



STAFF REPORT ACTION REQUIRED

Sign Variance Report 205 Humber College Blvd

Date:	October 19, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke North, Ward 1
Reference Number:	2009EY041

SUMMARY

This staff report is about a matter for which the Community Council has been delegated authority from City Council to make final decision.

Request for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to remove existing sign and install a first party single sided ground sign "Humber College North Campus" at the south east corner of 205 Humber College Blvd.

The request comes from Dominic Rotundo with Pattison Signs for the owners Humber College Institute attention Gary Hadfield for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

RECOMMENDATIONS

It is recommended that:

- (1) The request for variances be approved for the reasons outlined in this report; and
- (2) The applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permit and

- (3) The applicant is required to obtain approval from Transportation, Road Allowance Protection (Contact Tamara Macdonald at 416-394-8348) because the proposed ground sign will be fronting Highway 27.

Financial Impact

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

COMMENTS

The property is located in the former municipality of Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code the property is zoned Institutional Zone (I).

The applicant proposes to remove the existing illuminated ground identification sign that is located on the south west corner of Humber College Blvd and Hwy 27.

The sign will face east at a commercial complex (zoned CPL) on the north east corner and the Etobicoke General Hospital (zoned I) on the south east corner of Humber College Blvd and Hwy 27. The signage will consist of halo lit letters and logo made from aluminium whiles the electronic display with white LED halo illumination. The signage will be affixed to a proposed concrete wall located partly at the top of the hill at the south west corner of Humber College Blvd and Highway 27. To the north of Humber College Blvd there is a residential development.

The sign does not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Greenbelt Zones: (Intuition Zones) 215-24.D. - Identification signs. One (1) ground or fascia identification sign not exceeding five (5) square metres in display area may be erected for any permitted non-residential use located in a greenbelt zone. Any such sign shall be erected on a wall facing or in a yard abutting the street frontage of the premises.	Proposed is a "Single-Faced Illuminated Business Identification Ground Sign" (with electronic changeable message board)	Permit a ground sign having a total sign display area of 5.62 sq. m. (or 60.48 sq. ft.) in lieu of the maximum permitted sign display area of 5.0 sq. m.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
215-11. Definition Business Identification Sign ... may use a maximum of 50% (which would be 2.50 sq. m for the maximum allowable display area of 5.0 sq m) of the sign display area for general advertising of goods, services or activities available on the premises and may use all or a portion of said area of 50% for changeable messages.	To incorporate an electronic changeable message board display having a display area of 4.31 sq. m.	Permit the maximum sign display area for the electronic changeable message board to have a changeable message board with a display area of 4.31 sq. m. or 77% of the total sign display area in lieu of 50% (2.50 sq. m) of the total maximum sign display area of the ground sign.

The proposed signs will be located in an institutional zone. The proposed sign will be replacing an existing sign that will have a similar impact on the area. The Toronto Building Division is not aware of any complaints arising from the old sign and based on the proximity of the different properties to the proposed sign there should be minimal impact on the area.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

