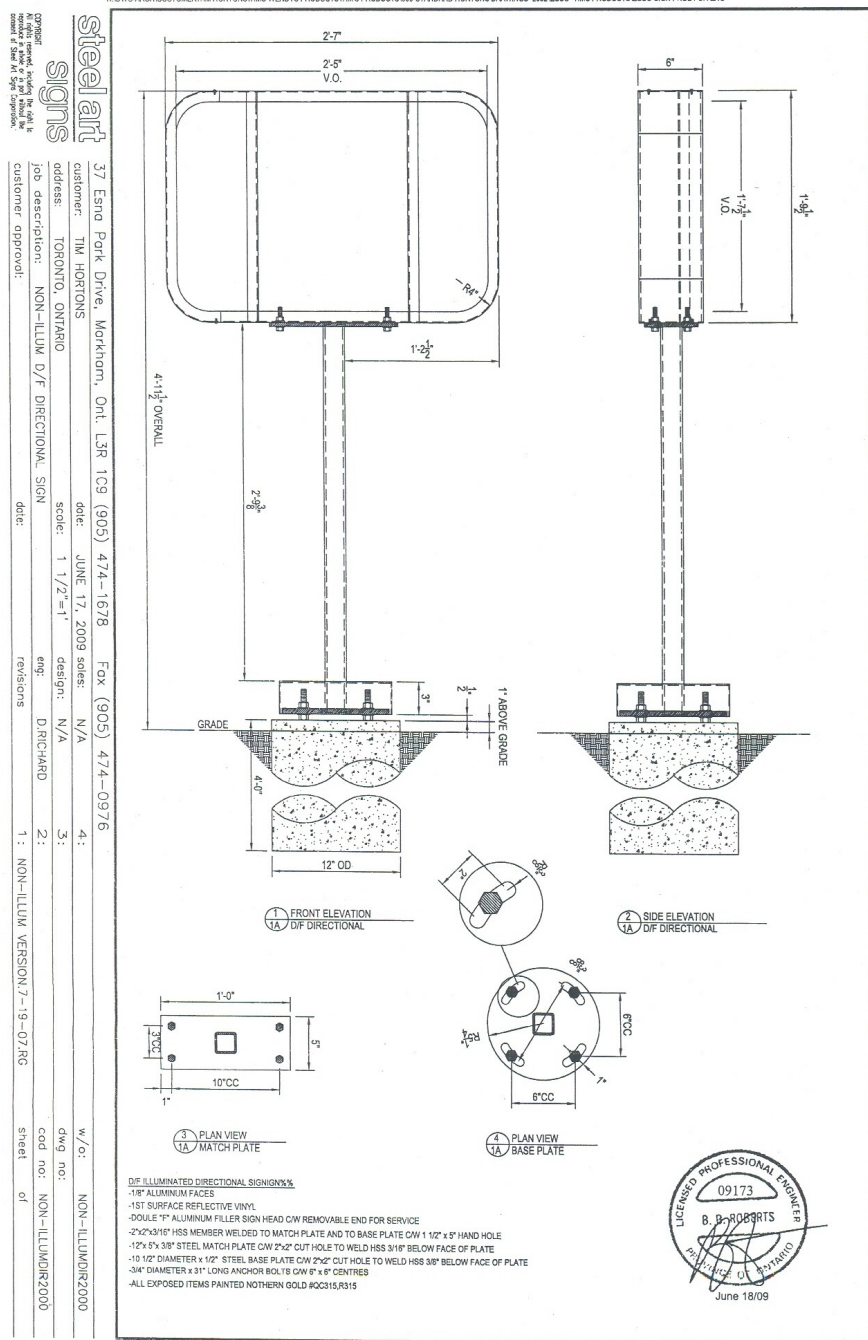


Esso Carwash Thank You Sign – Sign R



515 Drewry Avenue – Sign Variance Application No. 09 140893 ZSV 00 ZR





Attachment 4 - Detail plan

September 17, 2009

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**RE: Sign Variance Application No. 09 140893 ZSV 00 ZR
515 Drewry Avenue, Imperial Oil Ltd.**

Goldberg Group is the agent for Imperial Oil Ltd., owners of the property municipally known as 515 Drewry Avenue, located at the southeast corner of Bathurst Street and Drewry Avenue.

Imperial Oil Ltd. rezoned the lands to permit the additional use of a carwash at this location and has received final site plan approval. Building Permits have been issued for construction.

The corporate brand of the "On the Run" is conveyed through the proposed building signage. Building Department staff have reviewed all signs associated with the development and determined that a variance application is required pertaining to the number of ground signs proposed for the site. A sign variance for six (6) ground signs is necessary.

An application for sign permit was submitted on August 5, 2009 (09 153811) that pertains to all signs that are currently permitted under the sign by-law provisions. The purpose of filing this application was to separate the permitted signs from those requiring variance so that Imperial Oil would be able to order and install the permitted signs with no delay. This application comprises 24 wall and 2 ground signs that are currently permitted by the Sign By-law. This will enable the appropriate and necessary signage to be constructed with the buildings and provide a corporate identity to the buildings, opening in October 2009.

