

3862 Chesswood Drive Sign Variance Application

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Required Variances

The Variances required for the proposed sign are:

- Setback to Institutional Sign District of 60 m (45 metres proposed)
- Facing an Institutional Sign District (approx. 45 m to the south)
- Back-to-back sign face configuration (proposing a “v-shape”)

The proposed sign will comply with all other requirements for third party electronic ground signs in an E Sign District

Staff Conclusions

Staff have concluded that the proposed sign meets the criteria for:

- Is a sign type and class permitted in an E Sign District;
- Supports the Official Plan objectives for the property and area;
- Will not adversely affect the adjacent premises;
- Will not adversely affect traffic / public safety;
- Is not a prohibited sign type, and;
- Will not alter the character of the premises or surrounding area.

Staff also concluded the proposed sign does not meet the following criteria:

- Is not compatible with the development of the premises and surrounding area, and;
- Is contrary to the public interest

Sign Districts – Property and Surrounding Area



Location of Existing and Proposed Sign



3862 Chesswood Drive

Existing Roof Sign (to be removed)

Location of Proposed Sign

Existing Ground Sign (to be removed)

Existing Signs (to be removed)



The two conditions of approval help achieve Sign By-law objectives by removing a prohibited sign type (existing roof sign), and reducing sign clutter by removing the “Space For Rent” sign from the Sheppard Ave frontage.

Development of the Premises



Proposed Sign

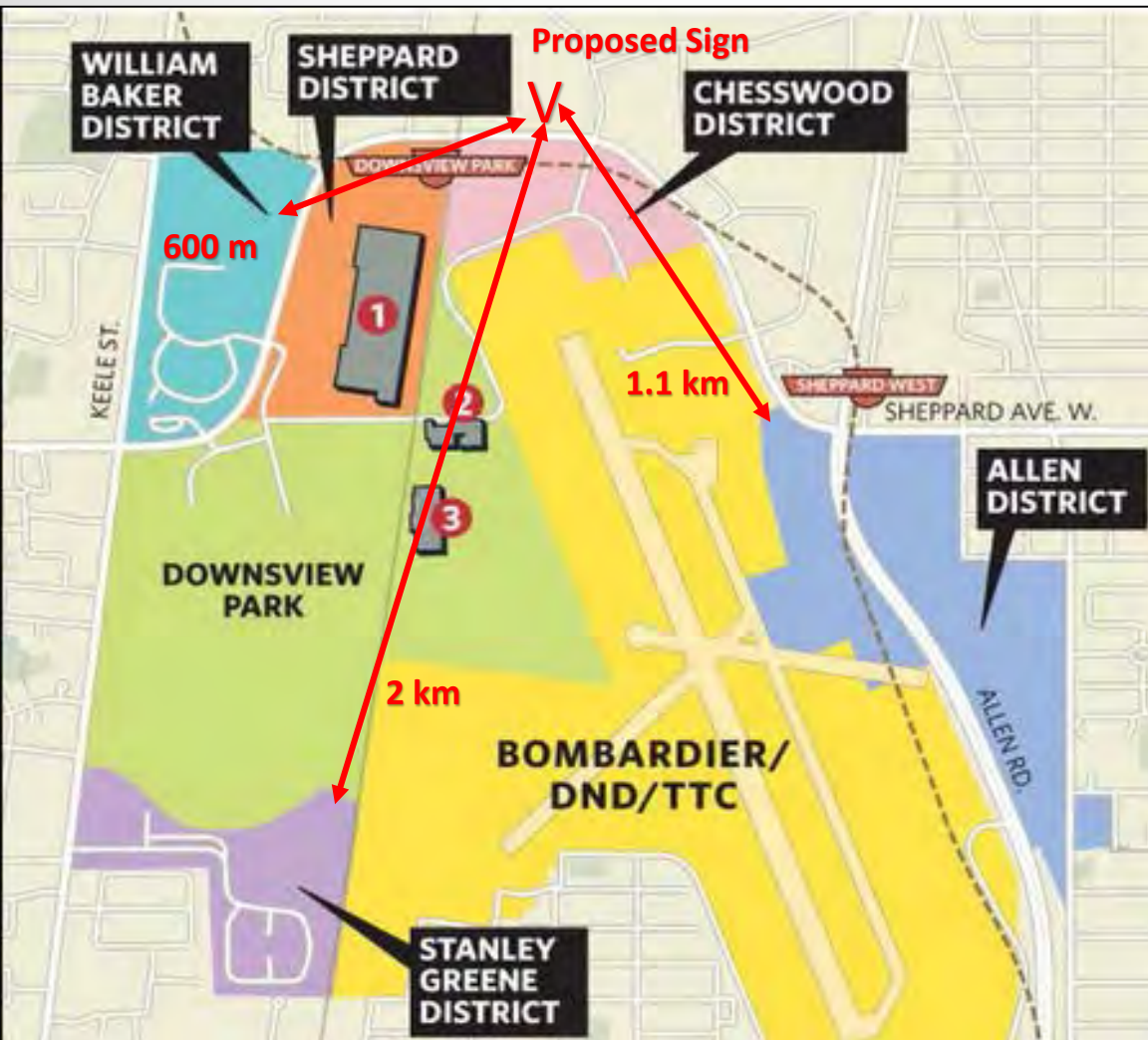
The Proposed Sign will be lower in height and smaller in size than the existing roof sign, and will replace two existing signs with one electronic ground sign, further set back from Sheppard Avenue West than the “Space For Rent” sign.

