



STAFF REPORT ACTION REQUIRED

Sign Variance Request 301 Moore Avenue

Date:	March 1, 2010
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. 2010NY027 Folder No. 10 119318 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 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 Edward S. Youngberg of International Neon, on behalf of Loblaws Properties Limited for a variance from the former East York Sign By-law 64-87, as amended, to permit seven first party fascia signs on an existing Loblaws store located at 301 Moore Avenue.

RECOMMENDATIONS

Toronto Building, North York District recommends the North York Community Council approve the application for a first party sign variance at 301 Moore Avenue; and,

As a condition of approval by the North York Community Council, it is recommended that all illuminated signs be put on a timer so as not to be illuminated between the hours of 11:00 p.m. and 7:00 a.m.

Financial Impact

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

COMMENTS

The property is located north and east of Bayview Avenue, west of Pottery road on the south side of Moore Avenue. The lands are zoned (C) – Commercial Zone. There is an existing grocery store at this location.

Surrounding land uses are as follows:

North – 2 Storey Commercial and Open space

South – Residential, single family dwellings

East - One storey Commercial Plaza

West - Residential, single family dwellings

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

Sign By-law Requirements	Applicant's Proposal	Required Variance(s)
<p>Section 4.2.1(a)</p> <p>One facial sign for each face of wall exposed to and abutting a street, parking area or a permanent open space in a front or side yard, provided they do not exceed 1.0 metre or 1.2 metres in height respectively, shall be permitted.</p>	<p>To install:</p> <p>Two facial signs on the front (east) wall facing Pottery Road,</p> <p>Three facial signs on the North face facing Moore Avenue,</p> <p>Two facial signs on the West face facing Bayview Avenue.</p> <p>Two facial signs on the South face facing Bayview Avenue.</p>	<p>To allow:</p> <p>Two facial signs on the front (east) wall facing Pottery Road,</p> <p>Three facial signs on the North face facing Moore Avenue,</p> <p>Two facial signs on the West face facing Bayview Avenue; and</p> <p>Two facial signs on the South face facing Bayview Avenue;</p> <p>where one facial sign for each face of wall exposed to and abutting a street are permitted provided they do not exceed 1.0 metre or 1.2 metres in height respectively.</p>
<p>Section 4.2.1(a)</p> <p>One facial sign for each face of wall exposed to and abutting a street, parking area or a permanent open space in a front or side yard, provided they do not exceed 1.0 metre or 1.2 metres in height respectively, shall be permitted.</p>	<p>To install signs A to H as shown on Attachment 1 to this report:</p> <p>A. 4.80m in height and 27.66m² in area.</p> <p>B. 2.44m in height and 13.0m² in area.</p> <p>C. 2.88m in height and 39.63m² in area.</p> <p>D. 1.91m in height and 17.37m² in area.</p> <p>E. 1.59m in height and 13.65m² in area.</p>	<p>To allow signs A to H as shown on Attachment 1 to this report:</p> <p>4.80m in height where 1.0m is permitted.</p> <p>2.44m in height where 1.0m is permitted.</p> <p>2.88m in height where 1.0m is permitted.</p> <p>1.91 in height where 1.0m is permitted.</p> <p>1.59m in height where 1.0m is permitted.</p>

Sign By-law Requirements	Applicant's Proposal	Required Variance(s)
	<p>F. 1.86m in height and 18.57m² in area.</p> <p>H. 2.34m in height and 25.0m² in area.</p>	<p>1.86m in height where 1.0m is permitted.</p> <p>2.34m in height where 1.0m is permitted;</p> <p>where one facial sign for each face of wall exposed to and abutting a street are permitted provided they do not exceed 1.0 metre or 1.2 metres in height respectively.</p>

New Sign By-law Provisions:

The proposed first party wall signs would not comply with the new Sign By-law enacted by council in the following way:

1. No first party sign shall be illuminated at any time when a smog alert is in effect.
2. All first party signs shall cease to be illuminated within four hours of the issuance of the smog alert.