Originally proposed for the site were 38 signs comprising 25 wall signs and 13 ground signs. Through the City's review process, it has been determined that the 25 wall signs and two (2) of the ground signs are permitted. This application has since been amended to remove the "On the Run" sign on the west face of the building resulting in a total of 24 wall signs. An additional two (2) ground signs are deemed exempt, as they are directional in nature. Accordingly, a total 9 ground signs were proposed that were subject to a sign variance through the permit process. An additional three (3) ground signs have been removed from the site reducing the number of signs subject to the variance to six (6). Attached are two drawings to show where the signs requiring variance are located on the site and a second drawing to show where the permitted signs are located to provide an overall context.

Through discussions and meetings with City staff beginning in May 2009 the following sign variances were originally identified:

1. The Major Identification Sign (MID) or Sign "I" from the sign permit package currently has a height of 8.175 metres, where section 7.2.2 permits a maximum height of 7.7m

Attachment 5 – Applicant's Letter

2. Sign "E", Tim Hortons Oval wall sign protrudes more than 0.10m from the wall at a height of less than 2.5m above grade. Wall signs are required to be at a minimum 2.5m above grade (Section 7.3.3) if they project more than 0.10m from the wall. This sign projects 0.13 m from the wall at a height of approximately 2m above grade.
3. Three (3) ground signs are permitted on the subject lands, whereas nine (9) are proposed (this was later modified to two (2) permitted ground signs as none were proposed along Drewry Avenue).

In response to the City's review, Imperial Oil has lowered the MID sign to a height of 7.7m in compliance with the by-law, thus eliminating the need for the height variance. The Tim Hortons wall sign has been modified to protrude a maximum 0.10 m from the wall at a height less than 2.4m from grade thereby eliminating the need for the second variance. Imperial Oil also eliminated three (3) of the promotional signs (Sign M) to reduce the number of signs on the site.

Due to the nature of the operations of the site as a gas station, carwash and convenience store with drive through; additional ground signs are required to ensure the orderly flow of traffic and to provide necessary information to vehicle occupants. The sign by-law (By-law 30788, as amended, of the Former City of North York) permits one (1) ground sign for each street frontage. Since no ground signs are proposed along Drewry Avenue, only two ground signs are permitted. The Esso Major Identification (MID) Sign (sign "I" on the Site Signage Plan and sign "P" (Instruction Sign 2 – carwash) are the permitted ground signs for this site and form part of permit 09 153811.

The following table provides details on the signs that the variance application applies to:

| Sign ID | Description | Message | Size (m ²) | Comment |
|---------|---------------------------------------|--|------------------------|--|
| F | Tim Hortons drive through menu board. | Display items and prices of goods and orders placed. | 2.6 | Illuminated menu board necessary for the ordering of items from the Drive through. Situated internal to the site closest to Bathurst Street frontage in a southeast facing orientation away from the street. |
| G | Tim Hortons Pre-Menu Board | Advises patrons to order ahead and provides list of menu items | 1.7 | Illuminated sign located along Bathurst St. frontage. Face of sign oriented in a southeast direction for cars entering the drive through. Provides instructional information to the patrons of the drive through prior to arriving at the Menu Board. This sign is required to reduce delays once cars arrive at the Menu Board. |
| L | Carwash Instruction Sign 1 | Indicates carwash hours of operation | 1.63 | Non-illuminated sign located in southeast corner of site closest to Transwell with sign face oriented to the north to vehicles entering carwash queuing lane. This sign is necessary to advise patrons of hours of operation and need to pay at store. |
| M | Promotional Signs | Identifying various promotions for the carwash | 1.23 each | Two (2) non-illuminated signs are located in the vicinity of the Transwell frontage. One (1) sign is located in the southeast corner and one (1) sign is located at the carwash exit in the southwest corner of the site. Sign faces are oriented to vehicular traffic entering and exiting the carwash. They are screened from Transwell Avenue by significant landscaping. |

| Sign ID | Description | Message | Size (m ²) | Comment |
|---------|--------------------------|---------------------------------------|------------------------|--|
| R | Thank You Sign - Carwash | Thanks customers for use of facility. | 0.74 | This is a non-illuminated sign oriented towards vehicles exiting the carwash with a thank you message. This sign faces the vehicles exiting the carwash and is also screened by the landscaping proposed along Transwell Avenue. |

The proposed ground signs requiring variance are essential to the operation of the site. These signs do not face any of the surrounding streets and are internal to the site. The Menu and Pre-Menu signs are screened from Bathurst Street by considerable landscaping proposed for the corner of Bathurst Street and Drewry Avenue. The other four (4) signs associated with the carwash are all screened from view by Landscaping along Transwell Avenue and from the residential properties to the east by the 1.8 metre high tongue in groove acoustical fence along the east property line.

We would ask that you review the attached and contact us if you have any comments or concerns respecting the proposed signage for the site. We are eager to have this item considered on the October 13, 2009, North York Community Council Agenda and would appreciate your efforts to include this application for consideration at that time.

If any further information is required, please contact me.

Sincerely
GOLDBERG GROUP

Todd Trudelle
Planner

Cc. L. Curran, Imperial Oil Ltd.