



STAFF REPORT ACTION REQUIRED

147 LAIRD DRIVE Sign Variance Request

Date:	December 11, 2009
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Ward:	Don Valley West – Ward 26
Reference Number:	File No. 2010 NY 001 Folder No. 09-178395 ZSV 00 ZR

SUMMARY

This staff report is about a matter that Community Council has been 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 Gloria Reid of Twilight Signs & Neon Inc. on behalf of Calloway Real Estate Investment Trust, for a variance from the former East York Sign By-law 64-87, as amended, to permit the installation of a fascia wall identification sign on Sportchek store at 147 Laird Avenue, Unit B3.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. The request for the variance for 147 Laird Avenue as listed in the third column of the table included in page 2 of this report be approved, and
2. The applicant be notified of the requirement to obtain a sign permit from the Chief Building Official.

Financial Impact

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

COMMENTS

The property is located along the east side of Laird Avenue, south of Eglinton Avenue East. Refer to Attachment #1.

The zoning of the property is M1 (6) (Light Industrial Zone). The property is developed with a 2 storey building housing twelve retail commercial units. Refer to Attachment #2.

The properties surrounding the site are: Refer to Attachment #3.

North: Wicksteed Avenue

South: Industrial Buildings

East: Across Laird Drive are commercial stores.

West: Industrial buildings

The applicant proposes to erect a storefront sign for this new store “SPORTCHEK” having a size of 5.55m x 1.78m (18ft - 2 3/8”x 5ft -10 1/4”). The height of the “Sportchek” channel letters will be 30” with the checkmark underneath the name Sportchek. For store front elevation and sign sections refer to Attachments #4 & #5. For sign artworks refer to Attachment #6.

The applicant stated that a large store front sign is an important part of the Sportchek branding which is applied to all their stores throughout the entire country. Having a sign larger than the 1.0m in height as allowed in the by-law is an important means of identifying the Sportchek branding and presence within the shopping centre.

The proposed signage does not comply with the former City of East York, Sign By-law No. 64-87 as amended, in the following way:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variances
Section 4.3.1b Multiple occupancy industrial buildings: 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 signs per occupant, provided the height of the facial sign including the sign structure does not exceed 1metre.	To erect a wall sign with a height of 1.78m (5ft -10 1/4”).	To permit a wall sign with a height of 1.78m (5ft -10 1/4”) while the by-law allows for a maximum height of 1m (3.3 ft).

The applicant provided the following information pertaining to the lighting type: US LED PNT 3-12 W White LED for channel Letters and PSVR-3 12 RX, RED LED for Checkmark. The amount of time for illuminated will depend on the season since the signs will be are on time clocks to come on at Dusk and go off at Dawn. Refer to Attachment #7.

The applicant, Gloria Reid, submitted a letter dated October 8, 2009 in support of this application. Refer to Attachment #8.

There are currently other tenants in the Shopping Centre with signage that is higher than 1m in height such as “Best Buy”, “Sobeys”, “Urban Barn” and “LCBO”. There are also tenants in an adjacent development with signage that is higher than 1m in height such as “Home Depot”.

Based on the above mentioned precedents, it seems appropriate to recommend approval of this variance application.

CONTACT

Magda Ishak, P. Eng., Manager, Plan Review; Tel.: 416-395-7555; Fax: 416-395-7589;