CONTACT

Diane Damiano, Manager, Plan Review.
 Tel. (416) 395-7561, Fax. (416)395-7589, e-mail damiano@toronto.ca

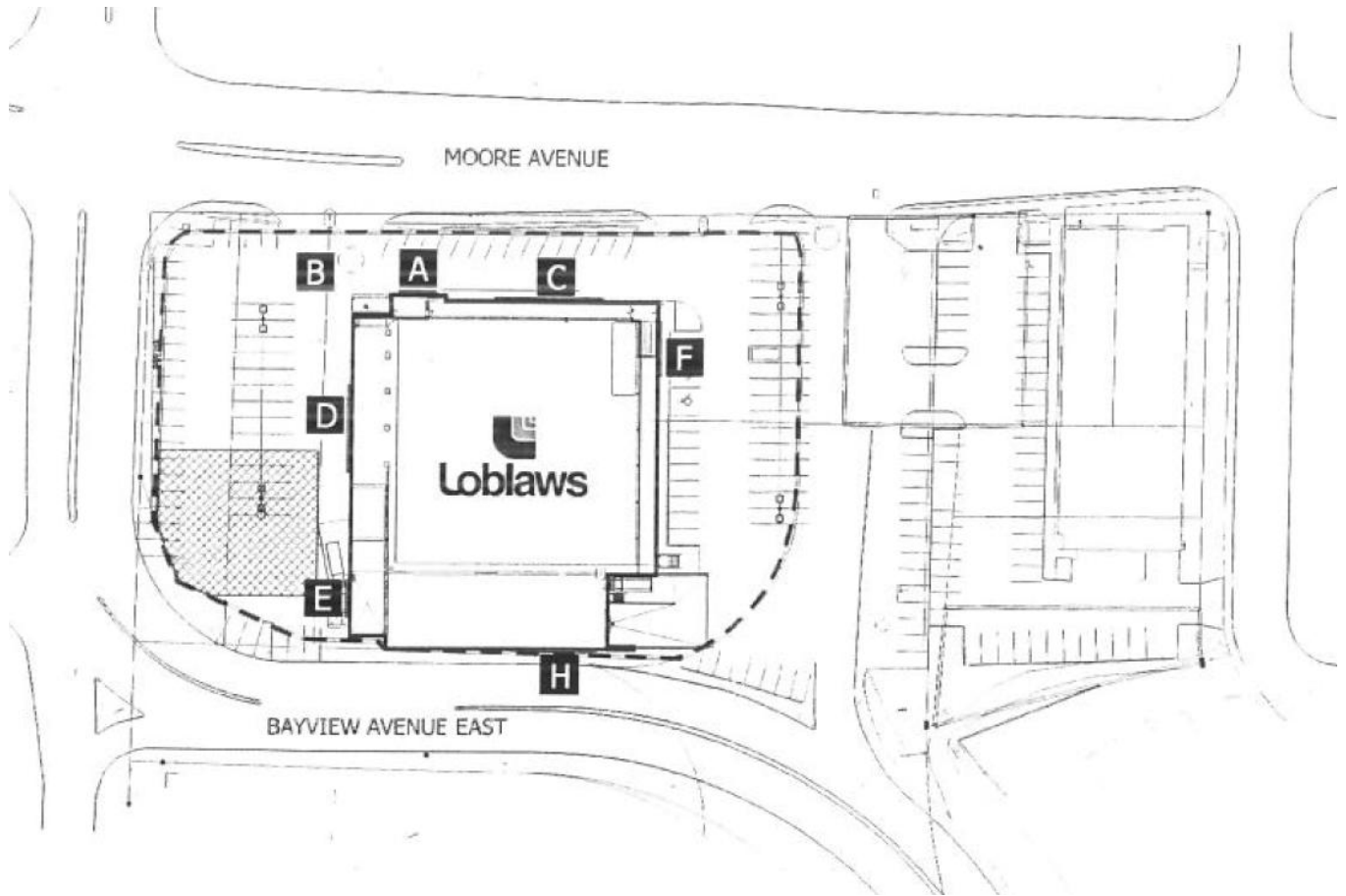
SIGNATURE

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

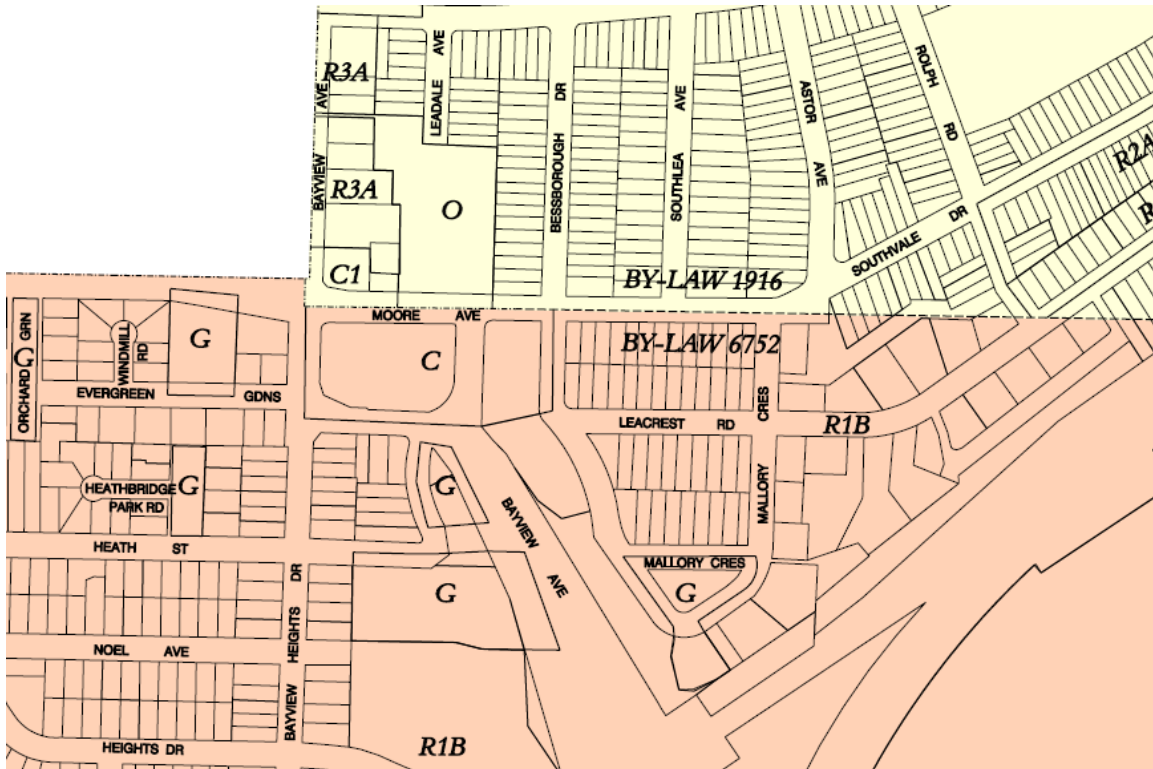
ATTACHMENTS

- Attachment 1 – Survey/Site plan
- Attachment 2 – Zoning map
- Attachment 3 – Sign District Map (New Sign By-law)
