



**SUBJECT: Sign Variance Application for 2515 Appleby Line**

**TO: Planning and Development Committee**

**FROM: Planning and Building Department**

Report Number: PB-22-17

Wards Affected: 5

File Numbers: 530-008/16

Date to Committee: February 28, 2017

Date to Council: March 27, 2017

---

### **Recommendation:**

Approve the application for variances to Sign By-law 34-2007, made by AGC GRAPHICS, to permit two recently installed fascia signs, which require the following variances:

1. To permit a total sign area of 50.6 m<sup>2</sup> for the west-facing sign instead of the maximum permitted area of 19.4 m<sup>2</sup>.
2. To permit a total sign area of 50.6 m<sup>2</sup> for the south-facing sign instead of the maximum permitted area of 26 m<sup>2</sup>.

Subject to the following condition:

1. The variances apply to the west and south-facing fascia signs only and are valid only for the duration of the existing uses on site.

### **Purpose:**

To recommend approval of the variance request to permit two recently installed fascia signs on the Goodlife Fitness building at 2515 Appleby Line.

---

### **Background and Discussion:**

#### **Property Details**

The subject property has the following characteristics:

- Located on the east side of Appleby Line, just south of Dundas Street and west of the CN railway corridor (see Appendix A – Location/Zoning Sketch). Surrounding uses consist of:
  - North: Commercial
  - East: Railway Corridor/Residential
  - South: Commercial
  - West: Commercial
- Currently contains a Goodlife Fitness club – the building containing the subject signage – as well as a Fortino’s supermarket and a multi-tenant commercial building. The subject property is part of a larger commercial development known as Appleby Crossing, which is comprised of various commercial buildings, internal roads, and surface parking. The subject property is approximately 5.06 ha (12.49 ac) in size and is accessible via driveway entrances from Appleby Line and Dundas Street.
- Zoned “CR – Regional Commercial” under Zoning By-law 2020 (see Appendix A – Location/Zoning Sketch)

### **Existing Signage**

Two fascia signs have been installed on the subject building: one sign on the west building wall, and one sign on the south building wall. A third sign, which would conform to the regulations of the Sign By-law is contemplated for the north building wall.

There is currently an abundance of commercial signage throughout the area surrounding the site, as the property is located within a major commercial development. On the subject property, the Fortino’s supermarket and the multi-tenant commercial building contain fascia signs of varying sizes and designs. There is also a ground sign on the subject property, which indicates the various tenants of the subject site.

### **Discussion**

Two signs that have been installed on the Goodlife Fitness building require variances from Sign By-law 34-2007. The signs are located on the west and south walls of the building (see Appendix B – Detail Sketch), are identical in design, and are both 50.6 m<sup>2</sup> in area. The maximum total sign area permitted is 19.4 m<sup>2</sup> on the west building façade, and 26 m<sup>2</sup> on the south building façade.

The signs are comprised of individual, illuminated letters denoting the name of the fitness club, and also include square-shaped “24 HOUR” signs (see Appendix C – Sign Elevations). Both signs have been installed 4.7 m above ground level. The west-facing sign is intended to be visible from Dundas Street, while the south-facing sign is positioned above the main entrance to the facility, and is visible to vehicles and pedestrians travelling within the site.

## **Sign By-law 34-2007**

Sign By-law 34-2007 contains various regulations pertaining to signage, including general prohibitions listed under Section 5, and specific regulations for fascia signs under subsection 6.2. The following regulation from Sign By-law 34-2007 is pertinent to the subject application:

- 6.2.1            The total sign area of all fascia signs on any one façade of a building shall not exceed 0.75 times the linear metres of the façade on which the fascia sign is erected. The maximum area of any individual fascia sign shall not exceed 26 m<sup>2</sup>. On a building located 15 m or less from a street any individual fascia sign shall not exceed 13 m<sup>2</sup>.

## **Intent of Sign By-law Regulations**

The Sign By-law regulations are intended to provide businesses with sufficient means of identification from adjacent public areas while ensuring that signage does not pose a negative visual impact on the existing streetscape and surrounding land uses, and that it does not impact public safety. Regulating the type and design of signage ensures that each property maintains an acceptable mix of signage, and that new signs are compatible with the signage for similar uses in the surrounding area.

The Sign By-law regulates signage in terms of a number of aspects. Size, amount, location, clarity, compatibility, aesthetic quality, visual character, safety, and consistency with City objectives are all considered by the By-law and balanced with the public's right to expression.

## **Comments from Other Departments**

By-law Enforcement staff were consulted on the application. No objections were received.

## **Staff Considerations**

In reviewing the subject variance application, staff has considered the context of the subject site in order to evaluate the compatibility of the new signage with the existing uses and surrounding signage. Staff notes that the subject building is located within a major commercial development at the intersection of two major arterial roads. Thus, the addition of new fascia signage to the subject property is not out of keeping with the commercial character of the area. Though the signs are larger in area than what is permitted by the By-law, they do not appear unreasonably large or out of scale with the subject building, and are compatible with the surrounding buildings and signage. Also, because the site contains expansive parking areas and internal roads for vehicles, the

size of the signs assists in improving way-finding for drivers and pedestrians travelling within the commercial area.

