



STAFF REPORT ACTION REQUIRED

3125 Steeles Avenue East Sign Variance Request

Date:	August 16, 2007
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 24 - Willowdale
Reference Number:	File No. 2007NY028 Folder No: 07-245039

SUMMARY

This staff report is about a matter that the community council has delegated authority to make a final decision provided that it is not amended so that it varies from City policy or by-law.

The purpose of this report is to review and make recommendations on a request by Matthew Gilas of King Architectural Products, a division of WSI Sign Systems LTD., on behalf of Bentall Real Estate Services for approval of a variance from the former City of North York Sign By-law No. 30788, as amended, to permit an illuminated ground sign for the purpose of building(s) and tenant identification at the above noted location (refer to attachment #1).

The proposed sign would be installed on a decorative feature wall located approximately 12 metres from the property line facing Steeles Avenue East and approximately 5 metres from the main entrance driveway (refer to attachments 2, 2A & 2B).

RECOMMENDATIONS

Toronto Building North York Division recommends that:

The request for variance be approved with the following conditions:

- 1) the requirement to obtain the necessary sign permits from the Chief Building Official,

- 2) the requirement to obtain approval from Toronto Transportation Services, and
- 3) the requirement to obtain approval from Ontario Ministry of Transportation (MTO) due to the proximity of the property to Highway 404.

Financial Impact

There are no financial implications resulting from the adoption of this report.

COMMENTS

The property is zoned Industrial-Office Business Park (MO), and is located at the south-west corner of the intersection of Steeles Avenue East and Victoria Park Avenue. The property has a street frontage of approximately 520 metres along Steeles Avenue East and is developed with a multi-storey commercial-office building.

Abutting uses are as follows:

- North: Toyota dealership in the Town of Markham
- East: Commercial offices in the former City of Scarborough
- West: Highway 404
- South: Commercial and Industrial buildings

The proposed ground sign has overall dimensions of 11.11m x 2.05m (36'-6" x 6'-9") and, given the actual geometry of the sign, a sign area of approximately 21.70m².

The proposed sign will consist of five panels: the eastern panel will advertise the name of the complex "STEELESTECH" and the western panel will advertise "HSBC Finance" a tenant in the building. The three central panels will be subdivided into six areas and will be used to advertise future tenants in the building (refer to attachment #3).

The sign will require a variance from the former City of North York Sign By-law No. 30788, as amended as follows:

Sign By-law Section	Applicant's Proposal	Required Variance
<p>Sections 5.3.2.7 and 5.3.2.4</p> <p>The maximum size of any one ground sign is 18.6 m².</p>	<p>One ground sign attached to an existing feature wall having a sign area of approximately 21.70 m².</p>	<p>To permit one ground sign with a sign area of 21.70 m². This will exceed the allowed area by 3.1m or 16.7%.</p>

The By-law permits two ground signs on each street frontage of a corner lot, provided that the maximum size of any one sign does not exceed 18.6 square metres. There are no ground signs along the street frontage adjacent to Victoria Park Avenue.

Along Steeles Avenue East, there is an existing Tim Horton's ground sign which is located in front and perpendicular to the decorative stone wall on which the proposed sign would be attached. The existing ground sign has an approximate sign area of 1.2m² and a sign permit (02-176142) was issued on January 23, 2007.

The aggregate area of the two ground signs (the current Tim Horton and the proposed sign) amounts to 22.90 m² which is much lower than the aggregate sign area allowed under the by-law which would amount to the sign area of two ground signs with individual areas of 18.6m² each for a total aggregate sign area of 37.2m².


The applicant states that the following factors need to be considered in support of his variance request (refer to attachment #5):

- a) The proposed sign is intended to be the main building(s) and tenant identification. The municipal address will be displayed on the sign face to notify the public and emergency services of the address,
- b) The sign is located at the main entrance to the complex. This entrance is the access to 3381 and 3389 Steels Avenue W. The property encompasses an entire city block extending from Woodbine Avenue to Victoria Avenue,
- c) The proposed sign will be attached to an existing stonewall and its proportions and design are critical for the overall aesthetics of the site, and
- d) The proposed sign is illuminated and its day/night (on/off) timing will be linked to the exterior building lights which are controlled by an astrometry clock system.