- Attachment 4 – Elevations /Details
- Attachment 5 – Applicant/Owner Letter

Attachment 1

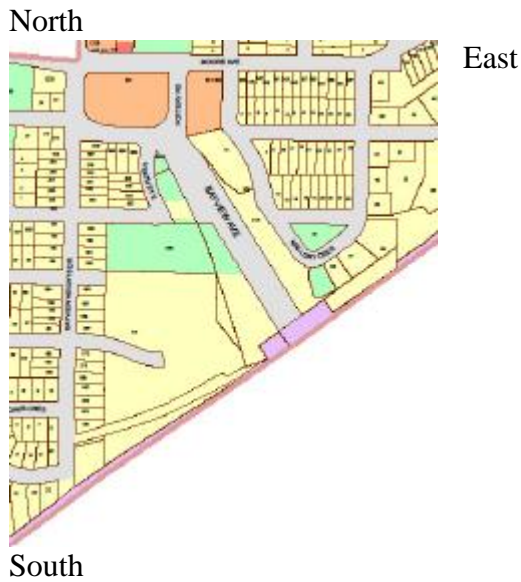


Attachment 2 Zoning Map



Attachment 3

New sign by-law Sign District Map – Ward 26



Legend

- Residential District
- Residential Apartment District
- Commercial District
- Commercial Residential District
- Employment Industrial District

