

3985 Keele Street

Sign Variance Application

PATTISON

CLASSIC

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AIRPORT

Overview of the Proposal

Pattison is seeking approval of 4 variances in order to obtain a permit for one ground sign with a single sign face, directed south-west towards Keele Street. The subject property is home to Frew Petroleum's Keele Terminal, and designated as an Employment (E) Sign District.

The two Conditions of Approval – the removal of an existing double-sided ground sign with static copy, and the installation of a physical barrier along the left edge of the sign face – help achieve the nine criteria set out in the Sign By-law required for variance approval.

The variances required are:

- 1) Setback to the street line (9.0m is required, and 3.0m is proposed);
- 2) Setback to and 3) facing the Institutional (I) Sign District to the west, approximately 50 metres away (60m required), and;
- 4) Having a second Ground Sign on the same Premises.

Location of the Proposed Sign

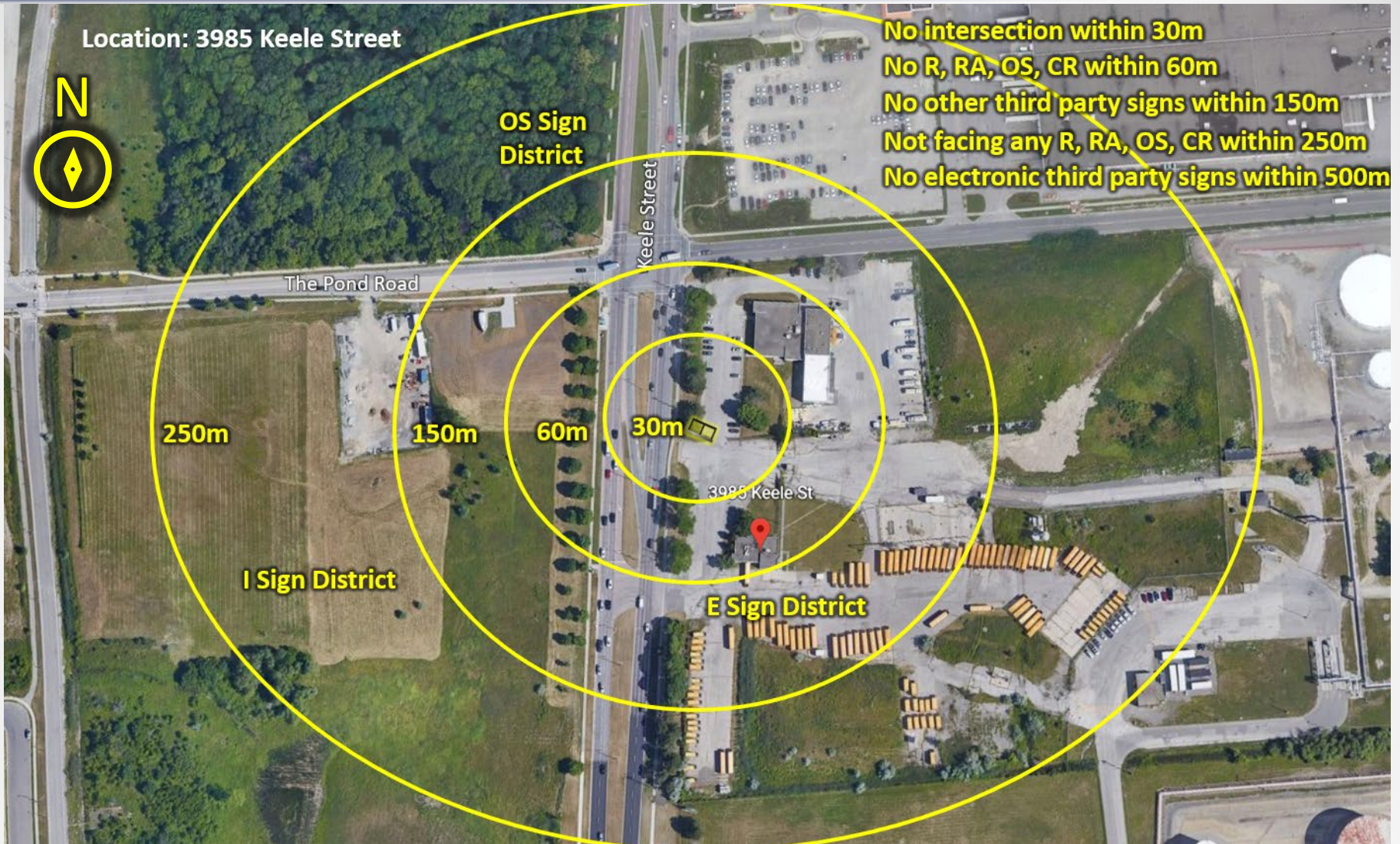
Location: 3985 Keele Street



Sign Districts – Property and Surrounding Area



Aerial View – Property and Surrounding Area



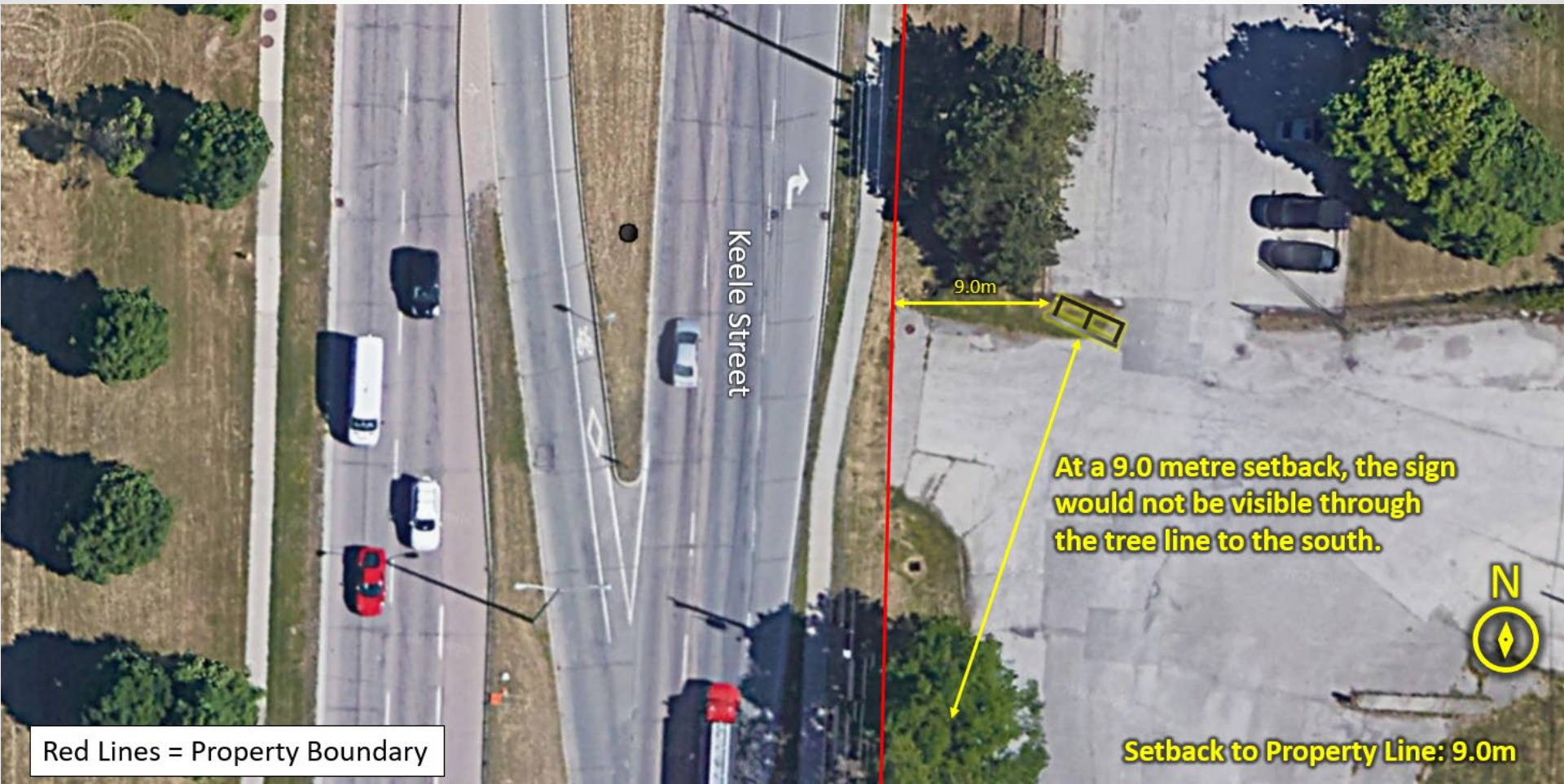
Setback to Street Line (Keele Street)



We are seeking a setback of 3.0m because of the large trees along the Keele Street frontage. At a 9m setback from the street line, these trees would block all visibility. Granting this variance will allow for much improved visibility of the sign.

