

Public Release  
September 5, 2017



**Town of Aurora**  
**Additional Items No. 2 to**  
**General Committee Meeting Agenda**

Tuesday, September 5, 2017  
7 p.m., Council Chambers

- **Delegation (c) Michael S. Manett, representing Vello Holdings Ltd.**  
**Re: Item R5 – PBS17-061 – Sign Variance Appeal to Council – 330 McClellan Way**
- **Item R10 – Memorandum from Director of Planning and Building Services**  
**Re: Additional Information to Item R8 – PBS17-066 – Award of Contract for Library Square Site Plan**



Legislative Services  
905-727-3123  
[Clerks@aurora.ca](mailto:Clerks@aurora.ca)  
Town of Aurora  
100 John West Way, Box 1000  
Aurora, ON L4G 6J1

## Delegation Request

This Delegation Request form and any written submissions or background information for consideration by either Council or Committees of Council must be submitted to the Clerk's office by the following deadline:

**4:30 p.m. Two (2) Days Prior to the Requested Meeting Date**

|   |                                 |
|---|---------------------------------|
| <b>Council/Committee/Advisory Committee Meeting Date:</b><br>September 5, 2017  |                                 |
| <b>Subject:</b><br>Sign Variance Appeal to Council- 330 McLellan Way  |                                 |
| <b>Name of Spokesperson:</b><br>Michael S. Manett, MCIP RPP   |                                 |
| <b>Name of Group or Person(s) being Represented (if applicable):</b><br>Vello Holdings Ltd.   |                                 |
| <b>Brief Summary of Issue or Purpose of Delegation:</b><br>The applicant filed a sign variance with the Town with the direction that the Director of Planning had delegated authority to approve. The Director of Planning denied the request and the applicant is now appealing to Council for approval. |                                 |
| <b>Please complete the following:</b>   |                                 |
| Have you been in contact with a Town staff or Council member regarding your matter of interest?      Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>  |                                 |
| If yes, with whom?<br><b>Marco Ramuno, Afshin Bazaar</b>  | Date:<br><b>August 17, 2017</b> |
| <input checked="" type="checkbox"/> I acknowledge that the Procedure By-law permits five (5) minutes for Delegations.   |                                 |



*land use planning  
&  
development*

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Tel: 905.889.1564 | Fax: 905.889.6309  
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August 31, 2017

Deputy Clerk  
Clerk's Department, Corporate Services  
Town of Aurora  
100 John West Way, Box 1000  
Aurora, Ontario L4G 6J1

Dear Members of Council:

Re: Item R5 General Council Meeting September 5, 2017  
Sign Variance Application Appeal to Council - 330 McClellan Way

Request:

The owner of the 330 McClellan Way is requesting a sign variance to permit one pylon sign with a height of 7.3 metres and sign area of 10 square metres. The subject property is zoned Convenience Commercial C1-103 Exception Zone in By-law#6000-17 and previously zoned Local Commercial C1-1 Exception Zone in By-law 2213-78. Ground signs are not permitted in C1 zone and the reason for the variance.

Site Description:

The Subject Site fronts on the north side of McClellan Way directly east of Bathurst Street in the Town of Aurora. The subject site has a frontage of 74.1m, a depth of 60.7m and an area of 5,260.92 m<sup>2</sup>

Existing on the Site is a one storey commercial building which has a GFA of 1,130 m<sup>2</sup>. The commercial building has a total of ten (10) units.

Background:

The existing commercial plaza, which has been in operation since the early 1990's, provides neighbourhood commercial services to the surrounding residential neighbourhood, schools, and community centre. Over the years of operation, the owner has had difficulty attracting and maintaining commercial tenants for the plaza, due to a lack of signage, and as a result many of the small businesses that previously operated in the plaza have either shut down operations or have moved from the location. The landlord is dealing with high vacancy rates and is having difficulty attracting new tenants without appropriate signage for the plaza. Potential tenants, including national tenants, have specifically stated the lack of signage as a reason for not leasing space within the plaza. Therefore the owners need appropriate signage to ensure that the plaza can survive with its intended use and continue to serve the community.

Discussions with Town Staff started in November 2015 at a Pre-Consultation Meeting to discuss a minor zoning by-law amendment to update the permitted uses on the site and the allowance for a ground sign as close to Bathurst Street as possible. There was support at this meeting and the Zoning By-law Amendment was approved by Council in June of 2016. At the initial pre-consultation meeting, the business concerns of the plaza regarding the need for a sign, were well understood and the hope was for the owner of the plaza to lease the adjacent Town owned land to install a sign as close to Bathurst as possible. Eventually, the option of leasing Town owned land could not be accommodated and the only option available to the Owner was to install the sign on their site. This requires a sign variance application, since the Convenience Commercial Zone (C1) does not permit any ground signs.