CONTACT

Magda Ishak, P. Eng., Manager, Plan Review
Tel.: 416-395-7555; Fax: 416-395-7589; E-mail: mishak@toronto.ca

SIGNATURE



Steve Franklin, P.Eng.
Director and Deputy Chief Building Official
North York District

ATTACHMENTS

Attachment 1:	Zoning Map
Attachment 2, 2A & 2B:	Site Plans
Attachment 3:	Sign Elevation
Attachment 4 & 4A:	Photographs
Attachment 5:	Letter from the applicant



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VICTORIA PARK AVENUE

BL-2378

STEELES AVENUE EAST
BL-03376

MO(3)

4000

3800

MO(3)

3886

3780

LG-75-866

LG-73-897

3398

3381

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Subject Property

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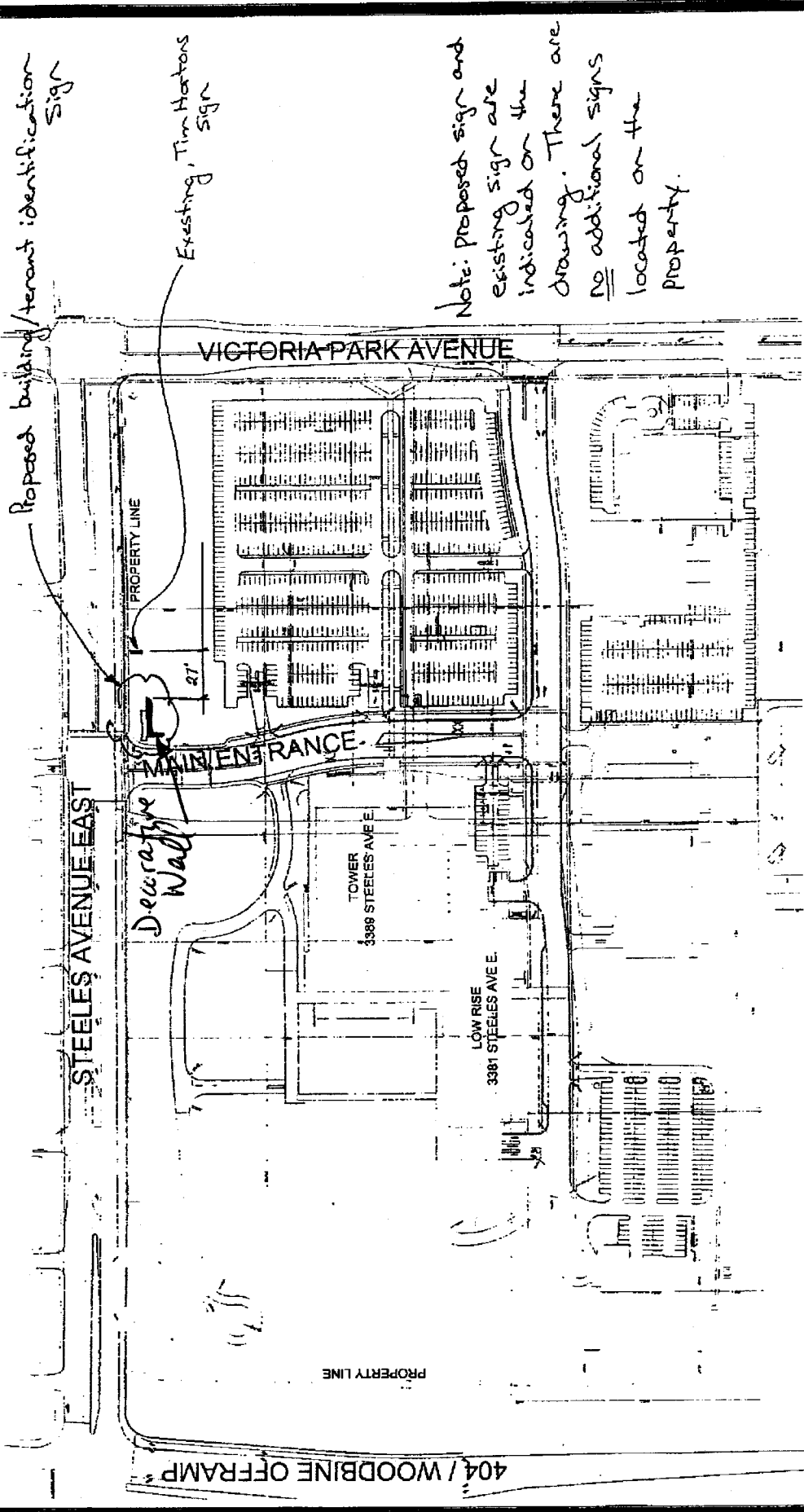
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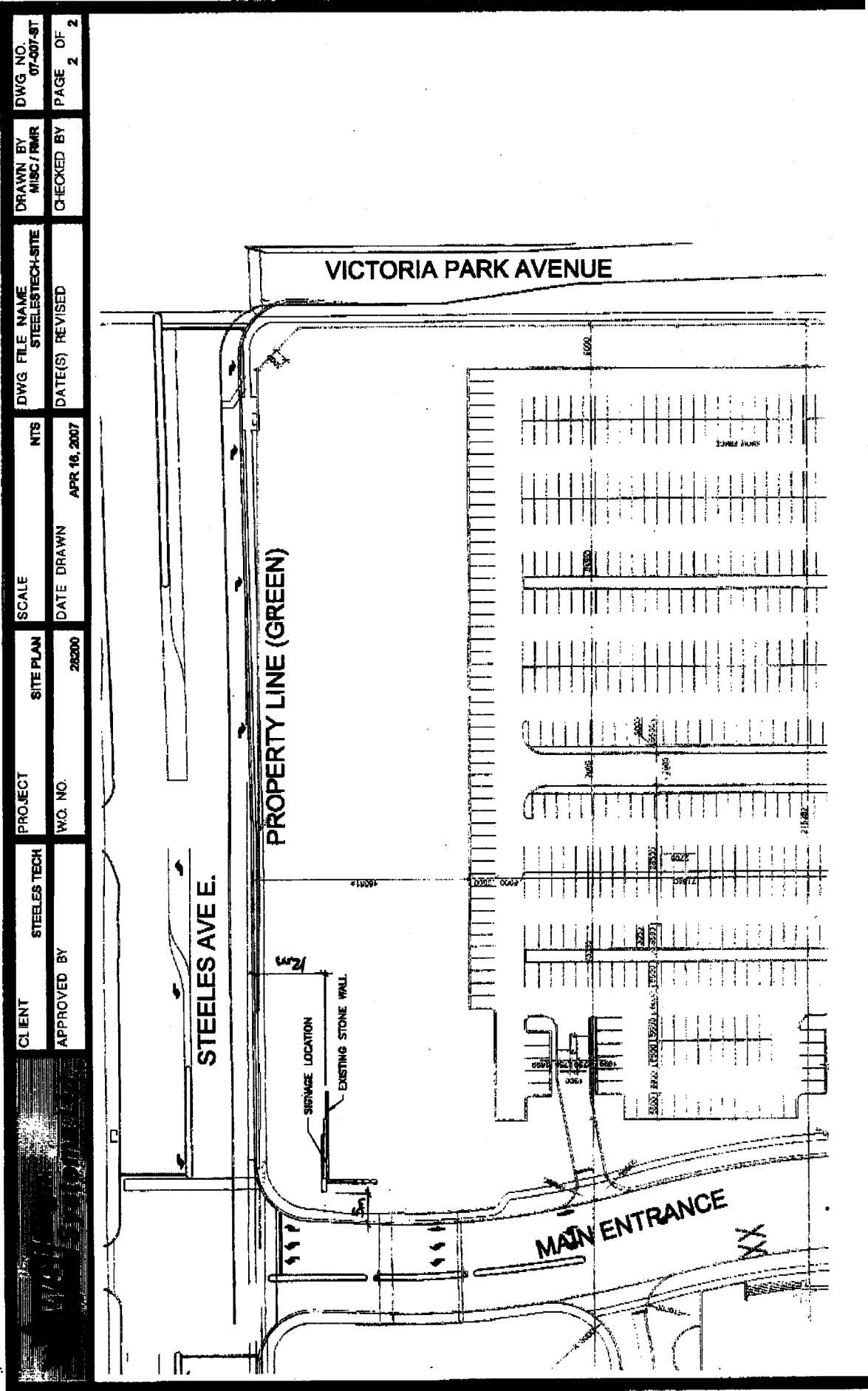
