

ATTACHMENT 4: APPLICANT'S SUBMISSION PACAKGE

Folder No.	Date (yyyy-mm-dd)
	2026-03-27

Project Information

Street No. 70	Street Name Caledonia Park Rd	Lot No.	Plan No.
Describe the variance(s) being applied for: SEE ATTACHED DOCUMENT			
If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:			
Existing Sign Dimensions		Location	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): PLEASE SEE ATTACHED LETTER			

Property Owner Information

First Name Peter		Last Name O'Brien	
Company Name (if applicable) STORE WEST			Telephone No. (587) 599-5700
Street No. 3332	Street Name 20th St SW	Suite/Unit No. 217	Mobile No.
City/Town Calgary	Province AB	Postal Code T2T 6T9	Fax No.
E-mail Address peter.obrien@storewest.ca			

Attachment Required

- Sign Variance Data Sheet
- Copies of any supporting documents
- All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Applicant Information and Declaration

First Name I, JASON		Last Name NOSEWORTHY	
Company Name PRIORITY PERMITS LTD			Telephone No. (905) 746-1447
Street No. of 2152	Street Name Gart Rd	Suite/Unit No.	Mobile No.
City/Town Lac la Hache	Province BC	Postal Code V0K 1T1	Fax No.
E-mail Address jason.noseworthy@prioritypermits.com			
Do hereby declare the following: - That I am ☐ the Property Owner as stated above ☒ the owner's authorized agent. ☐ an officer/employee of _____, which is an authorized agent of the owner. ☐ an officer/employee of _____, which is the Property Owner's authorized agent. - That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. - That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law - That the information included in this application and in the documents filed with this application is correct.			
 Signature		JASON NOSEWORTHY Print Name	2026-03-27 Date (yyyy-mm-dd)

Continue on next page

The personal information on this form is collected under the City of Toronto Act, 2006, s. 136(c) and Chapter 694, Signs, General, of the City of Toronto Municipal Code. The information collected will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, M5H 2N2 416-392-4235.

Data Sheet
Sign Variance

Folder no.	Request Date (yyyy-mm-dd) 2026-03-27
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This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street No. 70	Street Name Caledonia Park Rd	Lot No.	Plan No.
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Site and Building Data

Lot Area	Lot Frontage	Lot Depth
No. of Building(s) on the lot 1	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	No. of Storeys 6	Building(s) Gross Floor Area
Building Uses(s) STORAGE		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	ROAD/PARK
South	TRAIN TRACKS/EMPTY LOT/COMMERCIAL
East	COMMERCIAL
West	RESIDENTIAL

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) PLEASE SEE ATTACHED LETTER
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Continue on next page

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary)

[SEE ATTACHED LETTER OF RATIONALE](#)

BLUEBIRD STORAGE | CALEDONIA

EXTERIOR SIGNAGE

PROPOSAL - MARCH 13 2025
 PROPOSAL R1 - APRIL 10 2025
 PROPOSAL R2 - MAY 08 2025
 PROPOSAL R3 - MAY 16 2025
 PROPOSAL R4 - JUNE 18 2025
 PROPOSAL R5 - AUGUST 12 2025
 PROPOSAL R6 - SEPTEMBER 25, 2025
 PROPOSAL R7 - NOVEMBER 26, 2025
 PROPOSAL R8 - MARCH 05, 2026