e-mail: mishak@toronto.ca

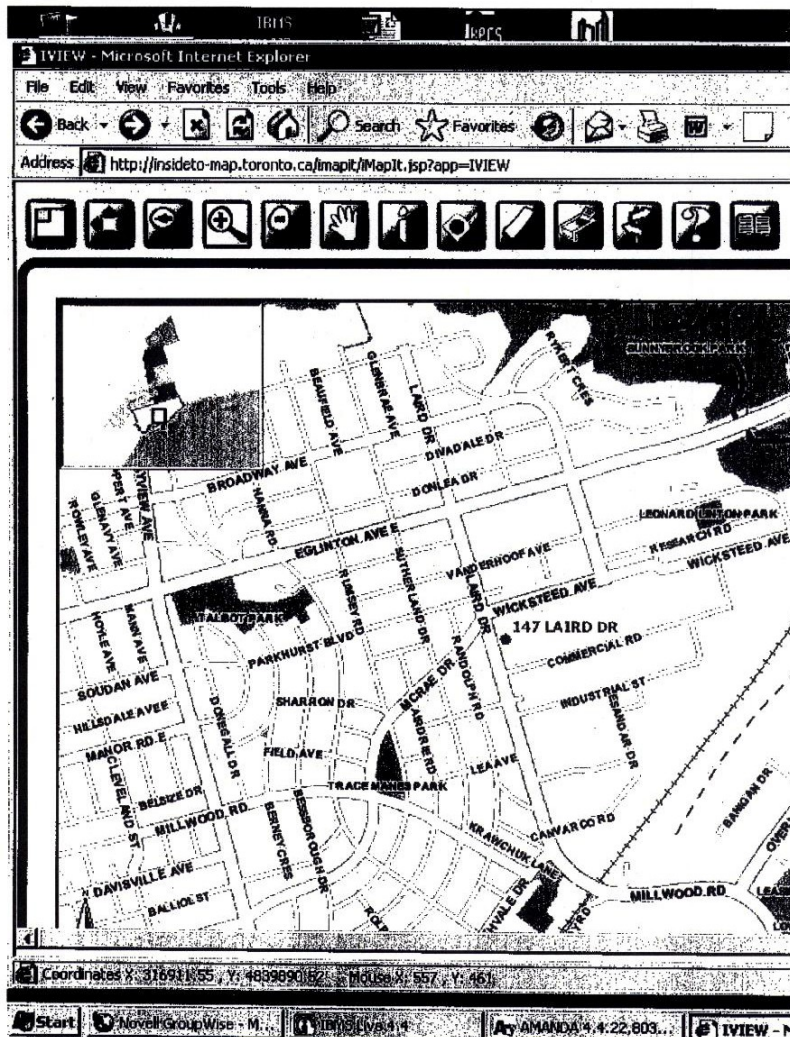
SIGNATURE

Edward Tipping, P. Eng.
Director and Deputy Chief Building Official
North York District