Staff notes that Dundas Street passes over the rail corridor to the east of the property, resulting in a decrease in grade elevation from the street to the subject property. The grade difference assists in mitigating the visual prominence of the west-facing sign to motorists travelling east along Dundas Street, while allowing the sign to serve its way-finding function for motorists entering the site via Dundas Street. The significant setback of the building from the street edge also assists in mitigating any dominating visual effect of the west-facing sign. The south-facing sign has virtually no visual effect on traffic travelling along Dundas Street or Appleby Line, due to its inward orientation, and due to the presence of other buildings blocking its visibility from the street.

Furthermore, the use of individually illuminated letters within the signs, as opposed to large panel-type signs, allows the exterior building materials to be visible “through” the signs, creating more subtle visual effects. Neither sign appears out of proportion with its respective façade, and the chosen colours and materials compliment the grey and red building materials used in the rear of the building and along its roofline.

Based on the above, staff considers the variances as relatively minor deviations from the regulations of the Sign By-law that are compatible with and do not pose any negative impacts on the surrounding uses and signage in the area. In the opinion of staff, the requested variances meet the intent and purpose of Sign By-law 34-2007.

---

### **Financial Matters:**

The application has been processed under the standard fee for sign variances in accordance with the Development Application Fee schedule.

---

### **Environmental Matters:**

There are no environmental matters arising from the recommendation of this report.

---

### **Conclusion:**

Staff, having had regard for Sections 9.9.1, 9.9.2, and 9.9.3 of the City’s Sign By-law 34-2007, is of the opinion that the proposed sign variances satisfy the intent of Sign By-law 34-2007 and recommends that the application be approved subject to the proposed

condition of the Recommendation.

---

Respectfully submitted,

Paul Klassen

Planner I

(905) 335-7600 ext. 7559

**Appendices:**

- a. Sketch No. 1 – Location/Zoning Sketch
- b. Sketch No. 2 – Detail Sketch
- c. Sketch No. 3 – Sign Elevations