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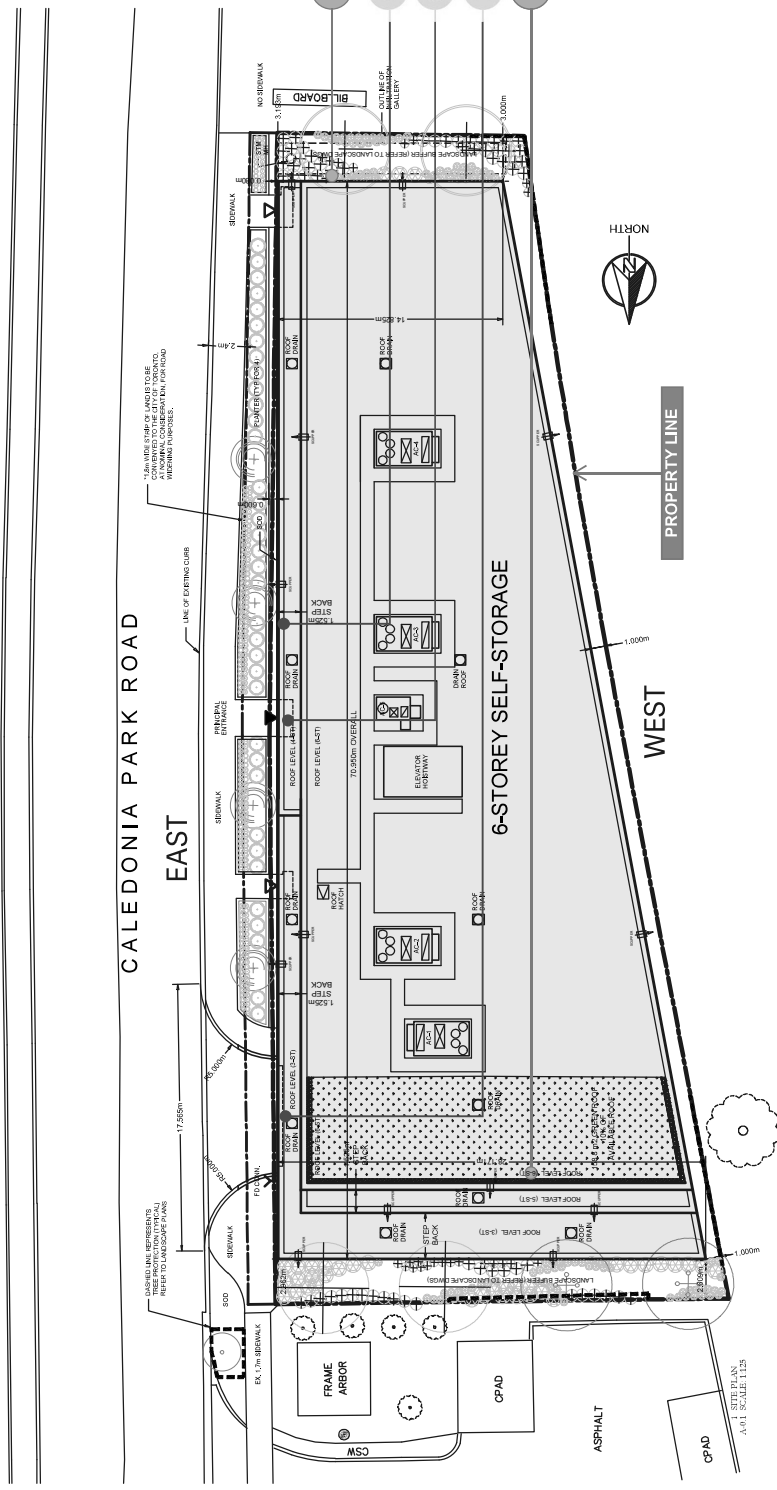
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Twilight

30 McEwan Dr. W. Bolton, Ontario, Canada, L7E 2V6

EXTERIOR	
PROPOSAL	
LOCATION PLAN	
QUANTITY:	1
CLIENT:	BLUEBIRD
WORK ORDER:	3566.2
LOCATION:	70 CALEDONIA PARK RD TORONTO ON
PM:	SE
DESIGNER:	JG
PAGE:	1
TECH ADVISOR:	DJ
DATE:	APR09/2025
DWG:	R6
REVISION:	
SIGN TYPE:	RDATE 09/25/2025
DESCRIPTION	