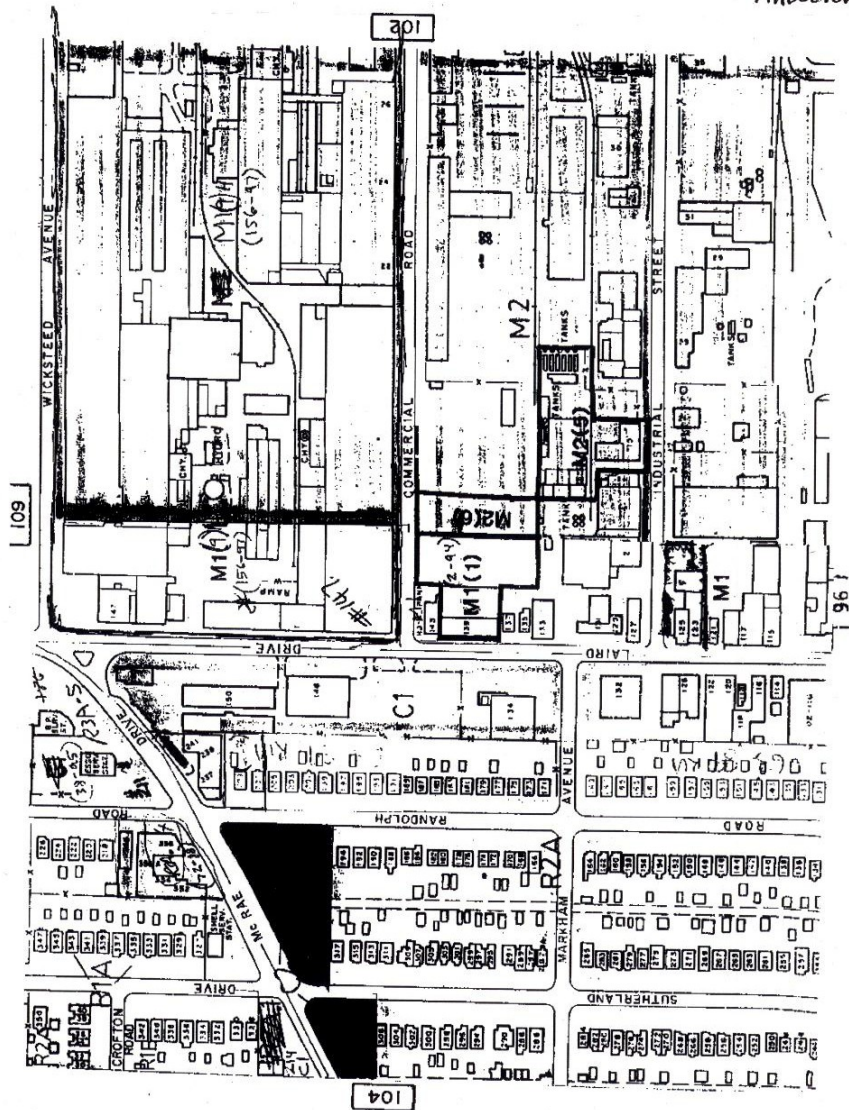
ATTACHMENTS

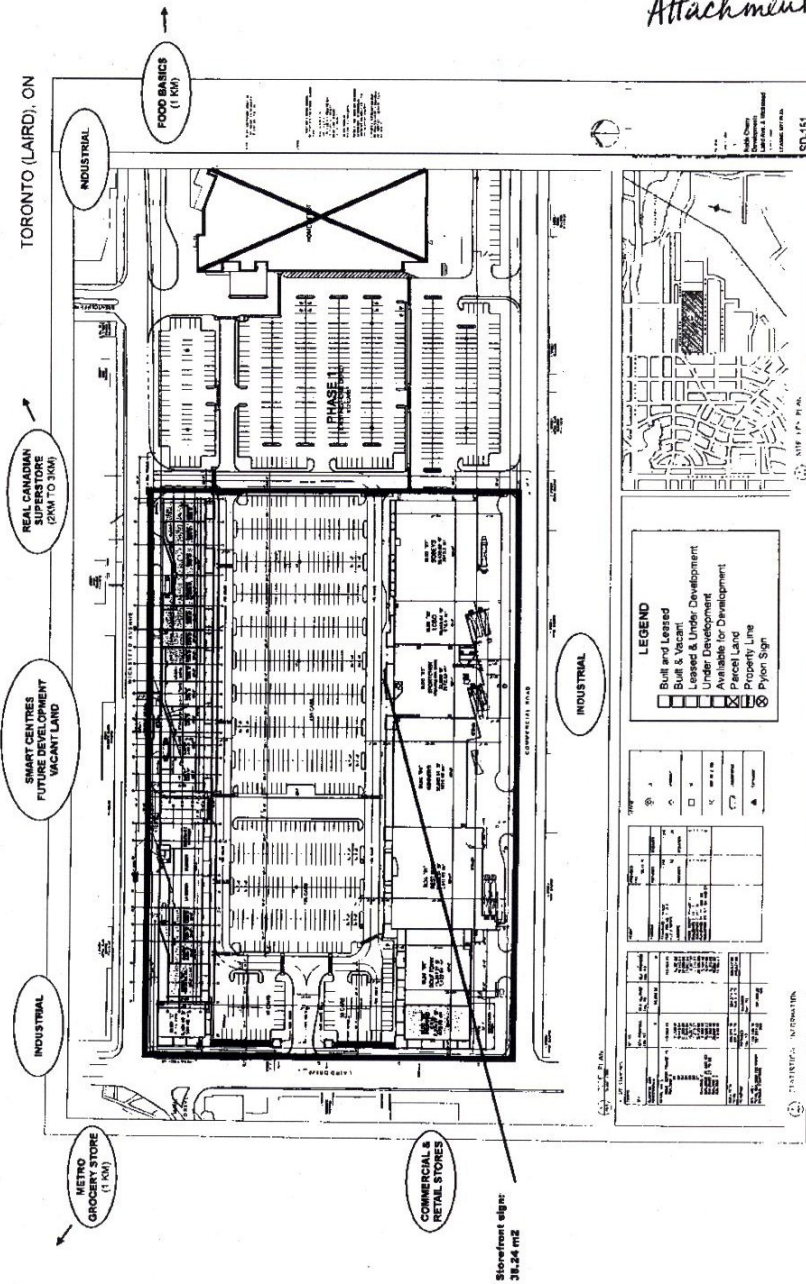
Attachment #1:	Shopping Centre Location
Attachment #2:	Zoning Map
Attachment #3:	Site Plan
Attachment #4:	Storefront Elevation
Attachment #5:	Sign Sections
Attachment #6:	Sign Artwork
Attachment #7:	Sign Illumination
Attachment #8:	Letter from the Applicant