CR – Commercial Residential Sign District

Signs on the south and west walls directly face single family residential

Attachment 4 – Elevations/Details

A FRONT VIEW ILLUMINATED CHANNEL LETTERS
 Scale: 1/16" = 1'-0"
 Area: 537.27 ft² or 49.91 m²
 DETAILS TO FOLLOW

C FRONT VIEW NON-ILLUMINATED REVERSE CHANNELS
 Scale: 1/16" = 1'-0"
 Area: 662.08 ft² or 61.51 m²

North elevation
 1/16" = 1'-0"

loblaw's International Neon

<p>CLIENT: LOBLAW PROPERTIES LIMITED</p> <p>ADDRESS: 1 PRESIDENT'S CHOICE CIRCLE CITY: BRAMPTON, ONTARIO PC TEL: (905) 459 2500 FAX: (905) 459 2500</p>	<p>SITE: Loblaw's • Bayview & Moore Ave, Toronto</p> <p>ADDRESS: 301 MOORE AVENUE CITY: TORONTO, ONTARIO P.C. TEL: FAX:</p>
<p>DRAWING:</p> <p>DATE: REV DATE: DRAWN BY: BR SCALE: DRAWN BY: BR DIR: SIGNATURE AND STAMP (NAME, TITLE, REGISTRATION NUMBER, PROVINCE)</p>	

Loblaw's • Bayview & Moore Ave, Toronto

1-800-906-NEON



ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY

CLIENT: LOBLAW PROPERTIES LIMITED
ADDRESS: PRESIDENTS CHOICE CIRCLE
CITY: BRAMPTON, ONTARIO
TEL: (905) 459-2500
FAX: (905) 459-2500

SITE: Loblaw's • Bayview & Moore Ave, Toronto
ADDRESS: 301 MOORE AVENUE
CITY: TORONTO, ONTARIO
TEL: _____
FAX: _____

DRAWING:
DATE: _____
SCALE: _____
DRAWN BY: _____
DIR: _____

1-800-906-NEON

Loblaw's • Bayview & Moore Ave, Toronto

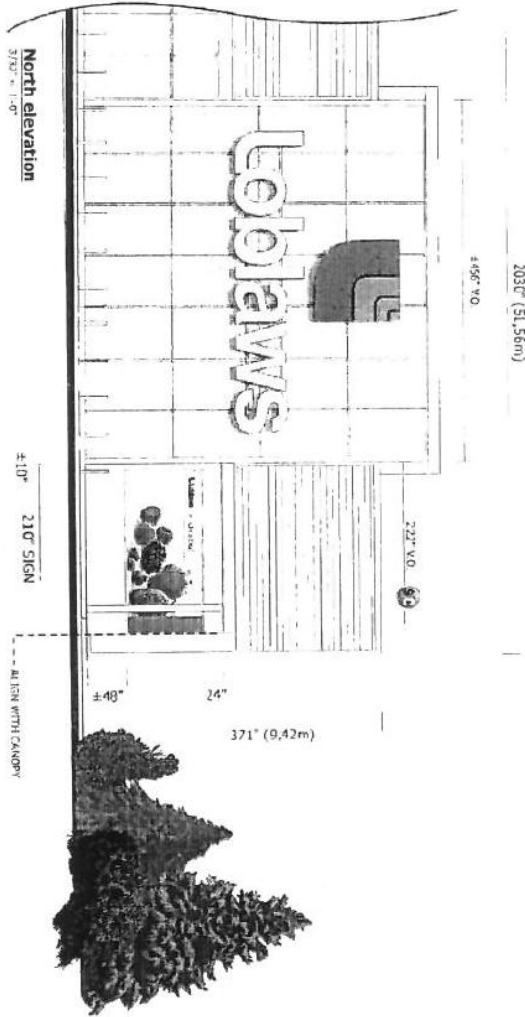
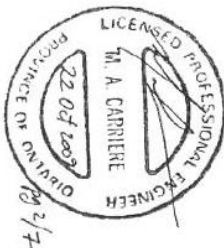
96" (2,44m) EXACT SIGN CABINET