Twilight

30 McEwan Dr. W. Bolton, Ontario, Canada, L7E 2V6

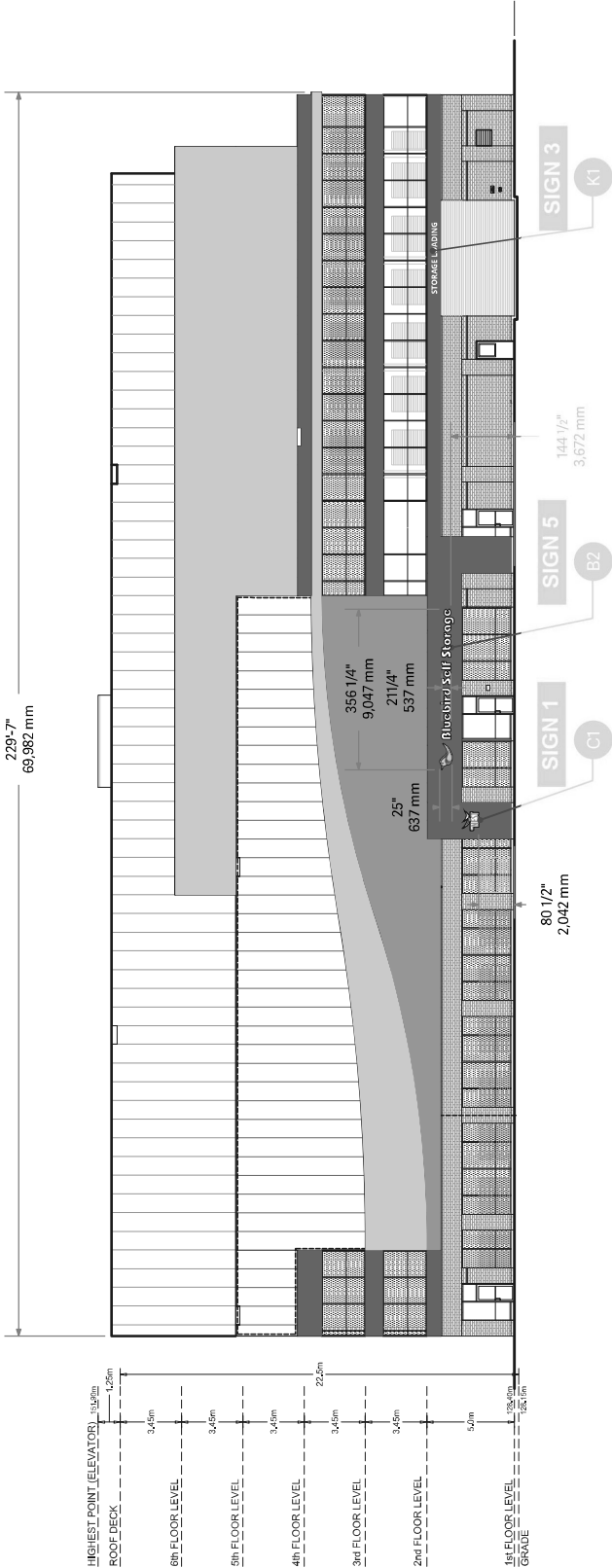


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A SITE PLAN
1 SCALE 1:300

EXTERIOR	
PROPOSAL	
EAST ELEVATION	
QUANTITY: 1	
CLIENT: BLUEBIRD	
WORK ORDER: 3566.2	
LOCATION: 70 CALEDONIA PARK RD TORONTO, ON	
PM: SE	TECH ADVISOR: DJ
DESIGNER: JG	DATE: APR 09 2025
PAGE: 2	DWG: R7
SIGN TYPE: A21	RDATE: 11/26/2025
DESCRIPTION	



FIRST STOREY WALL AREA: 349.90m²
SIGN AREA: 4.00m²
Sign is 1.14% of First Storey Wall Area

B EAST ELEVATION
1 SCALE - 1/250



30 McEwan Dr. W. Bolton, Ontario, Canada, L7E 2V6



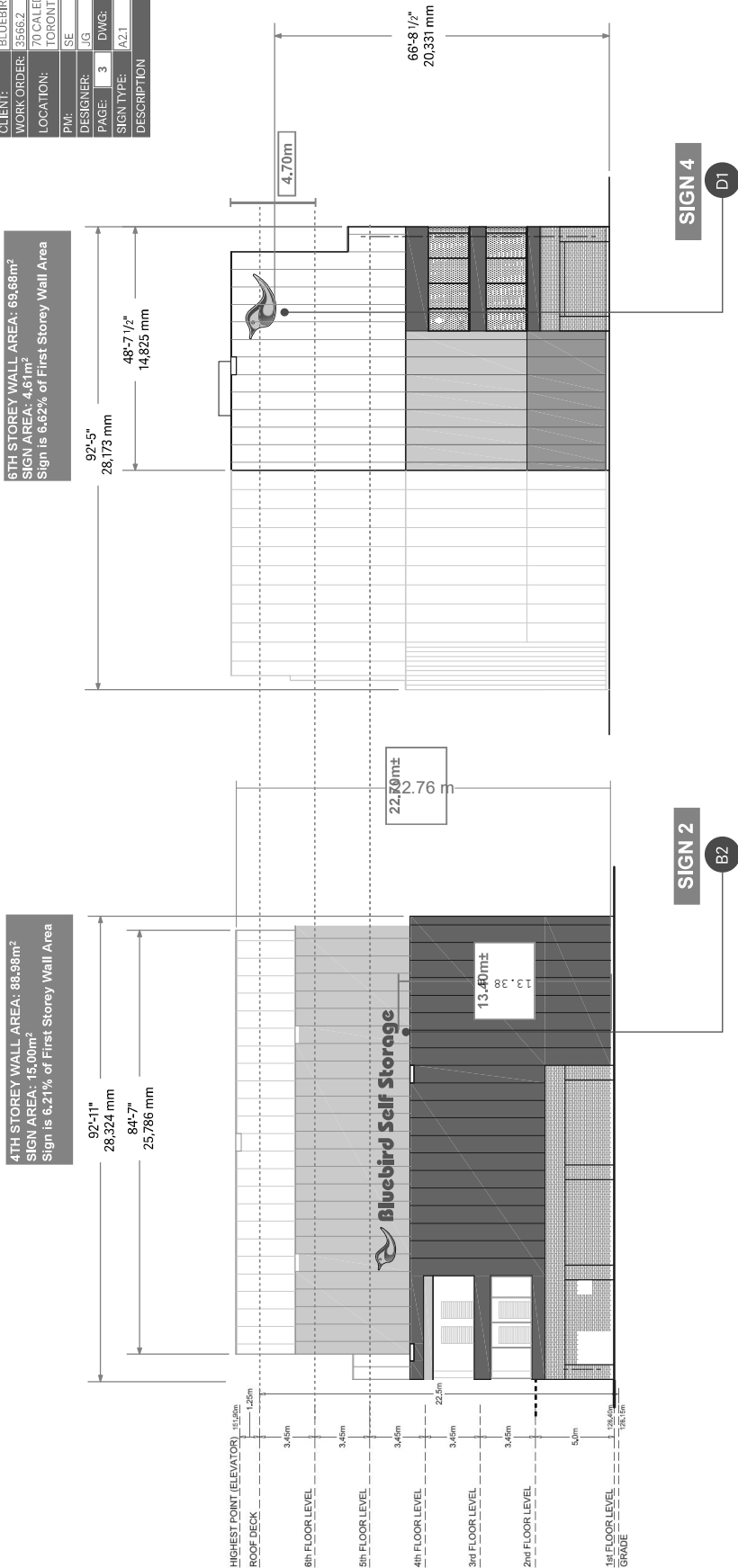
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EXTERIOR	
PROPOSAL	
NORTH AND SOUTH ELEVATION	
QUANTITY:	1
CLIENT:	BLUEBIRD
WORK ORDER:	3566.2
LOCATION:	70 CALEDONIA PARK RD TORONTO, ON
PM:	SE
DESIGNER:	JG
PAGE:	3
SIGN TYPE:	A2.1
TECH ADVISOR:	DJ
DATE:	APR 09 2025
REVISION:	R7
RDATE:	11/28/2025
DESCRIPTION	