Attachment #1

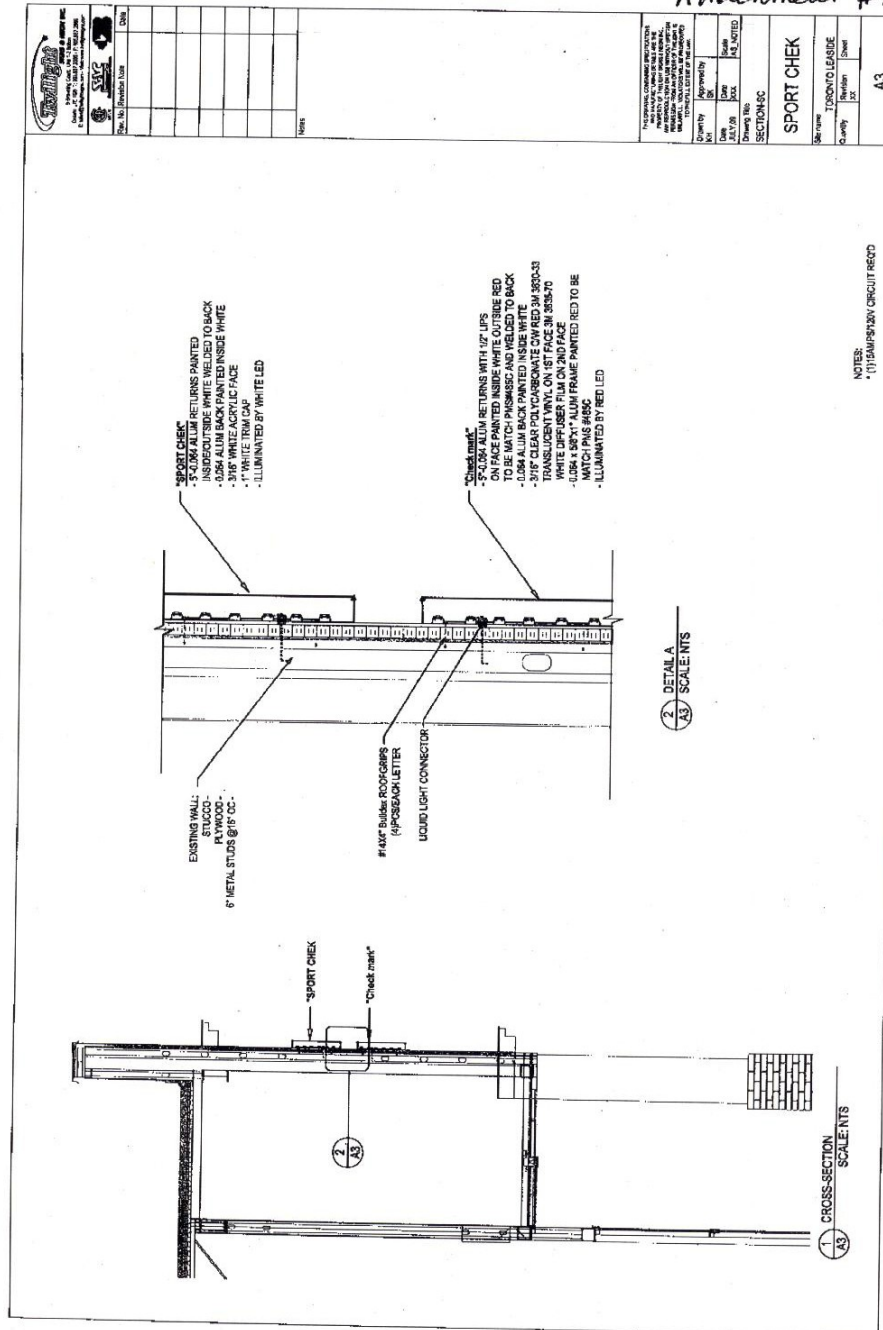


(103)



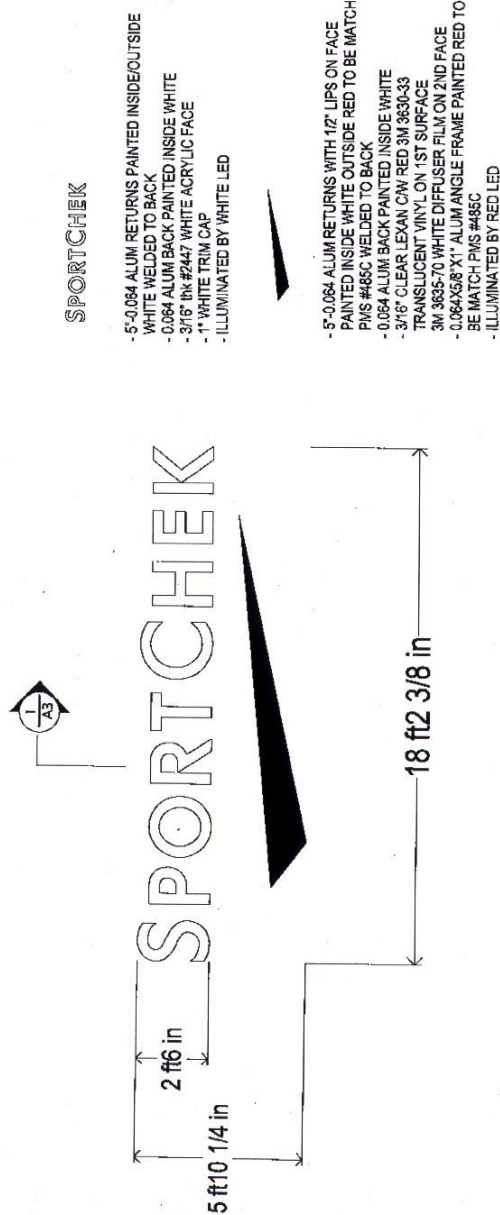


Attachment #5



SPORT CHEK SECTION 8C DATE: 10/1/11 DRAWN BY: [blank] CHECKED BY: [blank]	
PROJECT: 115 AMP SPAN CLIENT: [blank] LOCATION: [blank]	SCALE: A3, NOTED SHEET: 1 OF 1 A3