We submitted the sign variance application in December 2016 to allow for a pylon sign on the commercial plaza at 330 McClellan Way. After our first submission, we reduced the size of the proposed sign, based upon the suggestion of the Building Department, to be similar to signs in other small plazas. In January, we were told that the Building Department could not support the size of the sign, as proposed, without Council's approval. The Building Department then provided us with an option that they could support without going to council, but the proposed size did not meet the needs of the business and would not provide any benefit to the plaza.

Between January and the date of the Appeal in May, the owner consulted with the nearby residents who generally supported the proposal. At the same time we tried to come to a workable solution with the Building Department. Nothing was achieved, since they would only approve a sign, without going to council, based on the recommendations they provided. We were told that our best option would be to bring the matter to council.

Building Department Recommendation:

After the sign variance was submitted, the Building department recommended the following changes to the proposal in order to provide approval without the need to go to council. The proposal would allow for a ground sign that is permitted within the Residential Apartment Zone and has the following requirements.

- 1- *The maximum sign area of 2.4 m<sup>2</sup>*
- 2- *The maximum height of 4.0 m*
- 3- *Externally illuminated*
- 4- *The town also would like the sign to be located on the west side of the driveway, 1m away from the drive way and 4m away from the west property line (in order to meet the general provision of the Sign By-law with respect to ground signs)*

The height and area of the sign as requested by the Town is too small to provide the necessary visibility to be of any practical use in promoting the businesses and potential businesses in the plaza. The reason for the sign variance application is that many of the businesses in the plaza have been suffering because of a lack of signage and much of the available space sits vacant. The owner has had difficulty leasing space to potential new tenants, which would benefit the local community, because of a lack of signage. Although the owner may be receptive to reducing the sign slightly, it must be large enough to serve its intended purpose, which is to provide visibility to promote the plaza businesses.

Discussion with nearby residents:

The owner understands the concerns raised by Town Staff regarding the impact on adjacent properties and has taken a proactive approach by engaging with neighbouring property owners (327, 335, 339, 343, and 347 McClellan Way) that may be affected by the sign and to show them the proposed plans for the pylon sign. Overall, the response was receptive.

The neighbours would like the sign to be as close to Bathurst as possible, which is not feasible because of a transformer on the west end of the property. The neighbours would also like for the lights to be put on a timer to match the above store lights. The owners have agreed to put timers on the sign lights to match the above store lights, which would turn off at approximately 11:30p.m. The sign would be perpendicular to McClellan Way and not shine directly onto any property reducing any potential impact

Some home owners were concerned about a possible reduction in property values. Those concerned were eased after an explanation of how a thriving plaza with first class national tenants would benefit the area, whereas a rundown plaza with vacancies would be a negative factor in the area and likely have more impact on property values.

Impact on Residents.

Town Staff has raised concerns regarding the impact of the sign on the residents across the street, specifically with regards to illumination. We believe the impact, if any will be limited for the following reasons.

- The sign will be placed perpendicular to McClellan Way and will not shine directly on the properties on the south side of McClellan Way. Any potential light impact will be minor.
- The sign will be put on timers to match the above store lights and will turn off at approximately 11:30 p.m.
- There are a number of trees which will provide a light barrier between the sign and nearby homes.
- The internal illumination is backlit and does not shine brightly.
- The existing above store lights are brighter than the proposed sign.
- Municipal light fixtures are brighter than the proposed sign.

Impact on Streetscape.

Staff mentioned the potential impact on the streetscape. We do not see a potential impact on the streetscape for the following reasons:

- The property is at the edge of the community, near to traffic lights, and not within the heart of the residential community. The residential character of the streetscape has not yet been created.
- There are schools slightly east of the plaza which have signs and create part of the streetscape.
- It would be expected that a commercial plaza, at the edge of a community, would have pylon signage. This is common place in many other neighbourhoods.

Justification:

The approval of the variance to Sign By-law No. 5840-16 as amended would be a benefit to the businesses located in the plaza, the neighbourhood and the Town in general. The sign will promote the businesses located in the Plaza supporting their ongoing viability. The expected increase in customers to the Plaza will bring added value to the Plaza by increasing sales to the businesses. The neighbourhood will be positively impacted with a thriving commercial plaza that will serve the local community and meet the intent of the Community Commercial Zone.

