

3410 Sheppard Avenue East



Variance Decision

WHAT IT'S ABOUT – THE PROPOSAL:



The applicant has proposed to erect and display two wall signs displaying illuminated static copy at the fourth storey east and west elevations. The signs measure 1.73m x 4.57m. ****DESJARDINS****

DECISION: **REFUSED**

It is the Chief Building Official's decision to refuse the proposal for the following reasons:

- ✓ Belongs to a sign class permitted in the sign district where the premises is located;
- ✓ Is not a third party sign;
- ✓ Is not compatible with the development of the premises and surrounding area;
- ✓ Supports the Official Plan objectives for the subject premises and surrounding area;
- ✓ Will not adversely affect adjacent premises;
- ✓ Will not adversely affect public safety, including traffic and pedestrian safety;
- ✓ Is not a sign expressly prohibited by §694-15B of chapter 694;
- X Does alter the character of the premises or surrounding area; and**
- X Is, in the opinion of the Chief Building Official, not contrary to the public interest.**

Since criteria one through seven were met we will focus on criteria eight and nine.

8) Not alter the character of the Premises or surrounding area.

9) Not be, in the opinion of the decision maker, contrary to the public interest.

8) Not alter the character of the Premises or surrounding area.

Initial rational submission:

The proposed signs will not alter the character of the premise as the signs have a low profile, and do not draw extra attention to the building.

The signs are new signs, there is no existing signage on this area of the building, therefore also not creating sign clutter. The proposed signs are fascia signs that are not fully illuminated, this allows them to be not as noticeable as a fully illuminated box sign, like other signs in the neighbourhood are.

Additional comments.

- The proposed signs do not propose a significant departure from the other signs on the building or neighbouring buildings. The existing signs in the area are internally illuminated box signs that are various size and style. The proposed signs being face lit channel letters of the “Desjardins” and green logo only will be far less illumination than any of the other signage on the property.
- The proposed signs will not increase the sign clutter at the premise as they are not clustered with the other signage. Having the signs in the proposed location give the building a spacious look, allowing the eye to have time to read the signage rather than just see a cluster of sign boxes
- Adding the proposed signs to the building in the proposed location gives the building an updated look. Currently the building looks tired and gives no reason to look at it. The proposed signage brings life to the building and give the public the impression that this building is cared for.
- The proposed signage takes into the simple lines of the building and the available open space. The proposed location is the same on either side of the building, allowing the signs to mirror each other and adding symmetry to the building.

9) Not be, in the opinion of the decision maker, contrary to the public interest.

Initial rational submission:

We feel that the proposed signs will not be contrary to public interest. The proposed signs are located at the upper most storey of the building in order to be seen as you approach the building. The building has trees along the street front that block the other stories making signage any lower unable to be seen. The first storey already has the maximum amount of signage. The proposed signage will become a beacon in the area so that the public will know when they are getting close to this building that they will be approaching the intersection of Sheppard Avenue East and Warden Avenue. Providing plenty of time to make safe maneuver through traffic.

Chief Building Official comment as to why signage does not meet requirement.

The application, it was considered as being contrary to the public interest as a result of the following:

- Signs were being requested which no other building nearby has (height / storey)*
- Signs were proposed to be twice as high permitted in bylaw (fourth storey vs second storey)*

Rebuttal

1) Signs were being requested which no other building nearby has (height / storey) There are other buildings in the area that have the same style of signage as what we are proposing. These buildings are beacon buildings in the community with a distinguishing detail that helps people navigate the area. This is especially important for new Canadian's and others new to large city life where a busy city can be hard to navigate at first.