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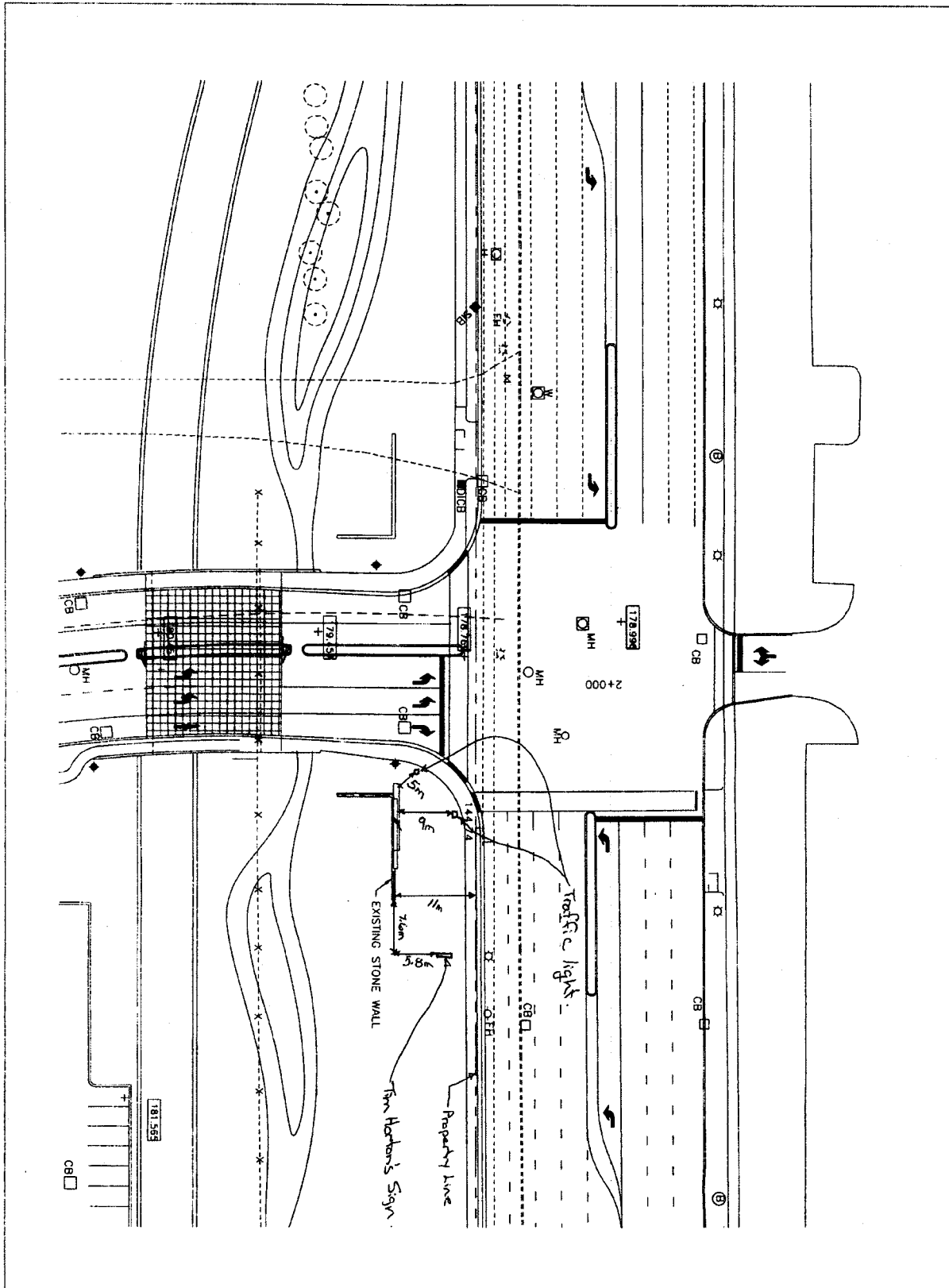
	CLIENT	STEELTECH	PROJECT	SCALE	NTS	DWG. FILE NAME	MISC/RMR	DWG. NO.
	APPROVED BY	WO NO	SITE PLAN	DATE DRAWN	APR 16, 2007	STEELESTECH-SITE	THEKED BY	07-007-ST
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CLIENT	STEELES TECH	PROJECT	SCALE	NTS	DWG FILE NAME	DRAWN BY	DWG NO.
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**STEELES
TECHNOLOGY
CAMPUS**

