



STAFF REPORT ACTION REQUIRED

27 Rean Drive Sign Variance Request

Date:	April 30, 2009
To:	North York Community Council
From:	Director of Building and Deputy Chief Building Official
Ward:	Willowdale – Ward 24
Reference Number:	File No. 2009NY011 Folder No. 09-121816 ZSV 00 ZR

SUMMARY

This staff report is about a matter that Community Council has been delegated authority to make a final decision provided that it is not amended so that it varies with City policy or By-Laws.

The purpose of this report is to review and make recommendations on a request by Isabella Cerelli of Pride Signs Limited, on behalf of RBC a tenant in the development by the Daniels Corporation, for a variance from the former City of North York Sign By-law 30788, as amended, to permit two projecting signs on the building at the above noted location.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. North York Community Council refuse the request for the sign variances listed in the third column of the table included in page 3 of this report for the property at 27 Rean Drive.

Financial Impact

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

COMMENTS

The property is located along the south side of Sheppard Avenue East in the area east of Bayview Avenue.

The zoning of the property is RM6 (164) (Exception to Multiple Family Dwellings Zone). Refer to Attachment #1.

The property is developed with a recently constructed 7 storey residential building with commercial uses located on the ground floor. In the western section of the building the tenant will be an RBC branch. Refer to the site plan in Attachment #2.

The properties surrounding the site are:

North: High rise residential and a place of worship (across Sheppard Avenue East)

South: 10 storey residential building currently under construction

East: One family detached dwellings

West: Temporary Sales Pavilion

On February 26, 2009, Isabella Cerelli, of Pride Signs Limited, applied on behalf of RBC for a sign permit for seven wall signs to be erected on the RBC branch: four wall signs on the West elevation (Attachments #3 & #4) and three wall signs on the North elevation (Attachments # 5 & #6). Permit 09-112574 was issued on March 30, 2009 for the seven wall signs.

The application for variance is to propose two projecting signs bearing the RBC corporate logo to be erected on the North elevation of the building along Sheppard Avenue East (Attachment #4) and on the West elevation of the building along Rean Dr. (Attachment #6). The goal of erecting these projecting signs is for the RBC branch to be easily identified by pedestrians and traffic without impeding sightlines or jeopardizing safety.

Each projecting sign will have a sign area of approximately 0.64 m² (6.89 ft²) on each side, a height of 1.62 m (5' - 3 7/8") and a projection of 1.15m (3' - 9 7/16") including the hardware. For the signs' elevations and details refer to Attachments #7A & 7B and #8A & 8B respectively.

Both projecting signs will be internally lit and the illumination will be on a timer. The illumination will go on at approximately 5:00 p.m. or 7:00 p.m. depending on the time of year; and off at 11:00 p.m. The signs will not contain flashing or moving parts.

The proposed signage does not comply with the former City of North York Sign By-law No. 30788 as amended in the following way:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variances
<p>Section 1.41 "Projecting sign" means a sign which is affixed to a building, wall, or structure and which projects there from for a distance greater than 0.6m (2.0ft) but does not include a marquee or a canopy.</p> <p>Section 2.9 PROHIBITED SIGNS</p> <p>Section 2.9.13 A projecting sign, except as specifically permitted in this By-law.</p> <p>Based on the foregoing a projecting sign (blade sign) in excess of 0.6 m (2 ft) would be prohibited.</p>	<p>To erect two illuminated projecting signs on the ground floor of the building, each having an area of approximately 0.64m² (6.89 ft²), a height of 1.62 m (5' - 3 7/8") and a projection of 1.15 m (3' - 9 7/16").</p>	<p>To permit two illuminated projecting signs on the ground floor level of the building, each having an area of approximately 0.64m² (6.89 ft²), a height of 1.62 m (5' - 3 7/8") and a projection of 1.15 m (3' - 9 7/16") whereas the sign by-law prohibits projecting signs.</p>

The by-law prohibits projecting signs which projects for a distance greater than 0.6m (2.0ft). The applicant is requesting a projection of 1.15m (3' - 9 7/16") for this sign. We believe that the variance being more than double the allowed projection in the by-law is excessive and should be refused.