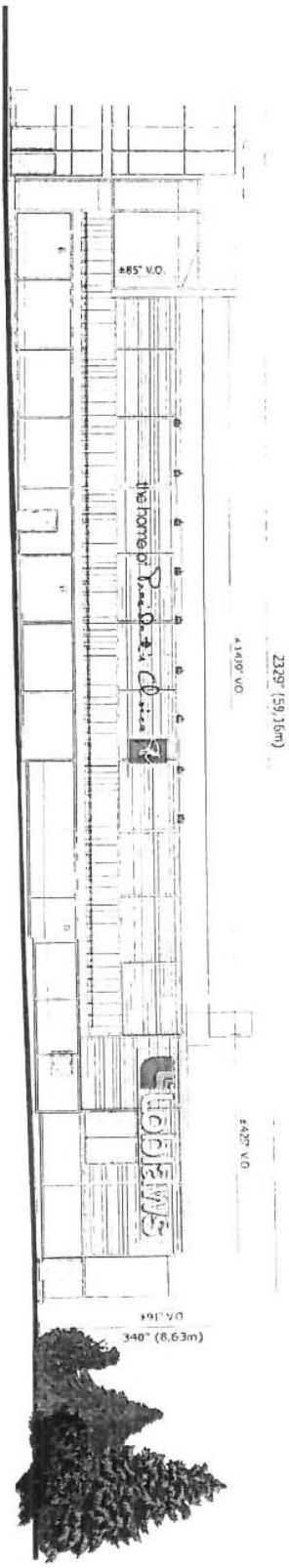


210" (5,33m) DUCT SIGN CABINET

B FRONT VIEW ILLUMINATED SIGN

Area: 140 ft² or 13 m²
 LEAN FACE
 3M GRAPHICS APPLIED
 ON SECOND SURFACE
1 CIRCUIT / 120 VOLTS / 20 AMPS





West elevation
 1/16" = 1'-0"
 LIGHTING AS REQUIRED IN OTHERS

THIS DRAWING IS THE PROPERTY OF NEON SIGNAGE & LIGHTING INC. IT IS TO BE USED ONLY FOR THE PROJECT AND SITE SPECIFICALLY IDENTIFIED HEREON. ANY REUSE OR MODIFICATION WITHOUT THE WRITTEN PERMISSION OF NEON SIGNAGE & LIGHTING INC. IS STRICTLY PROHIBITED.

D FRONT VIEW, NON-ILLUMINATED REVERSE CHANNELS
 Area: 319.20 ft² or 29.65 m²

553 7/8" (14.04 m)
 487 1/2"
 60°
 75' (1.91 m)

E Front view
 Area: 148.26 ft² or 13.77 m²

61" (1.55m)
 350" (8.89m)
 27' (7.06m)
 47 1/4" (1.21m)

CUSTOM MODEL LO-PR-350X61
 SET OTHER PAGE FOR DETAILS
 All colors & graphics as per standard
 Area: 148.26 ft² or 13.77 m²
1X



ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY

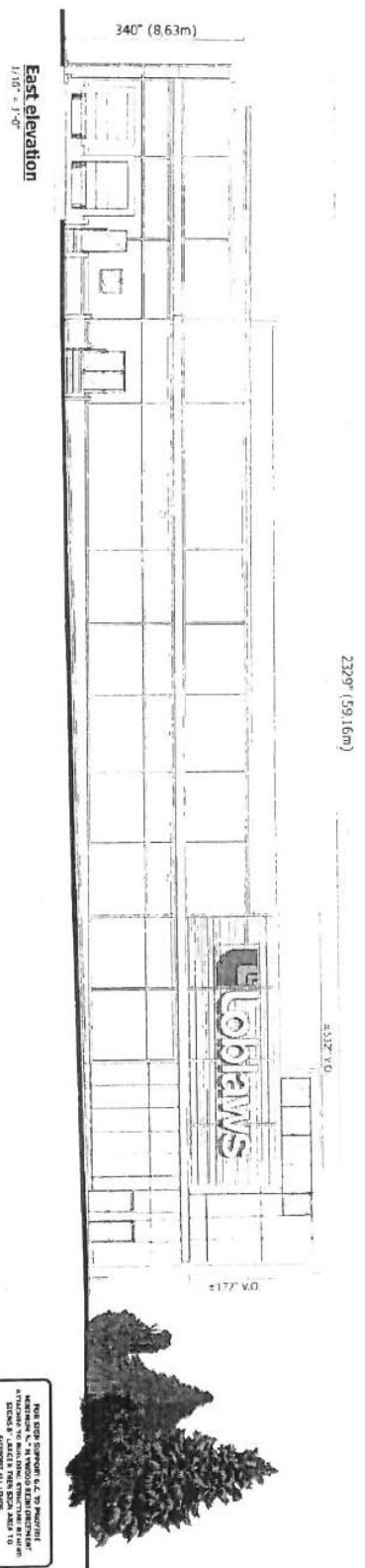
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 ADDRESS: 1 PRESIDENT'S CHOICE CIRCLE
 CITY: BRAMPTON, ONTARIO P.C.
 TEL: (905) 459-2500 FAX: (905) 459-2500

SITE: Loblaws • Bayview & Moore Ave., Toronto
 ADDRESS: 201 MOORE AVENUE
 CITY: TORONTO, ONTARIO P.C.
 TEL: FAX:

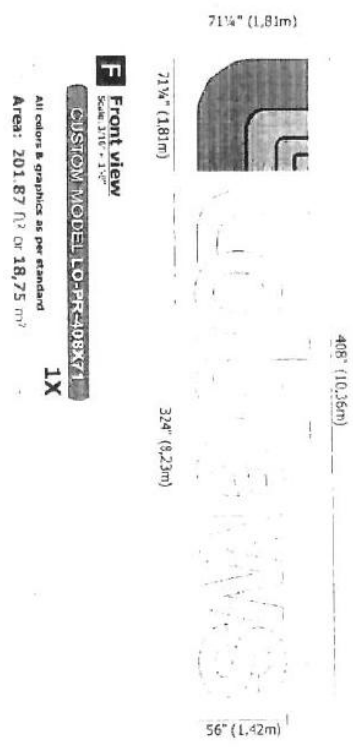
Loblaws • Bayview & Moore Ave., Toronto

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 SCALE: DRAWN BY:
 DIR: APPROVED BY: DATE: 1/23/14

1-800-906-NEON



East elevation
1/16" = 1'-0"



F Front view
Scale 3/16" = 1'-0"

CUSTOM MODEL LO-PF-408X71
IX

All colors & graphics as per standard
Area: 201.87 m² or 18,75 m²

International Neon

ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY

CLIENT:	LOBLAWS PROPERTIES LIMITED	SITE:	LoBlaws - Bayview & Moore Ave, Toronto
ADDRESS:	1 PRESIDENTS CHOICE CIRCLE	ADDRESS:	301 MOORE AVENUE
CITY:	BRAKENTON, ONTARIO L6C	CITY:	TORONTO, ONTARIO
TEL:	(905) 459-2500 FAX: (905) 459-2500	TEL:	

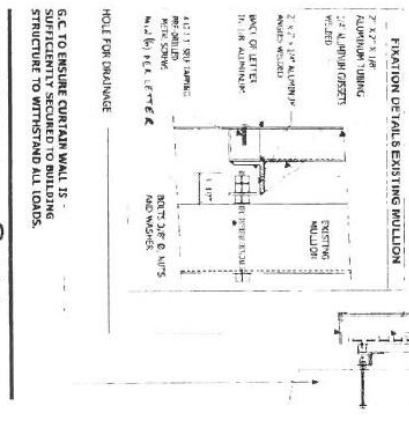
LoBlaws • Bayview & Moore Ave, Toronto

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DATE:	BY:
SCALE:	DRAWN BY:
DIR:	CHECKED BY:

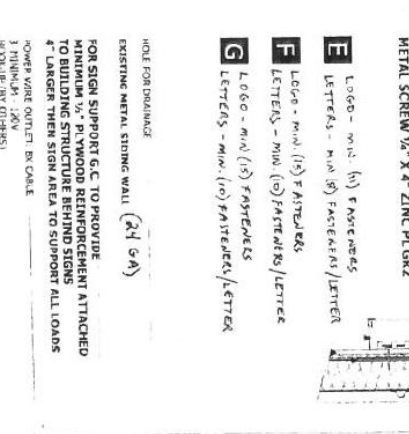
1-800-906-NEON



105" X 105" Logo
 MINIMUM OF FOUR (4) ATTACHMENT POINTS USING 3/8" Ø BOLTS (ASTM A307 OR EQUIVALENT)
 - ATTACH AT TOP AND BOTTOM OF LETTER SUPPORT STRUCTURE AT EACH VERTICAL ANGLE.



MINIMUM OF TWO (2) ATTACHMENT POINTS
 USING 1/2" Ø BOLTS (ASTM A307 OR EQUIVALENT)
 - ATTACH AT TOP AND BOTTOM OF LETTER SUPPORT STRUCTURE AT EACH VERTICAL ANGLE.



24" LOGO
 MINIMUM OF TWO (2) ATTACHMENT POINTS USING 1/2" Ø BOLTS (ASTM A307 OR EQUIVALENT)
 - ATTACH AT TOP AND BOTTOM OF LETTER SUPPORT STRUCTURE AT EACH VERTICAL ANGLE.



ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY
 CLIENT: **LOBLAW PROPERTIES LIMITED**
 ADDRESS: 1 PRESIDENTS CHOICE CIRCL
 CITY: BRANTFORD, ONTARIO L0C 1P0
 TEL: (905) 459-2500 FAX: (905) 459-2500

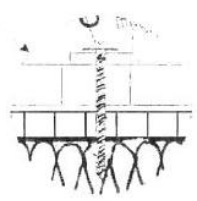
SITE: **Loblaws • Bayview & Moore Ave, Toronto**
 ADDRESS: 301 MOORE AVENUE
 CITY: TORONTO, ONTARIO
 TEL: P. C. FAX:

DRAWING: **Loblaws • Bayview & Moore Ave, Toronto**
 DATE: _____ REV. DATE: _____
 SCALE: _____ DRAWN BY: _____
 C/D: _____

1-800-906-NEON

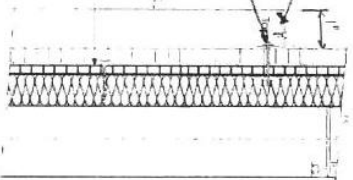


TYPICAL WALL SURFACE
24 GA CORRUGATED
METAL CLADDING



1 1/2" x 1/8" ALUMINUM ANGLE TABS
FOR LETTERS: PLACED AT 3/8" c/c
FOR LOGO: PLACED AT 1/2" c/c
AROUND PERIMETER.
1/4" SELF TAPPING METAL SCREWS
FOR LETTERS: @ 3/8" c/c
FOR LOGO: @ 1/2" c/c AROUND PERIMETER.