SIGNAGE LOCATION PLAN

Scale: 1:500
 Drawn by: CT/JSS
 Date: OCTOBER 19/06
 Revision: 3

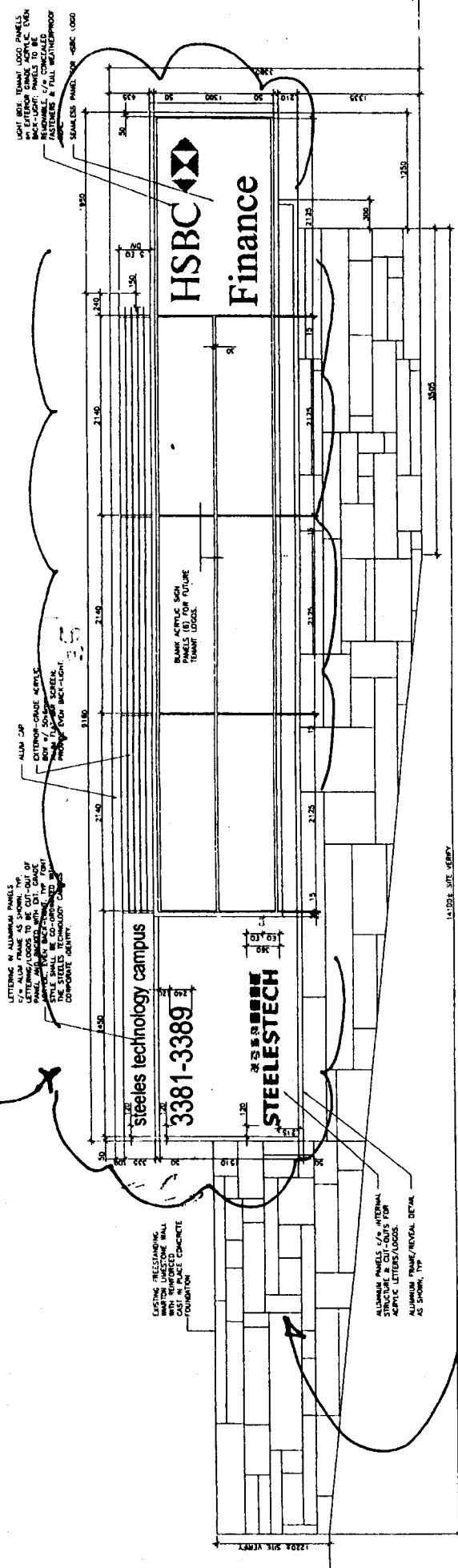
SHORE
TILDE
IRWIN
& PARTNERS

20 BRUSH STREET
 SUITE 200
 MARKHAM, ONTARIO
 L3R 9V7
 TEL: (416) 977-1200
 FAX: (416) 977-1202

0516

Drawing
A1.0

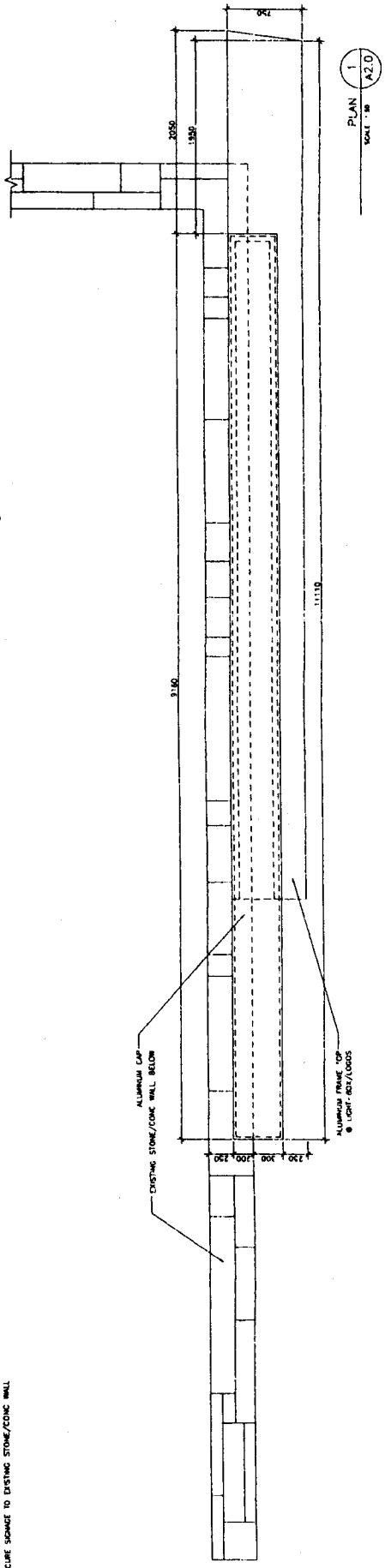
Proposed sign



MAIN ELEVATION 2
SCALE 1/8" = 1'-0"