Illumination Timer: (Halo & Face-Lit)
Sign illumination will be turned OFF between
11:00pm and 7:00am automatically.



C NORTH ELEVATION
1 SCALE - 1:250

C SOUTH ELEVATION
2 SCALE - 1:250

Twilight

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EXTERIOR

PROPOSAL

FACE & HALO ILLUMINATED LETTERS & LOGO

QUANTITY: 1

CLIENT: BLUEBIRD

WORK ORDER: 3566.2

LOCATION: 70 CALEDONIA PARK RD TORONTO ON

PM: SE

DESIGNER: JG

PAGE: 4

SIGN TYPE: B2

TECH ADVISOR: DJ

DATE: APR 09 2025

REVISION: R7

R DATE: 11/26/2025

DESCRIPTION

1. FACE & HALO ILLUMINATED BRD LOGO

- 3/16" THK #2447 WHITE IMPACT MODIFIED ACRYLIC FACE WITH IMPACT PRINT
- 1" WHITE TRIM CAPS
- WHITE LED ILLUMINATION
- 5" DEEP .040 THK ALUMINUM RETURNS PTD. BLUE
- W/1/2" LIP ON BACK RMNTD TO BACK
- 1/2" DEEP .040 THK ALUMINUM RETURNS PTD. WHITE
- 3/16" THK WHITE POLYCARBONATE BACK
- PM MOUNTED 1" OFF BACK WALL

2. FACE & HALO ILLUMINATED CHANNEL LETTERS

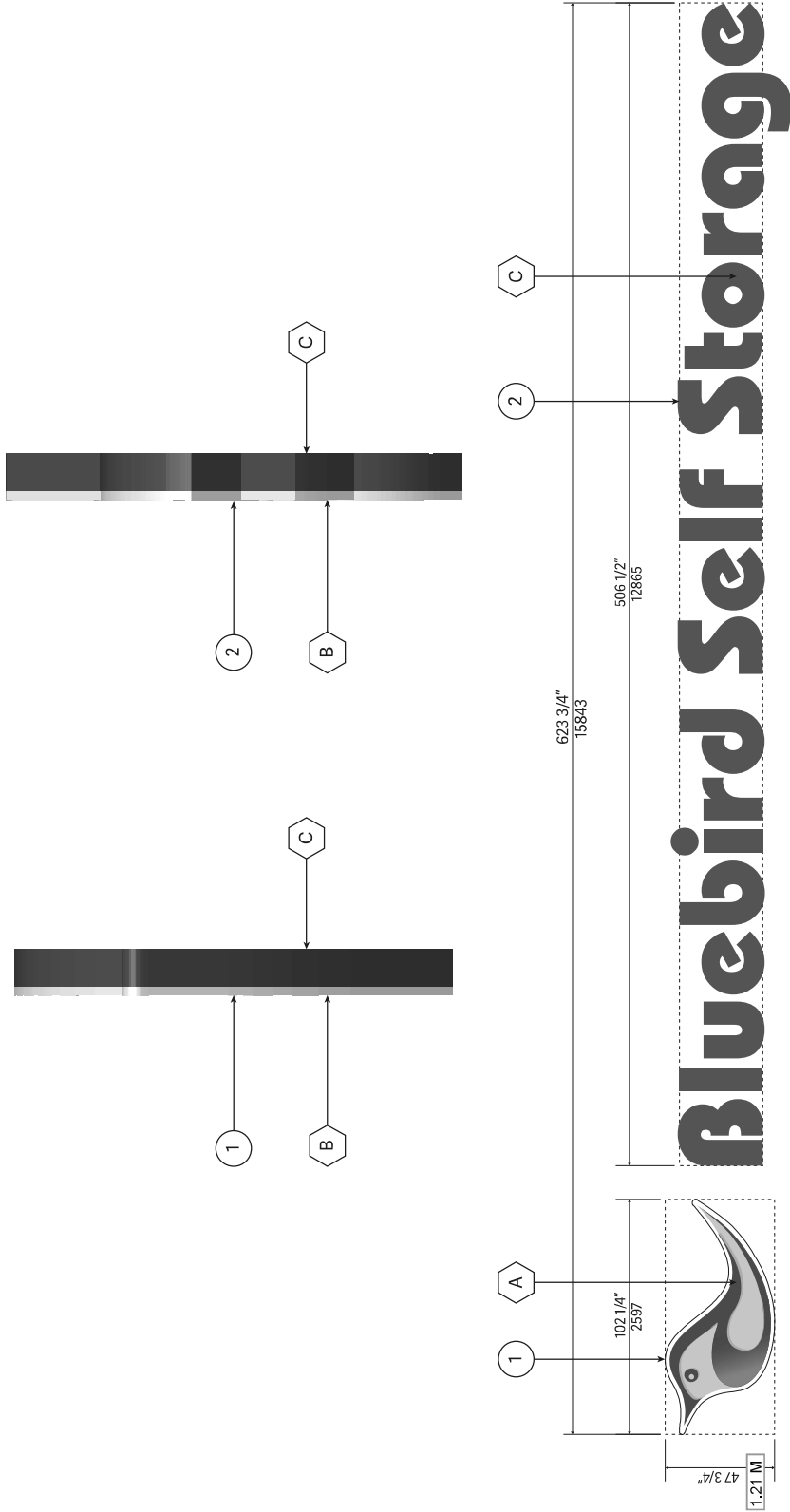
- 3/16" THK WHITE IMPACT MODIFIED ACRYLIC FACES
- 1" WHITE TRIM CAPS
- 5" DEEP .040 THK ALUMINUM RETURNS PTD. WHITE
- RETURNS W/1/2" LIP ON BACK RMNTD TO BACK
- 3/16" THK WHITE POLYCARBONATE BACK
- PM MOUNTED 1" OFF BACK WALL