FOR SIGN SUPPORT C.C. TO PROVIDE
MINIMUM 1/4" RIGIDWOOD REINFORCEMENT
AT PERIMETER OF SIGN AREA TO
SUPPORT ALL LOADS

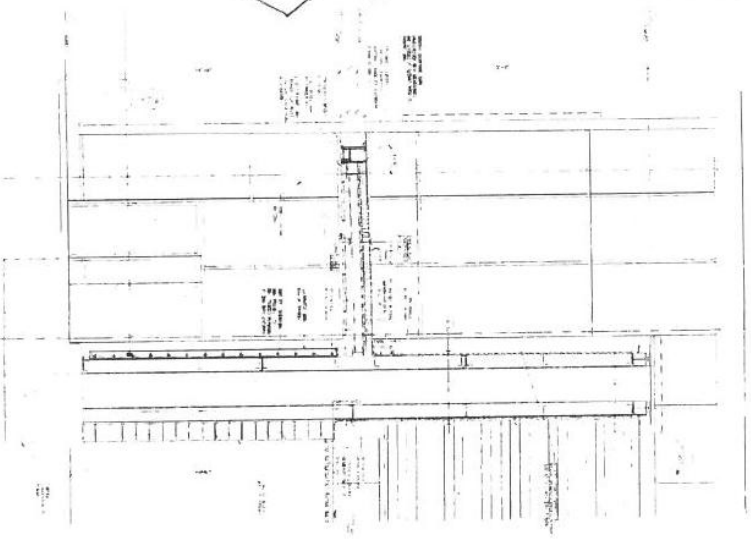


TYPICAL PROFILE - SIGNBOX
SCALE NONE

- 3/8" x THREADED ROD
THROUGH BOARDS
- M.A. (4) PLACES EQUALLY
SPACE D.
- ACCESS BEHIND WALL PROVIDED
TO INSTALL 2" x 1 1/2" ALUMINUM
ANGLE CRUSH PLATE - STAY
MIN. (3) STAYS.

120 VOLT BALLAST
ON BRACKET 4" x 1 1/2"
QTY: 1 (each)
MATERIAL: ALUMINUM
FINISH: POLYESTER
DRAINAGE HOLES

CONNECTING BOX 120V
BY 2 ALUMINUM FRAME
PAINTED
SIGNBOX
PAINTED
3 1/8" ACRYLIC FACE
ILLUMINATION BY
110 FLUORESCENT LAMPS
MATERIAL: ALUMINUM
FINISH: POLYESTER
DRAINAGE HOLES



the home of *President's Choice*



ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY

INTERNATIONAL Neon

CLIENT: LOBLAW PROPERTIES LIMITED
ADDRESS: 1 PRESIDENT'S CHOICE CIRCLE
CITY: BRAMPTON, ONTARIO P.C.
TEL: (905) 459-2500 FAX: (905) 459-2500

SITE: Loblaw's • Bayview & Moore Ave, Toronto
ADDRESS: 301 MOORE AVENUE
CITY: TORONTO, ONTARIO P.C.
TEL: FAX:

DRAWING: Loblaw's • Bayview & Moore Ave, Toronto
DATE: NEW DATE: DR. BR.
SCALE: DRAWN BY: BR.
DIR: 17929 (LOBLAW BRAND) 18067 (SHEETS) 18068 (SHEETS) 18069 (SHEETS) 18070 (SHEETS) 18071 (SHEETS) 18072 (SHEETS) 18073 (SHEETS) 18074 (SHEETS) 18075 (SHEETS) 18076 (SHEETS) 18077 (SHEETS) 18078 (SHEETS) 18079 (SHEETS) 18080 (SHEETS) 18081 (SHEETS) 18082 (SHEETS) 18083 (SHEETS) 18084 (SHEETS) 18085 (SHEETS) 18086 (SHEETS) 18087 (SHEETS) 18088 (SHEETS) 18089 (SHEETS) 18090 (SHEETS) 18091 (SHEETS) 18092 (SHEETS) 18093 (SHEETS) 18094 (SHEETS) 18095 (SHEETS) 18096 (SHEETS) 18097 (SHEETS) 18098 (SHEETS) 18099 (SHEETS) 18100 (SHEETS)

1-800-906-NEON

Attachment 5 – Applicant’s Letter



February 15, 2010

TO: The City of Toronto
C/o: Toronto and East York Division

Ref/Job#:31090

FROM: Marketa Foudad
International Neon

OBJECT: Sign Variance Application for Loblaws – 301 Moore Avenue, Toronto, ON.

To whom it may concern,

Please find enclosed our application for a Sign Variance for the site mentioned in title. Included here are the following documents:

- ◆ One (1) “Sign Variance” application form;
- ◆ One (1) “Data Sheet” form;
- ◆ Five (5) color copies of the renderings of proposed signs, with site plan;
- ◆ Five (5) engineer stamped drawings including “Commitment” forms.

Kindly review, and please do not hesitate to contact us as soon as possible should you require additional information and/or documentation to complete this application, or if you foresee any problems with this permit. Thank you for your assistance, with this request.

Respectfully yours,

A handwritten signature in black ink, appearing to read 'Marketa Foudad', is written over a horizontal line.

Marketa Foudad
International Neon
Tel. : (514) 937-0044
Fax : (514) 938-2056
marketa@neon.ca

5790, Ferrier, Mont-Royal, (Québec) H4P 1M7

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