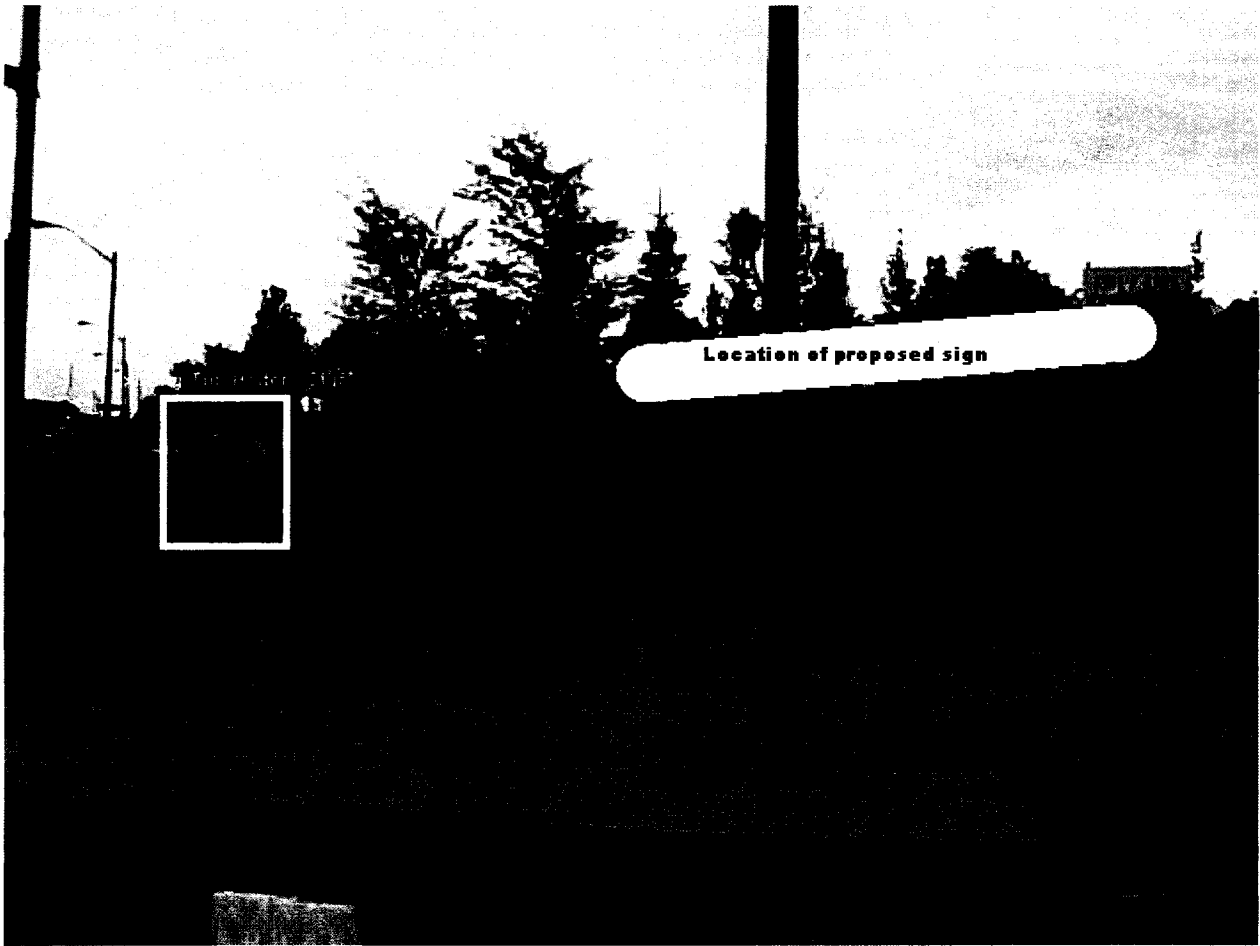
brickwall is existing.

NOTE:
THREE SECTIONS ILLUSTRATE THE PANEL BACK RELATIONSHIP AND BRICKWORKING TO BE INCLUDED IN FABRICATOR'S SHOP DRAWINGS.
PROVIDE ADEQUATE INTERNAL STRUCTURE AS SHOWN TO SUPPORT SIGN WEIGHT AND PREVENT IMPACTS IN VISIBLE SURFACES.
ALL PANELS SHALL BE PLACED AS REQUIRED TO SECURE SIGNAGE TO EXISTING STONE/CONC W/LL

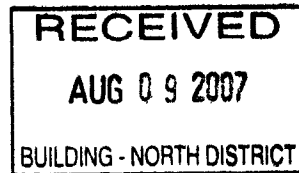


PLAN 1
SCALE 1/8" = 1'-0"

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August 9, 2007

Attn: City of Toronto – Variance Committee

Re: Request for a variance

The proposed sign exceeds the maximum size by 3.1 sq. m. The following factors need to be considered in order to grant the variance request:

- a) The proposed sign is intended to be the main building(s) and tenant identification. The municipal address will be displayed on the sign face to notify the public of the address.
- b) The sign is located at the main entrance to the complex. This entrance is the access to 3381 and 3389 Steels Avenue W. The property encompasses an entire city block extending from Woodbine Avenue to Victoria Avenue.
- c) The proposed sign will be attached to an existing stonewall and its proportions and design are critical for the overall esthetics of the site.
- d) The proposed sign is illuminated and its day/night (on/off) timing will be linked to the exterior building lights which are controlled by an astrometric clock system

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Gilas", written over a horizontal line.

Matt Gilas
KING Architectural Products
a division of WSI Sign Systems Ltd.