**Notifications:**

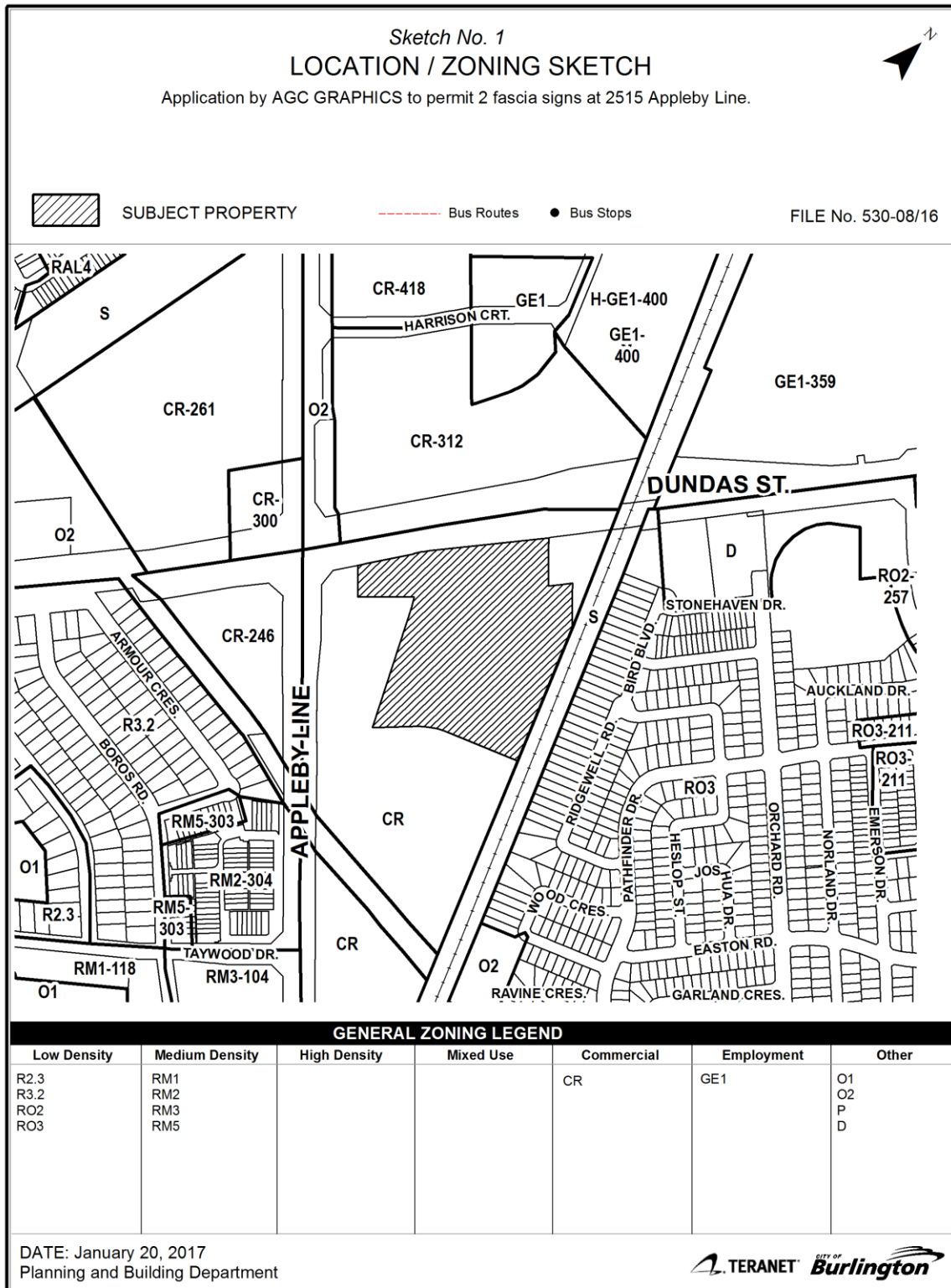
AGC GRAPHICS

860 Brock Road, Pickering, ON L1W 3X3

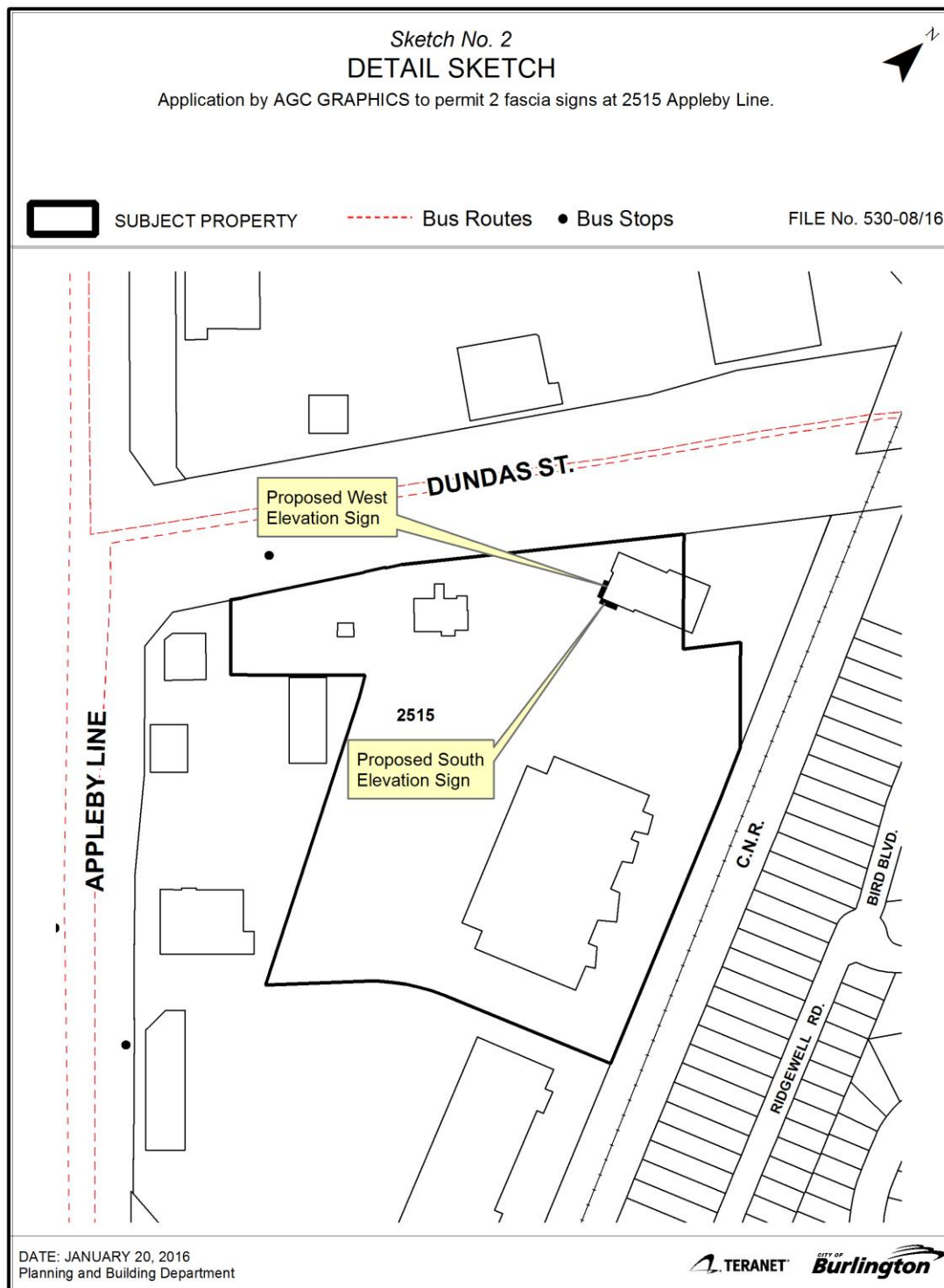
**Report Approval:**

All reports are reviewed and/or approved by Department Director, Director of Finance and Director of Legal. Final approval is by the City Manager.

## Appendix A – Location/Zoning Sketch



## Appendix B – Detail Sketch



## Appendix C – Sign Elevations