COLOURS

A DIGITAL PRINT GRAPHICS

B WHITE

C PMS 2945C / 3M 3630-167 BRIGHT BLUE



11.85 sq.m

3.145 sq.m

11.85 sq.m

SIGN AREA
15.00m²

ILLUMINATION TIMER:
Sign illumination will be turned OFF between
11:00pm and 7:00am automatically.

D GRAPHICS LAYOUT
1 SCALE - 1:48



30 McEwan Dr. W. Bolton, Ontario, Canada L7E 2V6

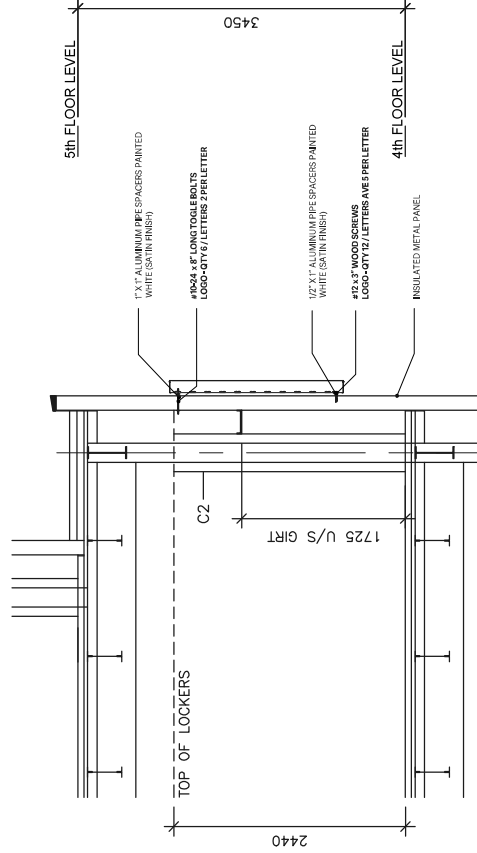
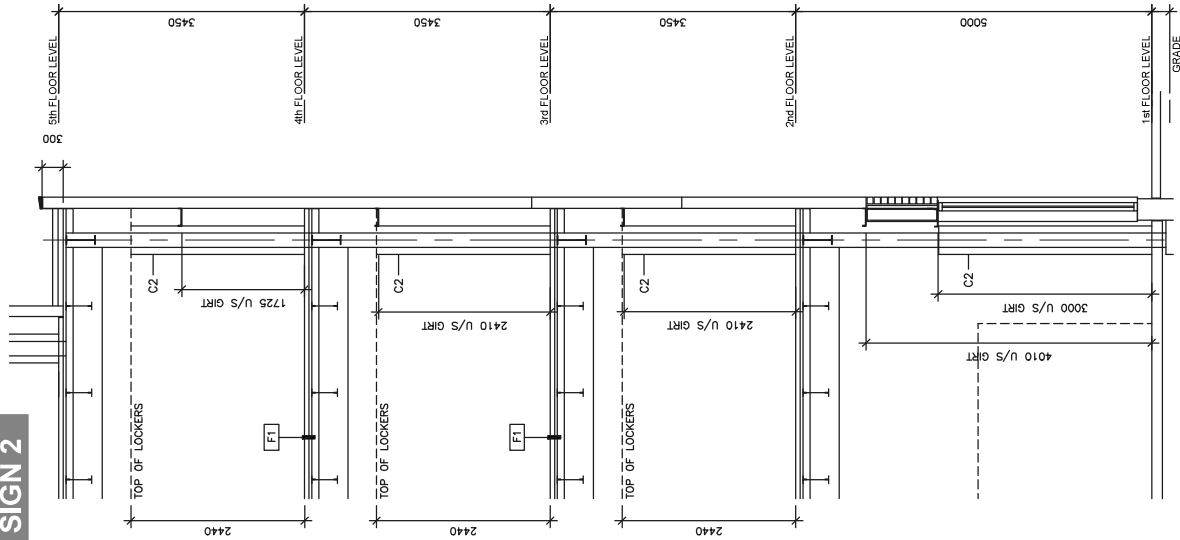