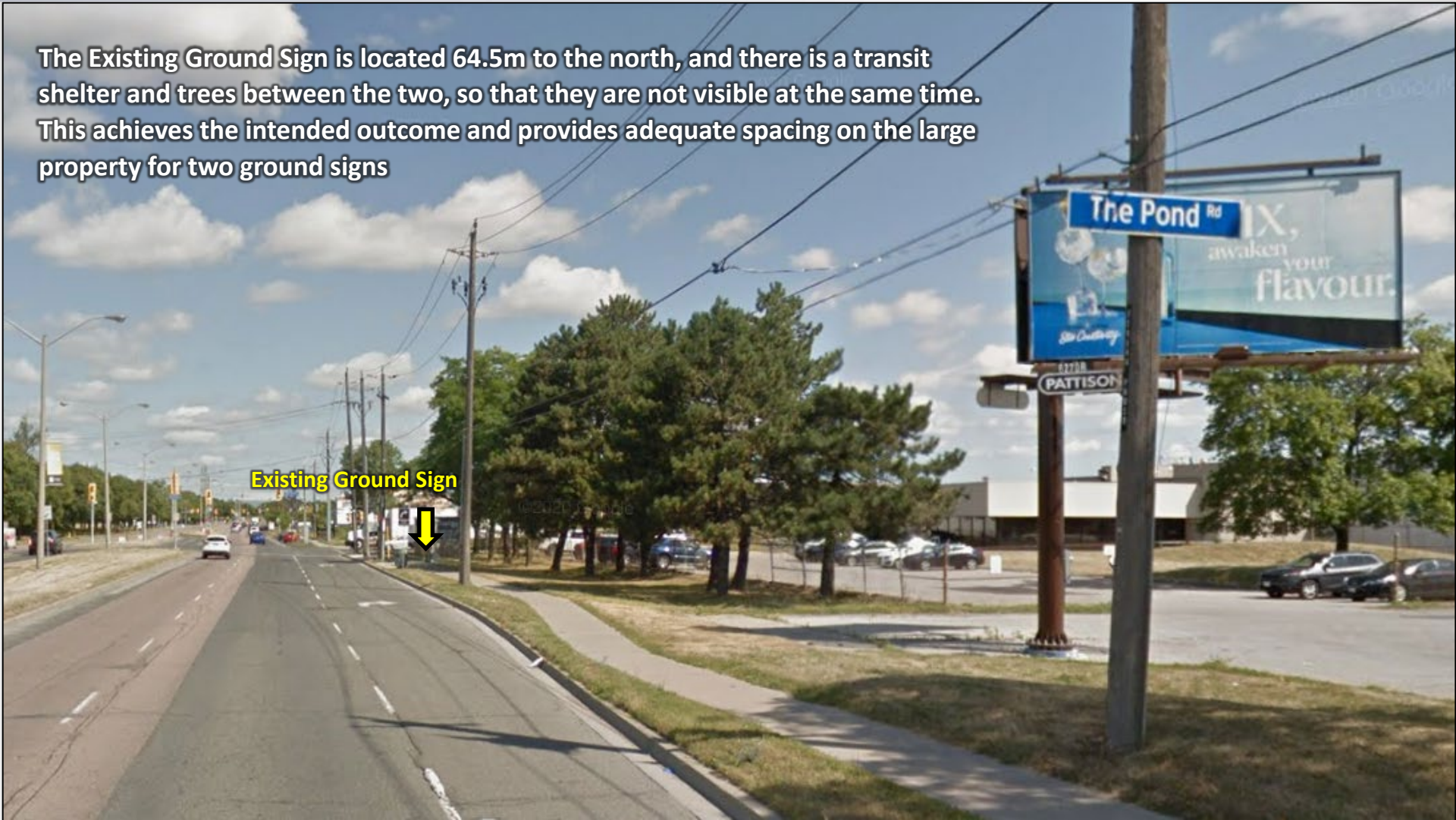
A 3m setback is consistent with the requirement for a large portion of this property, in addition to many other ground signs to the north along Keele Street, which helps maintain consistency of the streetscape.

Setback to Street Line (Keele Street)



Second Ground Sign on the Premises

The Existing Ground Sign is located 64.5m to the north, and there is a transit shelter and trees between the two, so that they are not visible at the same time. This achieves the intended outcome and provides adequate spacing on the large property for two ground signs



Setback to I Sign District to the West



The I Sign District to the West is a vacant parcel at the southern boundary of York University. It is primarily a transit route, and the Condition of Approval to include a shielding barrier along the sign face left edge will minimize any visibility from this property.

Supportive of Staff Recommendation

We believe that the variances required for the Proposed Sign are all minor in nature, and agree with Staff's assessment that the 9 criteria required for approval have been achieved.

The two Conditions of Approval that form part of our proposal will contribute to achieving these criteria, as the removal of an existing double-sided sign will reduce the overall amount of signage at the subject property by 50 per cent, and installation of a physical barrier along the left edge of the sign face will minimize any visibility of the sign copy from the I Sign District to the West.

We thank Staff and the Committee members for their time and consideration of this proposal, and are happy to answer any questions.



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Setback to I and OS Sign Districts



Setback to I Sign District to the south



There are some residential uses located 370m away, well outside of the 250m separation requirement in the Sign By-law. Between the Proposed Sign and these townhomes, is a large vacant parcel with some natural barriers that prevent any visibility.

Looking northeast towards the Proposed Sign