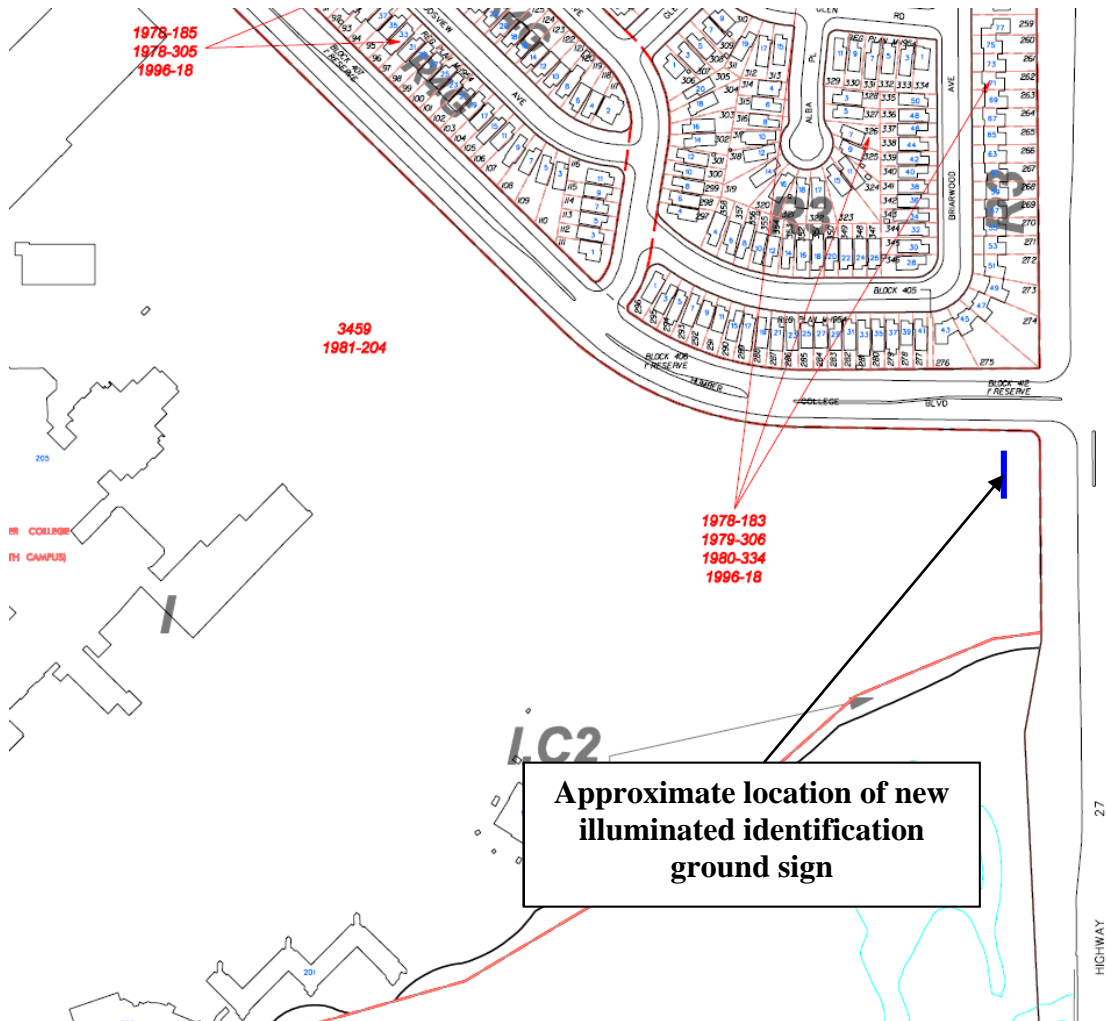
CONTACT

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Mark Sraga
Director of Building and
Deputy Chief Building Official
The Etobicoke York District

ATTACHMENTS

- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan





Existing sign that is to be replaced with the proposed sign.



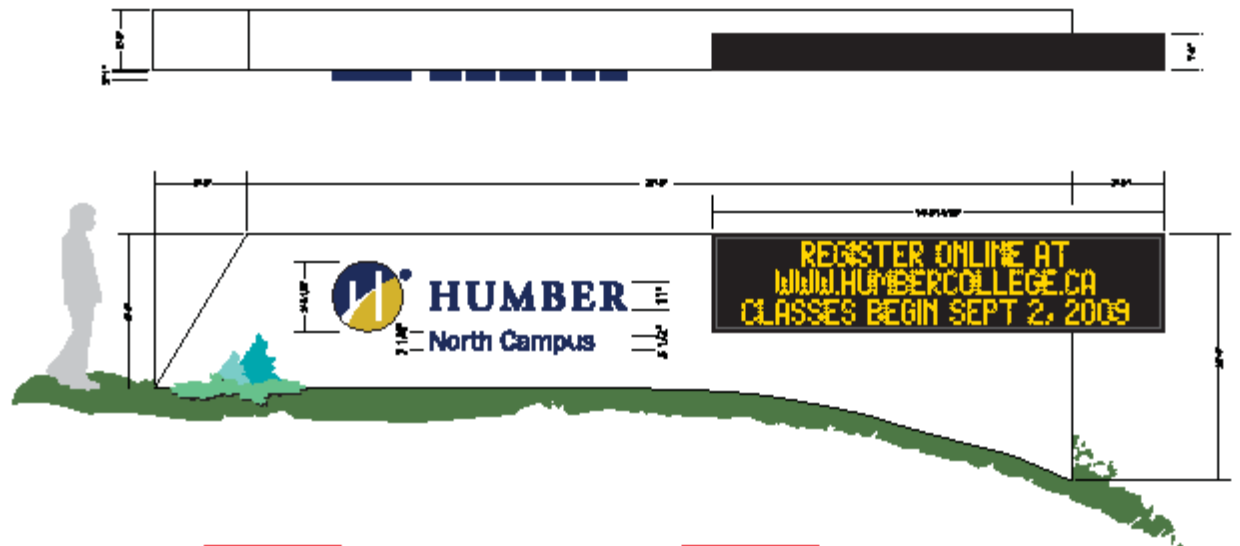
North-east corner of Hwy 27 & Humber College Blvd



North-west corner of Hwy 27 & Humber College Blvd



South-east corner of Hwy 27 & Humber College Blvd. Etobicoke General Hospital in the background



Specifications:

Supply & install one (1) off illuminated wall sign
 Concrete construction w/white and black finish w/wood veneer
 One (1) Amber LED w/maximum EMC display
 Digital readout 800-94-7-4-3-3 / Metric 24 x 128
 8" x 12" LED light & 14" x 14" LED / 3 lines of 128" wide
 Logo holders
 One set of illuminated reverse channel letter-to-letter signs
 Reverse channel aluminum construction
 Painted faces & edges
 100% LED back illumination
 Stanchion 1" off from concrete base

Colors:

- ☐ Concrete - white w/wood-grained finish
- ☒ Lettering & edges paint to match Pantone 282 C
- ☐ Logo faces & edges
- ☒ Ptd. to match Pantone 282 C
- ☒ Ptd. to match Pantone 282 C
- ☐ Ptd. to match White C



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