Conclusion:

The landowner would like to proceed with a sign that is appropriate for the needs of the plaza. The Town limitation on sign dimensions undermines the needs of the plaza and affects its ongoing viability. The matter is urgent as the existing businesses are struggling and there are no prospects for potential tenants to lease available space in the plaza without appropriate signage. The neighbours understand this and do not object to the proposed sign.

Yours truly,



MPlan Inc.

per: Michael S. Manett, MCIP, RPP.  
Encl.

cc: Vello Holdings Ltd.  
Marco Ramuno



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**Planning and Building Services**

## **MEMORANDUM**

**DATE:** September 5, 2017

**TO:** Mayor and Members of Council

**FROM:** Marco Ramunno, Director of Planning and Building Services

**Re:** **Additional Information to Item R8-PBS17-066  
September 5, 2017 General Committee Meeting  
Award of Contract for Library Square Site Plan**

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### **Recommendation**

**That the memorandum regarding the award of contract for the Library Square site plan be received for Information.**

### **Background**

Staff are providing additional information related to the winning bidder for RFP No. 2017-96-PBS regarding the preparation of a site plan for Library Square. This information comes at the request of members of Council and provides additional information on the profile and experience of the bidder. All of the highlighted information was submitted as part of the bid package.

### **Team Profile**

The winning bidder, The Planning Partnership, are a multi-disciplinary firm comprised of landscape architects, urban designers, urban planners and communication professionals. The firm is based in Toronto and has both local and international work experience.

In the last five years The Planning Partnership's work has been recognized with over 20 awards and citation's, both from peers and professional organizations including the Canadian Institute of Planners, the Congress for New Urbanism, the American Association of Landscape Architects, the Canadian Association of Landscape Architects and the Ontario Association of Architects. In addition, the firm has garnered awards from a number of municipalities and government agencies.

The Planning Partnership has brought together a team of sub-consultants with whom they have long and successful history of collaboration. This team includes:

- DPAI Architecture (public realm architecture)
- RAW Design (architecture)
- SCS Consulting (civil engineering)
- Creative Irrigation Solutions (irrigation)
- MJS Consultants (lighting and electrical)
- Internationally recognized fountain designers Dan Euser Waterarchitecture will collaborate on the design of an exciting water feature

### **Relevant Work Experience**

#### **FRONT ST PROMENADE - WEST DON LANDS, Waterfront Toronto**

The Planning Partnership was the lead public realm consultant, providing project management, public realm design, contract document preparation and construction oversight. The team brought a strong, design-driven approach to the West Don Lands Public Realm Master Plan for the district. The goal was to create a place that is contemporary, flexible, beautiful, sustainable and walkable. All of the streets and parks are pedestrian, cycling and transit priority spaces that incorporate pedestrian scale lighting, high quality paving and street furniture. A significant public art program was also developed during the master plan phase as a strategy to imbed a cultural imprint into the public realm design. The program resulted in the installation of seven major commissions that punctuate the major public spaces.

#### **FRONT ST @ UNION STATION, City of Toronto**

The Planning Partnership was the lead public realm designer for the redesign of Front Street in front of Union Station. The design intent was to create a grand arrival plaza for one of the country's most active multi-modal transit terminals. Working closely with the City of Toronto's urban design, transportation and technical services divisions, and the LEA team, the project established a number of innovative precedents for the City. They include the creation of a table top pedestrian plaza that spans across Front Street and prioritizes pedestrians over vehicles and the introduction of vehicular calming techniques including cobble paving in the street, narrowed lanes, and limited curb side drop off and pick up.

#### **DISTILLERY DISTRICT, Cityscape Development Corp, Toronto**

The Planning Partnership is working with E.R.A. Architects on a Landscape Rehabilitation Plan for this National Historic Site. As a former industrial site converted to residential and commercial uses, this now tourist destination lacked pedestrian realm amenities. The design concept preserves the essential heritage values of the place while introducing elements for comfort, safety and year round interest. The landscape plan was based on a simple principal of minimum intervention to preserve the heritage qualities and character of the site combined with maximum social benefit, creating a series of programmable public squares and laneways that are activated by adjacent uses and active programming.

**BELLEVUE SQUARE, City of Toronto**

The Planning Partnership was retained to provide landscape architectural services for this historic square in the heart of Kensington Market in Toronto. The site is a vestige of the former Denison Estate. Over the years it has deteriorated as a result of overuse and aging infrastructure. The concept plan for revitalization was developed through an extensive consultation process engaging stakeholders and the community. The design embeds the popular children's play area in the heart of the park, creates a new public plaza along the Augusta Street edge and restores the lawns, and walkways that recall the gardens of the former estate that are highly valued by the community. Innovative construction techniques are currently being considered to ensure that the highly valued mature trees are protected during the construction phase. The urban arboriculture team at The Planning Partnership led the tree protection program and tree canopy restoration strategy that ensured the long term tree health, urban bio-diversity. Construction commenced in the spring of 2017.