Attachment #6



ARTWORK
SCALE: 1:1

SPORT CHECK- TORONTO LEASIDE-EXTERIOR STOREFRONT (1) SET

WG. #
Project: SPORT CHECK
Title: ARTWORKS
Drawing No.: A1

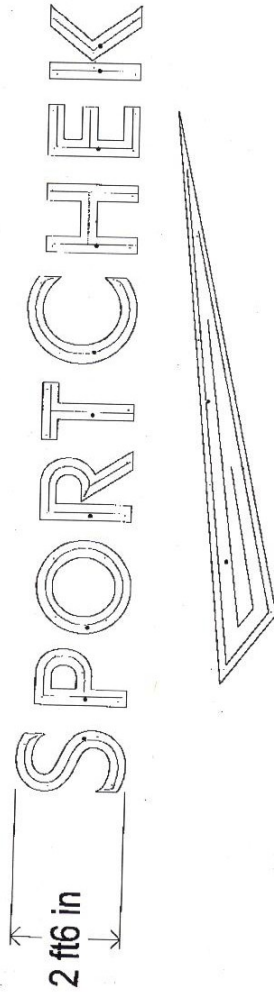
Scale: AS SHOWN
File Name: ARTWORKS.DWG
Drawn By: KJ
Date: DEC, 08