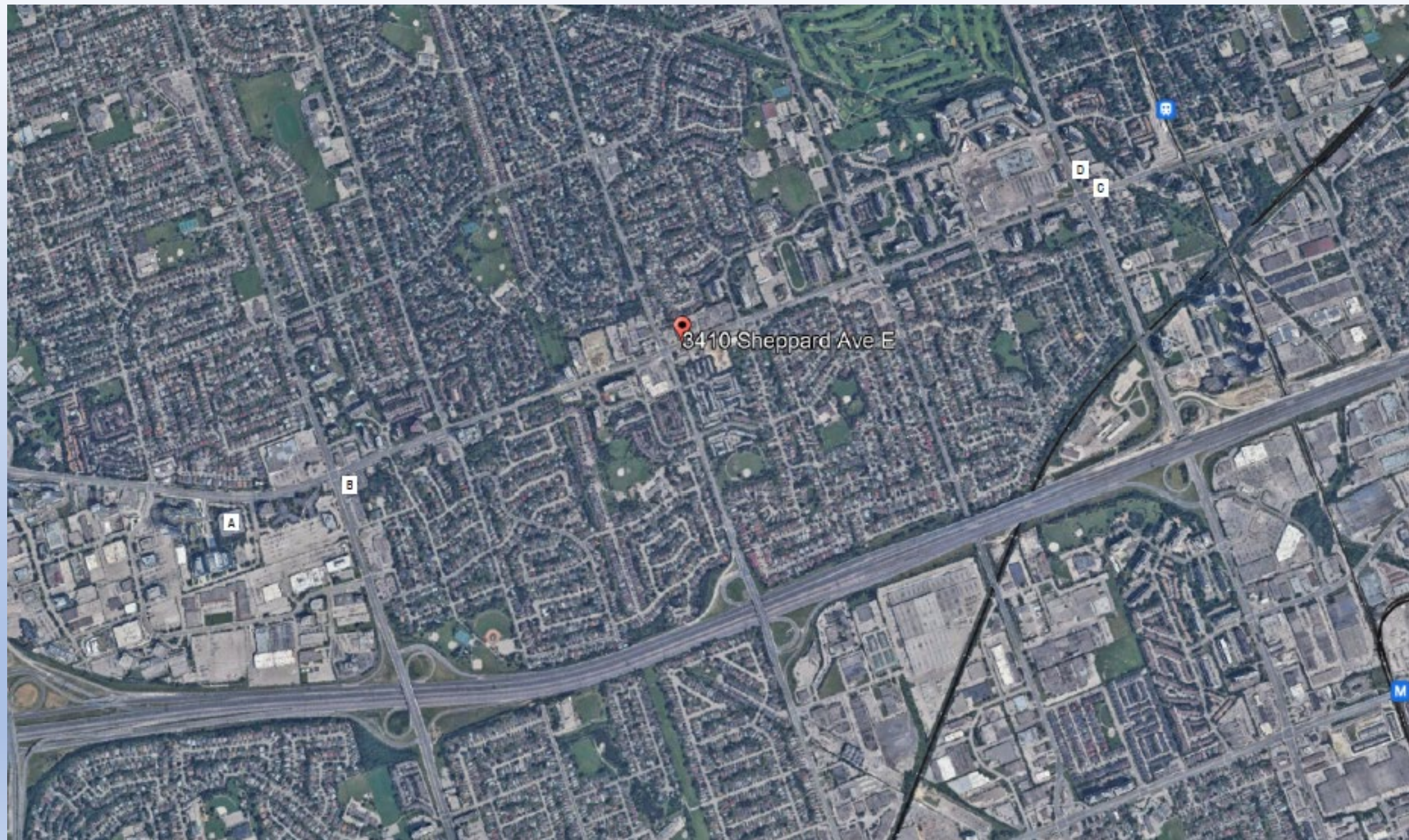
2) Signs were proposed to be twice as high permitted in bylaw (fourth storey vs second storey) The variance request is to have the signs at the top level of the building, the fourth floor, therefore not meeting the bylaw.

Similar Signage in the Community

This area of the city is mainly residential with the odd office/commercial building along Sheppard.

Within 2km each way of the 3410 Sheppard Ave E property there are four other commercial/office buildings that have a maximum height of five storeys. These buildings all have signage above the second storey, making it appear as if the subject premise is the odd building out and missing what would make it conform to the other buildings in the area.

The following pages contain more details about this signage.



A) 2255 Sheppard Ave East

This property is 1.7km from the subject property.

The signage at this location is individual channel letters on the fourth storey.



B) 2915 Sheppard Ave East

This property is 1.3km from the subject property.

The signage at this location is individual channel letter signage on three elevations all on the third storey.



C) 4002 Sheppard Ave E

This property is 1.5km from the subject property.

The signage at this location is individual channel letters on the third and fifth stories.



D) 2347 Kennedy Road

This property is 1.5km from the subject property.

The signage at this location is individual channel letters on the third storey.



Conclusion

In conclusion we believe that the proposed signage will add to the community by allowing this property to reflect the same signage style as the other buildings in the community and create symmetry on the building itself.