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SIGN 2



(D) SECTION / MOUNTING DETAILS
2 / SCALE - 1:48

EXTERIOR	
PROPOSAL	
FACE & HALO ILLUMINATED LETTERS & LOGO	
QUANTITY:	1
CLIENT:	BLUEBIRD
WORK ORDER:	3566.2
LOCATION:	70 CALEDONIA PARK RD TORONTO ON
PM:	SE
DESIGNER:	JG
PAGE:	5
SIGN TYPE:	82
TECH ADVISOR:	DJ
DATE:	APR 09 2025
DWG:	R7
R DATE:	11/26/2025
DESCRIPTION	
1. FACE & HALO ILLUMINATED BIRD LOGO	
- 3/16" THK. #2447 WHITE IMPACT MODIFIED ACRYLIC	
- 1" WHITE LED ILLUMINATION	
- 1" WHITE TRIM CAPS	
- 5" DEEP .040 THK ALUMINUM RETURNS PTD. BLUE	
- W/ 1/2" UP ON BACK LIMITED TO BACK	
- 1/2" UP ON BACK LIMITED TO BACK	
- PIN MOUNTED 1" OFF BACK WALL	
2. FACE & HALO ILLUMINATED CHANNEL LETTERS	
- 3/16" THK. WHITE IMPACT MODIFIED ACRYLIC FACES	
- 1" WHITE LED ILLUMINATION	
- 5" DEEP .040 THK ALUMINUM RETURNS PTD. WHITE	
- RETURNS W/ 1/2" UP ON BACK LIMITED TO BACK	
- 3/16" THK. WHITE POLY CARBONATE BACK	
- PIN MOUNTED 1" OFF BACK WALL	

QTY	HARDWARE
120	#12 X 3" WOOD SCREWS
51	#10-24 X 8" LONG TOGGLE BOLTS

Twilight

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COLOURS

	A	DIGITAL PRINT GRAPHICS
	B	WHITE
	C	PMS 2945C / 3M 3630-167 BRIGHT BLUE



Bluebird Caledonia Storage LP

Tenant Name

To whom it may concern,

Please accept this letter as acknowledgment and permission for Priority Permits Ltd. to act as our authorized agent for this sign permit application.

70 Caledonia Park Road

Project Address

PT LT 33 CON 2 FTB TWP OF YORK PT 11-18, 64R13791; S/T & T/W CA499691; CA-499691, PARTIAL RELEASE AS TO PARTS 7 AND 8 ON PLN 64R-13791. SEE AT2665545. CITY OF TORONTO

Legal Description

Building signage

Scope of Work

[Redacted Signature]

Authorizing Signature

587-599-5700

Phone

Peter O'Brien Director of Development

Name, Title, and Company

peter.obrien@storewest.ca

Email address

suite 217, 3332-20th st SW,
Calgary, Ab, T2T 6T9

Mailing Address

5/12/2025

Date

Receipt No: 1860111

Receipt

NOTE: This is not a Permit. Do not construct until a permit is issued.

You will be notified when your permit is ready.

Folder No:	26 135591 ZSV 00 ZR	Date & Time:	March 27, 2026 11:03:08 AM
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Paid By:	PRIORITY PERMITS C/O JASON NOSEWORTHY 2152 GART RD N LAC LA HACHE BC V0K 1T1		
Project Location:	70 CALEDONIA PARK RD TORONTO ON M6H 4A8		
Project Description:	Zoning Review; Non-Residential Building; Sign		
Fee Description(s):	Cost Center Number:	Value:	
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$971.16	
TB-Visa - online	110583 - PAYMENT	-\$971.16	
Total:			\$0.00
		Paid Amount	\$971.16
Paid by :TB-Visa - online		_____	

Payment of these fees accepted through the Toronto Building Payments web application.

Sign Data Sheet

Date (yyyy-mm-dd)	Folder No.
2026-03-27	

Sign Information

[illegible]

* Please ensure that the sign numbers listed in this sheet are indicated on all sign plans