Bellevue Square incorporates a major children's play area and water play. Lined with seating for parents and a beautifully designed signature washroom building by Tim Scott, the area is a strong programmatic and aesthetic focus in the park. The park also includes a large deck for performances designed to provide additional root protection for the mature trees in an area of high pedestrian use.

**TOWN OF AURORA**

The Planning Partnership were the Town's Planning Consultants for a number of projects including the Town's 2010 Official Plan, Aurora 2C Secondary Plan, Aurora Promenade Secondary Plan, Aurora Promenade Concept Plan - Urban Design Strategy and Aurora Promenade Streetscape Design & Implementation Plan.

**Attachments**

- Work Schedule Chart

# WORK SCHEDULE CHART

2017

**Part 1: Ongoing Visioning Phase**

|  | September |    |    |    | October |   |    |    |    | November |    |    |    |
|--|-----------|----|----|----|---------|---|----|----|----|----------|----|----|----|
|  | 3         | 10 | 17 | 24 | 1       | 8 | 15 | 22 | 29 | 5        | 12 | 19 | 26 |
| Project Kick-Off Meeting                                 | █         |    |    |    |         |   |    |    |    |          |    |    |    |
| Review Background Information, Policies and Reports      | █         |    |    |    |         |   |    |    |    |          |    |    |    |
| Site Analysis  | █         |    |    |    |         |   |    |    |    |          |    |    |    |
| Identify Relevant Best Practices                         |           | █  |    |    |         |   |    |    |    |          |    |    |    |
| Visioning Exercise                                       |           | █  |    |    |         |   |    |    |    |          |    |    |    |
| Development of Design Principles                         |           | █  |    |    |         |   |    |    |    |          |    |    |    |
| Programming Analysis                                     |           | █  |    |    |         |   |    |    |    |          |    |    |    |
| Conceptual Design Options                                |           | █  |    |    |         |   |    |    |    |          |    |    |    |
| Engagement of Community, Stakeholders, Council and Staff |           | █  |    |    |         |   |    |    |    |          |    |    |    |
| Design Development                                       |           | █  |    |    | █       |   |    |    |    |          |    |    |    |
| Presentation to Council and Staff                        |           |    |    |    | █       |   |    |    |    |          |    |    |    |
| <b>Deliverables</b>                                      |           |    |    |    |         |   |    |    |    |          |    |    |    |
| Stakeholder & Council Consultation Plan (1 digital copy) |           |    |    |    |         |   |    |    |    |          |    |    | *  |
| Visioning Matrix (1 digital copy)                        |           |    |    |    |         |   |    |    |    |          |    |    | *  |
| Conceptual Visioning Report (1 digital copy)             |           |    |    |    |         |   |    |    |    |          |    |    | *  |
| Design Development Report (1 digital copy)               |           |    |    |    |         |   |    |    |    |          |    |    | *  |

**Part 2: Site Plan Phase**

|   |  |  |  |  |   |  |  |  |  |   |  |  |   |
|---|--|--|--|--|---|--|--|--|--|---|--|--|---|
| Draft Report and Draft Site Plan  |  |  |  |  | █ |  |  |  |  |   |  |  |   |
| Presentation of Report and Site Plan to Staff                           |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Implementation Strategy   |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Final Report and Final Site Plan  |  |  |  |  |   |  |  |  |  | █ |  |  |   |
| Presentation of Final Report and Site Plan to Council                   |  |  |  |  |   |  |  |  |  |   |  |  | █ |
| <b>Deliverables</b>   |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Draft Report and Draft Site Plan (10 hard copies, 1 digital copy)       |  |  |  |  |   |  |  |  |  |   |  |  | * |
| Final Site Plan (10 hard copies, 1 digital copy) including:             |  |  |  |  |   |  |  |  |  |   |  |  | * |
| Context Plan  |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Tree Preservation and Removals Plan                                     |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Reference Plan  |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Layout Plan   |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Grading and Drainage Plan   |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Site Servicing Plan   |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Soils Plan  |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Planting Plan   |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Sections  |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Hardscape, Softscape and Furnishing Details                             |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Architectural Elevations in Colour Format                               |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Preliminary Architectural Drawings including electrical and floor plans |  |  |  |  |   |  |  |  |  |   |  |  |   |
| Final Report  |  |  |  |  |   |  |  |  |  |   |  |  | * |