Revision No.:
Date of Approval:

This drawing is the property of TWILIGHT SIGNS & NEON INC. Any reproduction or use of this drawing without the written consent of TWILIGHT SIGNS & NEON INC. is prohibited. Violators will be prosecuted to the full extent of the law.
Twilight Signs & Neon Inc., Unit 1, Dallas, Ontario L3E 1G8
Tel: (905) 857-2858 Fax: (905) 857-2858



Attachment #7



1 LED LAYOUT
A2 SCALE 1:1

USE 1/4" W x 3/12" H WHITE LED FOR LETTERS/PSV-3 1/2" W x 1/2" H RED LED FOR CHECK MARK/USE USED LAYOUT PLACED

LETTERS	S	P	O	R	T	C	H	E	K	MARK
HEIGHT	12"	12"	12"	12"	12"	12"	12"	12"	12"	12"
WIDTH	12"	12"	12"	12"	12"	12"	12"	12"	12"	12"
SPACING	12"	12"	12"	12"	12"	12"	12"	12"	12"	12"
TOTAL FOOTAGE	12"	12"	12"	12"	12"	12"	12"	12"	12"	12"
POWER SUPPLIES	(1) PSV-3 1/2"									
AMPS	1.25 Amps									
CIRCUITS	(1) 15 AMP									

15 PAIR RLSW-G-2
36 PAIR RLSW-36-Z

SPORT CHECK- TORONTO LEASIDE-EXTERIOR STOREFRONT (1) SET



WC: #
PROJECT: SPORT CHECK
TITLE: LED LAYOUT
DRAWING NO.: A2

Scale: AS SHOWN
File Name: LED LAYOUT.CDL
Project: A2
Date: DEC. 08

Revision No.:
Date of Approval:

This drawing is the property of TWILIGHT SIGNS & MEDIA INC.
Any reproduction or use without written permission from an officer
of the company is strictly prohibited. Violators will be prosecuted to the full
extent of the law.
9 Brimley Court, Unit 1, Bolton, Ontario L7E 1G8
Tel: (905) 867-3888 Fax: (905) 867-2885



An Industry Leader With A Difference

Attachment # 8

Thursday, October 8, 2009

Toronto Building
5100 Yonge Street
Toronto, ON M2N 5V7

Ref: Sportchek, 147 Laird Drive, Toronto, ON

Attention: Ted Glass

Detailed below is our justification for requesting a Variance to Sign By-Law 64-87, Section 4.3.1 (b).

With branding coming first for store presentation, a large storefront sign is an important part of the Sportchek branding, which is applied to all their stores throughout the entire country. Having a sign larger than the 1.0 metres in height allowed by the Sign By-Law, is an important means of identifying the Sportchek branding and presence within the Shopping Centre.

The corporate colours of the Sportchek branding, is the white "Sportchek" channel letters and red "checkmark". Since the background colour of the building does not allow great visibility of the Sportchek sign, especially for the sign that is 1.0 metres in height. The large size of sign will help permit the visibility that is necessary to make their presence known.

Also, there are currently other tenants in the same development with signage that is larger in height than the 1.0 metres, such as "Best Buy, Sobeys", "Urban Barn" and "LCBO" (see enclosed photos).

There are also tenants adjacent to the development with signage that is larger than 1.0 metres in height such as "Home Depot" and "In Storage". It would seem reasonable to allow Sportchek the same privilege.

Should you have any questions, please contact the undersigned.

Yours Sincerely,

Gloria Reid
Twilight Signs and Neon
9 Browning Court,
Bolton, ON L7E 1G8

9 Browning Court, Unit 1 Bolton, Ontario L7E 1G8