14-0037 2020-06

Please Use Additional Pages as required

LETTER OF RATIONALE

Bluebird Self Storage
70 Caledonia Park Rd Toronto ON

AUTHOR: Jason Noseworthy
Priority Permits Ltd

Apr 16th, 2026

SUMMARY OF PROPOSAL

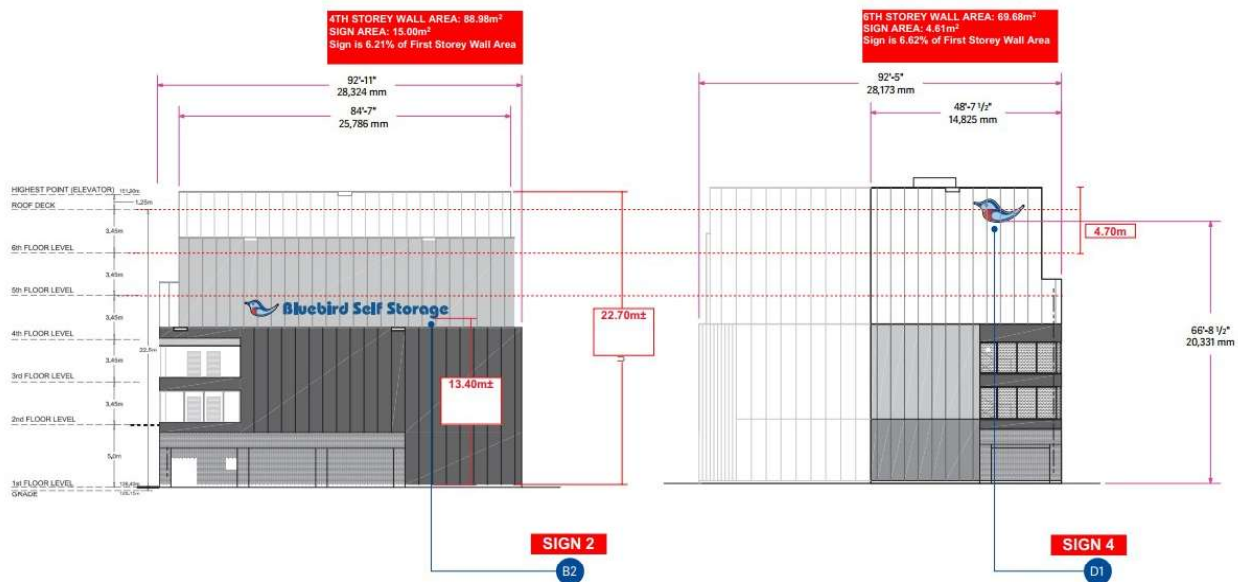
Bluebird Self Storage is seeking to install two illuminated fascia signs, displaying static copy on the fourth storey of the north elevation and sixth storey on south elevation.

REASONS FOR VARIANCE:

1) [Wall Sign [694-21 I (5)(a)]]: An E-Employment sign district may contain a wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection 694-21 E (4), provided the sign shall only be erected at the first storey.

a) The proposed sign 2 is erected at the 4th storey, and proposed sign 4 is erected on the 6th storey.

PROPOSED SIGN:



RATIONALE:

1. BELONG TO A SIGN CLASS PERMITTED IN THE SIGN DISTRICT WHERE THE PREMISES IS LOCATED

The proposed signs are first party illuminated fascia signs which are allowed in this zone.

2. IN THE CASE OF A THIRD-PARTY SIGN, BE A SIGN TYPE THAT IS PERMITTED IN THE SIGN DISTRICT WHERE THE PREMISES IS LOCATED.

The proposed signs are NOT third party and therefore this criterion is not applicable.

3. BE COMPATIBLE WITH THE DEVELOPMENT OF THE PREMISES AND SURROUNDING AREA.

Previously, the signage was located on the east elevation. In response to City staff concerns regarding illuminated signs facing Earls court Park, the signs have been relocated to the north and south elevations. Although Wall Sign [694-21 I (5)(a)] permits wall signs in an E-Employment District only at the first storey, the proposed Sign 2 is on the fourth storey and Sign 4 on the sixth storey.

The revised placement is compatible with the surrounding employment area and aligns with existing elevated signage found on nearby properties. Bluebird Self Storage is one of the tallest buildings in the neighbourhood, and signage at higher storeys provides visibility consistent with the scale of the structure.

Relocating the signs away from the east elevation directly addresses staff's concerns regarding visibility from Earls court Park. The north elevation faces Caledonia Road, where traffic flows primarily north and south, ensuring that drivers travelling in both directions can clearly see the signage. This location provides effective visibility and avoids unnecessary impact on sensitive park uses.

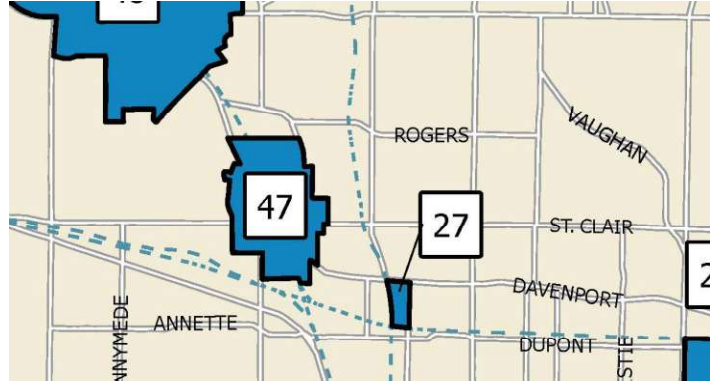
The signage also enhances wayfinding and brand awareness for customers approaching from surrounding streets. Due to the narrow width of Caledonia Road and the building's orientation, first-storey signage would be largely obscured by parked vehicles and adjacent buildings. Elevated placement on the north façade ensures clear sightlines from Caledonia Road and nearby intersections such as St. Clair Avenue.

