

Sign Variance Application

821 Kipling Avenue

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Details of the Application

Pattison is seeking approval to build a third party electronic ground sign at 821 Kipling Avenue. The subject property is designated as an E Sign District, and is surrounded by other E Sign Districts to the north, south and east.

- One Variance Required – to be located 486.7 metres from another third party electronic ground sign, where 500 metres is required.

We believe this variance is minor in nature, and agree with Staff that each of the nine criteria required for approval have been met, subject to Conditions of Approval.

Sign Districts in Surrounding Area



Compliance with the Sign By-law

The Proposed Sign will comply with nearly all of the Sign By-law requirements:

- Meet Zoning Setback requirement of 3.0 metres (3.0 metres proposed) ✓
- Maximum Size of 20 square metres (18.6 m² proposed) ✓
- Maximum Height of 10 metres (maximum of 9.8 m proposed) ✓
- Setback to other Third Party Signs (none within 150 metres) ✓
- Setback to any R, RA, OS, I or CR Sign Districts (none within 250 metres) ✓
- Setback to an intersection (none within 30 metres) ✓
- Must have a back-to-back configuration (back-to-back proposed) ✓
- Is not location in a Heritage Conservation District ✓
- Will be powered by Renewable Energy ✓
- Maximum Brightness automatically reduced after sunset ✓
- Sign will turn off between 11 p.m. and 7 a.m. ✓
- It will be the only ground sign on the premises ✓
- It will only display electronic static copy ✓
- It will not display any distracting visual effects ✓
- Setback of 500m to another Third Party Electronic Sign (486.7m proposed) ✗

Rendering of the Proposed Sign



Variance for Setback to Another Sign



There is an existing Third Party Electronic Ground Sign (seen above) located 486.7 metres north of the Proposed Sign. The Sign By-law requires 500 metres separation, however due to the distance and objects in between (buildings, trees, signs), the two signs can't be viewed at the same time. This distance still achieves what the By-law intends to protect.

Looking North from 821 Kipling Ave.



This view, looking north from 821 Kipling Avenue, shows the physical barriers (trees, buildings, and other signage) in place between the Proposed Sign and the Existing Electronic Sign, and that the two signs can't be viewed and/or read at the same time.

Staff Analysis – Sign Meets Criteria

In the Staff Report, the Chief Building Official has determined that the Proposed Sign achieves all nine criteria required for approval. This recommendation is contingent on two Conditions of Approval, which Pattison will ensure are achieved:

1. The existing roof sign on the property is removed prior to the installation of the Proposed Sign, and;
2. Any permits associated with the existing roof sign are revoked.

We agree with Staff's analysis of the Proposed Sign, and kindly request that the Sign Variance Committee also support their recommendation to approve the required variance.

Questions?

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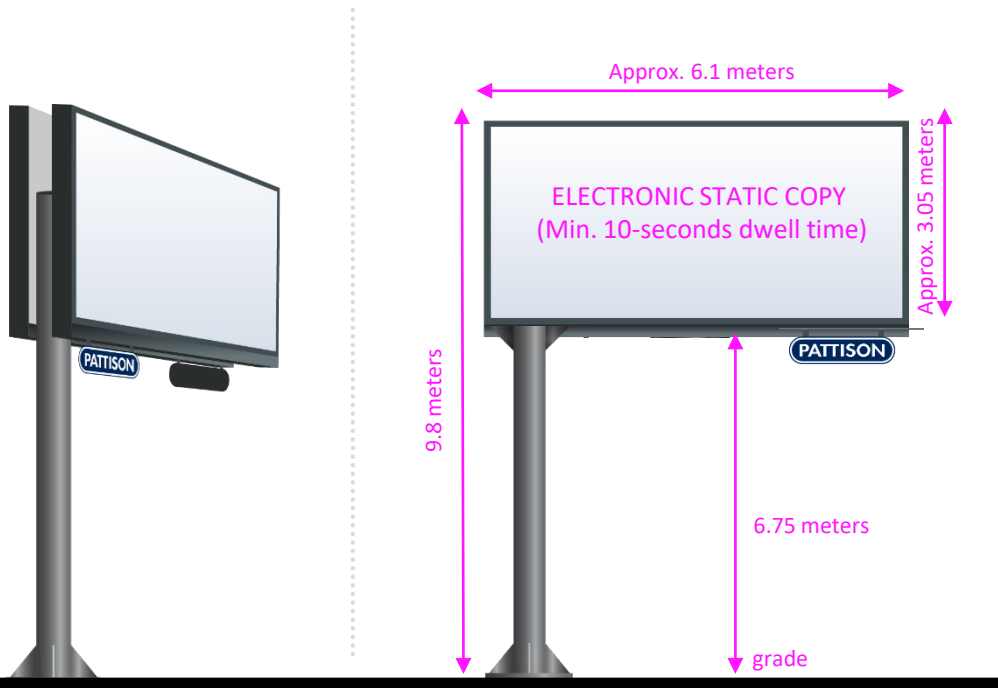
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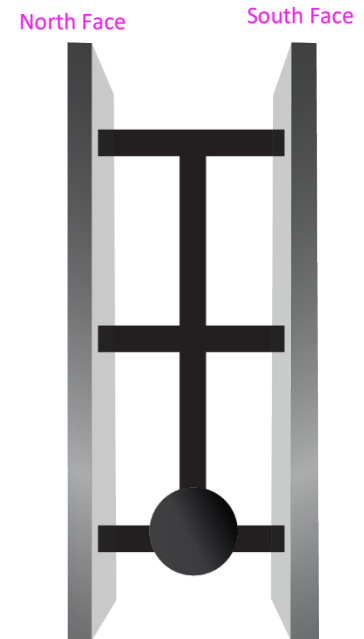
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Elevation Drawings of the Proposed Sign (821 Kipling Ave.)

Front Elevation



Top Elevation



Both the North and South face will display Electronic Static Copy
(Permitted in an E Sign District)