Variance for “V-shape” configuration

A “v-shaped” configuration can be supported because:

- The Sign By-law allows third party ground signs with static copy to be configured in a “v-shaped” orientation without requiring a variance.
- There are no sensitive land uses that will be impacted by displaying the Proposed Sign in a “v-shaped” configuration;
- Pattison will set a maximum interior angle of 45 degrees for the “v-shape” , to minimize any potential impacts, and;
- The two existing roof and ground signs are both configured in a “v-shaped” orientation.

Development at Downsview Park



There are tentative plans for future residential development at Downsview Park, specifically in the **William Baker, Stanley Greene** and **Allen Districts**. However, the proposed sign would be more than 600 metres from the closest of these districts (William Baker), and 1-2 kilometres away from the other two districts.

Also, no timeline has been set for this development, and the Sign Permit for the proposed sign would expire in 5 years. This allows the sign to be re-considered if any development alters its compatibility.

Setback to I Sign District to the south



View looking north from Downsview Station



View looking south from Proposed Sign



Questions?

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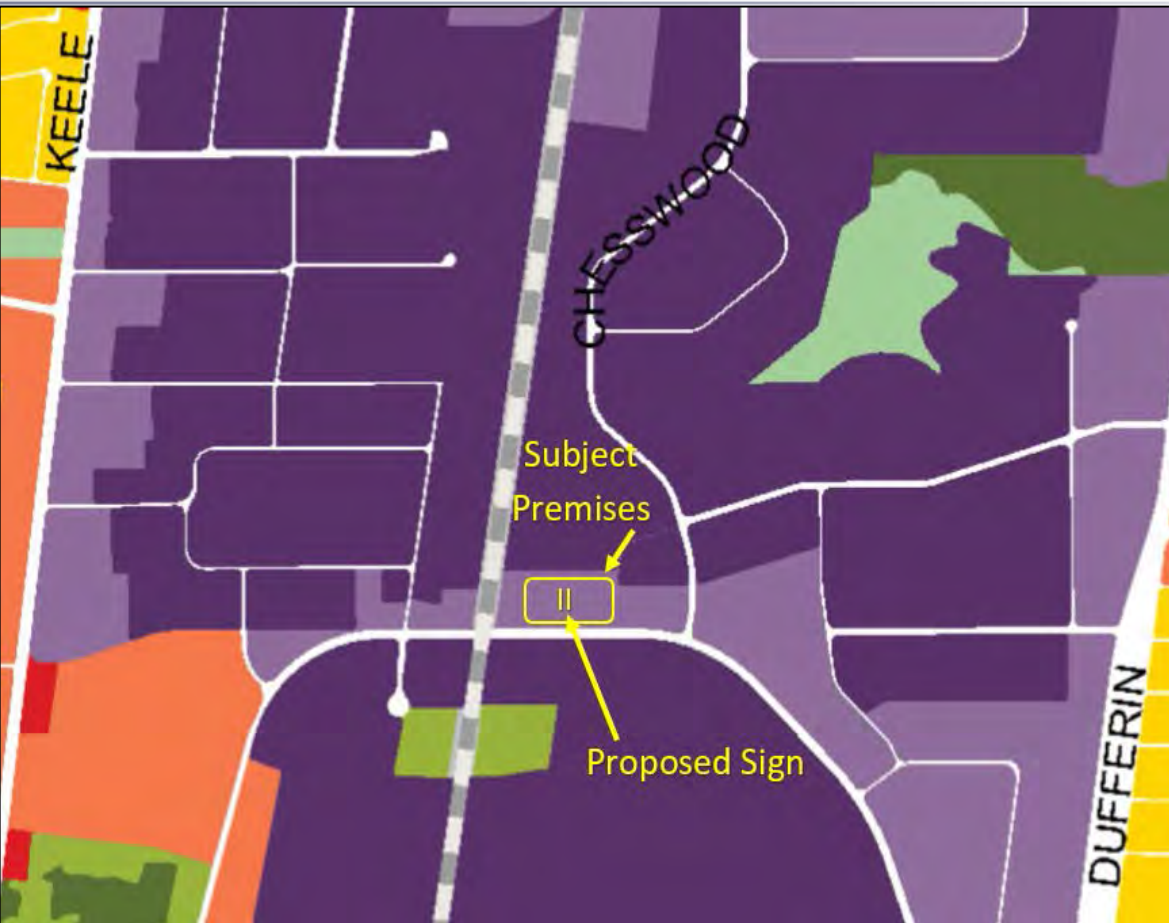
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Official Plan Designation



The Official Plan designations surrounding the property in every direction are Employment, which is compatible with Third Party Electronic Ground Signs. The Chesswood District covers 43 acres along the northern end of Downsview Park, east of the Metrolinx rail corridor. The land use designation is entirely employment and will include aerospace-related uses and the TTC and GO Stations, which will not be impacted by the proposed sign.

The Proposed Sign

- Our application is seeking approval to erect a third party electronic ground sign at 3862 Chesswood Drive, which will contain two sign faces oriented east and west in a “v-shaped” configuration.
- The dimensions are 2.9 metres vertically by 5.8 metres horizontally (16.6 m2 total), with a height of 7.65 metres, with both sign faces displaying electronic static copy.
- We are proposing two conditions of approval: the removal of the existing third party roof sign, and the “Space For Rent” ground sign. This will eliminate a prohibited sign type and reduce sign clutter along Sheppard Avenue West.