Overall, the revised north- and south-facing signage provides an appropriate, context-sensitive solution that balances visibility needs, addresses staff concerns, and supports the function of this prominent employment-area building.

4. SUPPORT THE OFFICIAL PLAN OBJECTIVES FOR THE PREMISES AND SURROUNDING AREA.

This site is designated as General Employment Area, North of Davenport Village and not within any secondary plan area. The proposed signs do not contravene any sections of the Official Plan.

The proposed signage supports the Official Plan objectives for the premises and surrounding area by aligning with the intended function of lands designated as General Employment Areas. These areas are identified in the Plan as essential to the city's economic health, intended to accommodate a broad range of employment activities and to support business visibility, functionality, and competitiveness. The proposed signage contributes to these objectives by improving wayfinding and enhancing the visibility of Bluebird Self Storage, a permitted employment use, from key circulation routes. The signage represents a modest, functional addition that supports economic activity and contributes to a more accessible employment district, consistent with the Official Plan's goals of fostering complete, well-functioning employment areas with clear orientation and design continuity.



5. NOT ADVERSELY AFFECT THE ADJACENT PREMISES.

The proposed fascia sign will not adversely affect the adjacent premises, as it has been thoughtfully positioned on the north and south elevation of the building, facing away from nearby residential zones and the Earls court Park. This orientation ensures that the sign remains primarily visible to vehicular and pedestrian traffic approaching the property, while minimizing any potential visual impact on neighboring uses. Furthermore, the sign's static illuminated design limits light spill and avoids any distraction or nuisance typically associated with dynamic or flashing signage. The sign is further integrated with the existing architectural design and positioned at a height that is compatible with the building's scale. This maintains visual harmony with the area without impacting adjacent premises.

In regard to illumination, the proposed signage will not adversely affect adjacent premises. The sign will be equipped with an automatic timer to ensure it is turned off between the hours of 11:00 p.m. and 7:00 a.m., in line with standard industry practice. This minimizes any potential nighttime impact on nearby properties. Additionally, the illumination method is both halo-lit and subtly front-lit, producing a soft, ambient glow rather than a bright or disruptive light. The darker blue tones of the signage further reduce visual intensity, creating a gentle halo effect, making the illumination even less likely to disturb adjacent premises. As a result, the signage maintains its visibility for wayfinding purposes without causing any light nuisance to neighbouring uses.

6. NOT ADVERSELY AFFECT PUBLIC SAFETY, INCLUDING TRAFFIC AND PEDESTRIAN SAFETY.

The proposed fascia signs will not adversely affect public safety, including traffic and pedestrian safety, as it has been designed in accordance with best practices to ensure clear, static visibility without creating distraction or confusion. The sign displays non-animated, static copy and is affixed flush to the building façade, eliminating any projection or obstruction within the public right-of-way. Its location on the fourth and sixth storey, facing an internal circulation area, ensures that it remains well above sightlines relevant to motorists and pedestrians, thereby minimizing visual interference. Additionally, the sign will be installed in compliance with all structural and electrical safety standards and engineered drawings can be provided upon request to demonstrate conformance with applicable codes. This ensures that the sign maintains both its functional purpose and safety integrity within the urban environment.

7. NOT BE A SIGN PROHIBITED BY SECTION 694-15B.

The proposed signs are not prohibited by section 694-15B.

8. NOT ALTER THE CHARACTER OF THE PREMISES OR SURROUNDING AREA.

The proposed fascia signs in this area serve as a reflection of the distinct visual identity of the establishment. Introducing the proposed sign complements this existing character, ensuring the seamless continuation of the aesthetic within the employment zone. Thus, we are confident that the criterion pertaining to the preservation of the local character is adequately met.

9. NOT BE, IN THE OPINION OF THE DECISION MAKER, CONTRARY TO THE PUBLIC INTEREST.

In accordance with the variance application process, a formal Notice of Application detailing the application and proposal details must be conspicuously displayed on the premises for a duration of 30 days. Additionally, Notifications are distributed to all properties within a defined radius from the premises. All comments received by the Sign bylaw Unit will be assessed at such time as they are made.

CONCLUSION:

In conclusion, the proposed fascia signage represents a thoughtful and context-sensitive revision that directly responds to staff concerns while maintaining compatibility with the surrounding employment area. By relocating the signage away from the east elevation, the proposal avoids unnecessary visibility from Earls Court Park and instead faces Caledonia Road, where north-south traffic flow ensures clear and effective visibility for drivers. The elevated placement improves wayfinding, supports the functional operation of Bluebird Self Storage, and remains respectful of nearby residential and park uses. We respectfully request approval of this variance to enable appropriate, effective, and contextually aligned signage for 70 Caledonia Park Rd.

We respectfully request the City's consideration and approval of this application.

Jason Noseworthy

Project Manager

Jason@PriorityPermits.com

905 746 1447

Priority Permits Ltd.

2152 Gart Rd, Lac La Hache, BC, V0K 1T1