Isabella Cerelli, Pride Signs – Permit Supervisor submitted a letter dated March 26, 2009 (see Attachment #9), on behalf of their client, RBC, in support of this application.

In October 2008, North York Community Council adopted staff recommendation to approve a number of projecting signs (up to 121 projecting signs) with a maximum projection of 1.22m (4.0 ft including the associated hardware) to be affixed to 12 different blocks in the new mall "Shops at Don Mills". In that situation, staff recommended approval on the base that the projecting signs were not facing any public roads but only internal pedestrian walkways in the mall.

If North York Community Council approves the application for the sign variance, the applicant should be advised of the requirement to obtain the necessary sign permits from the Chief Building Official.

CONTACT

Magda Ishak, P. Eng., Manager, Plan Review; Tel.: 416-395-7555; Fax: 416-395-7589;

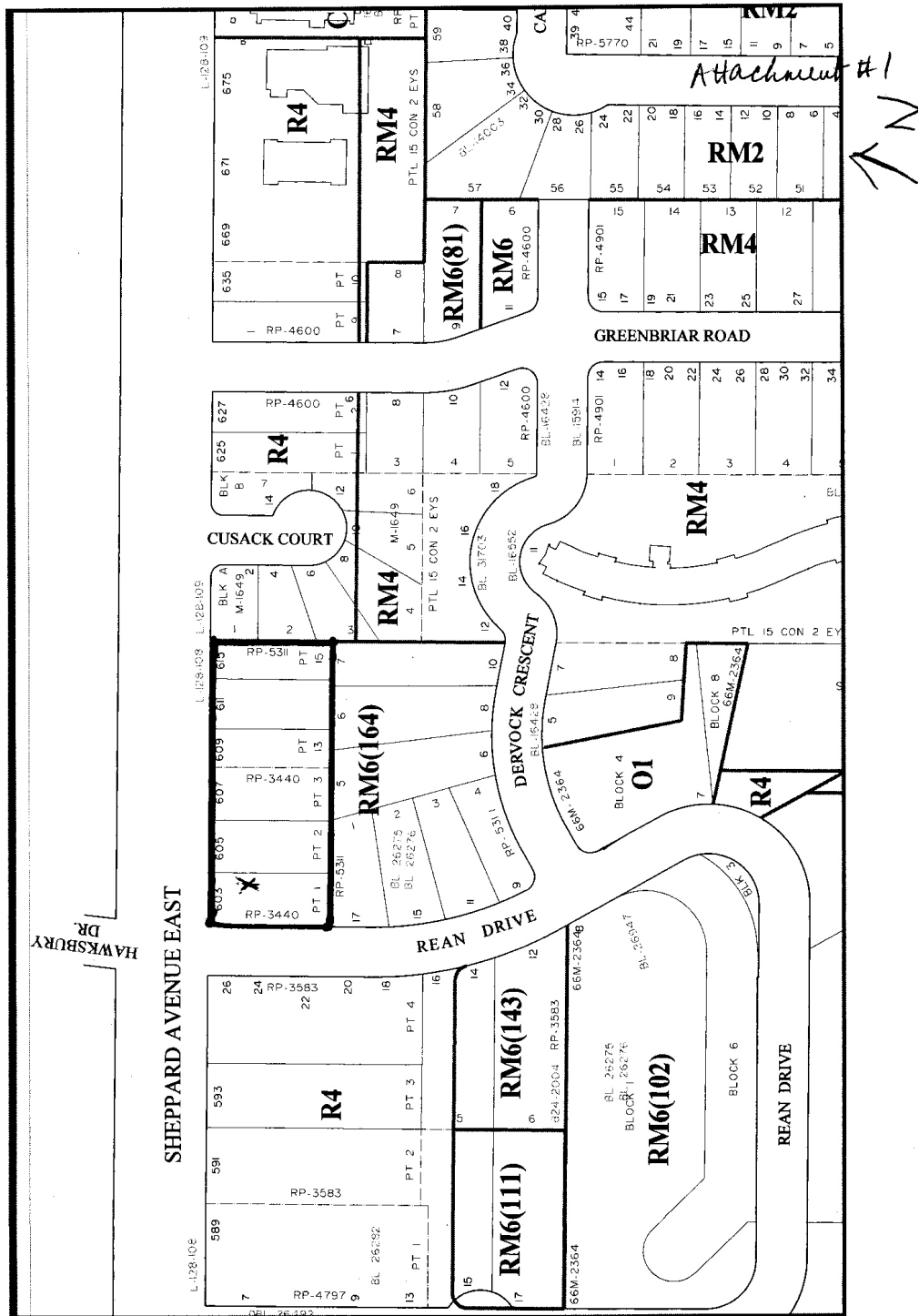
e-mail: mishak@toronto.ca

SIGNATURE

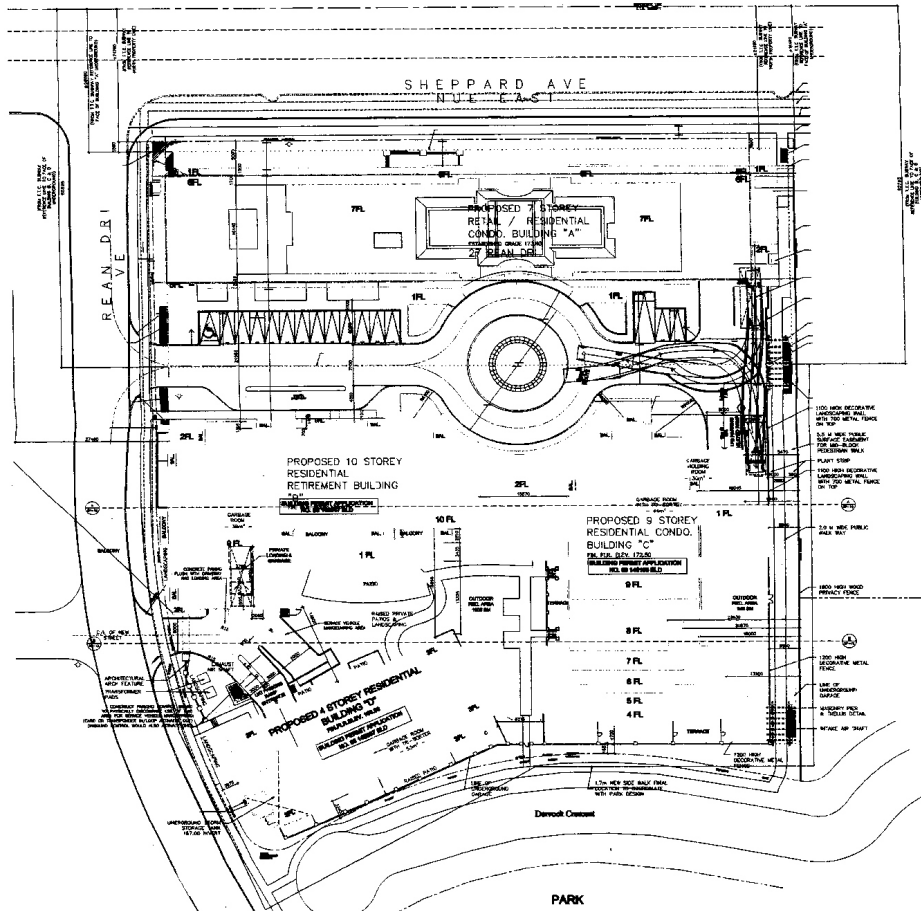
Edward Tipping
Director and Deputy Chief Building Official
North York District

ATTACHMENTS

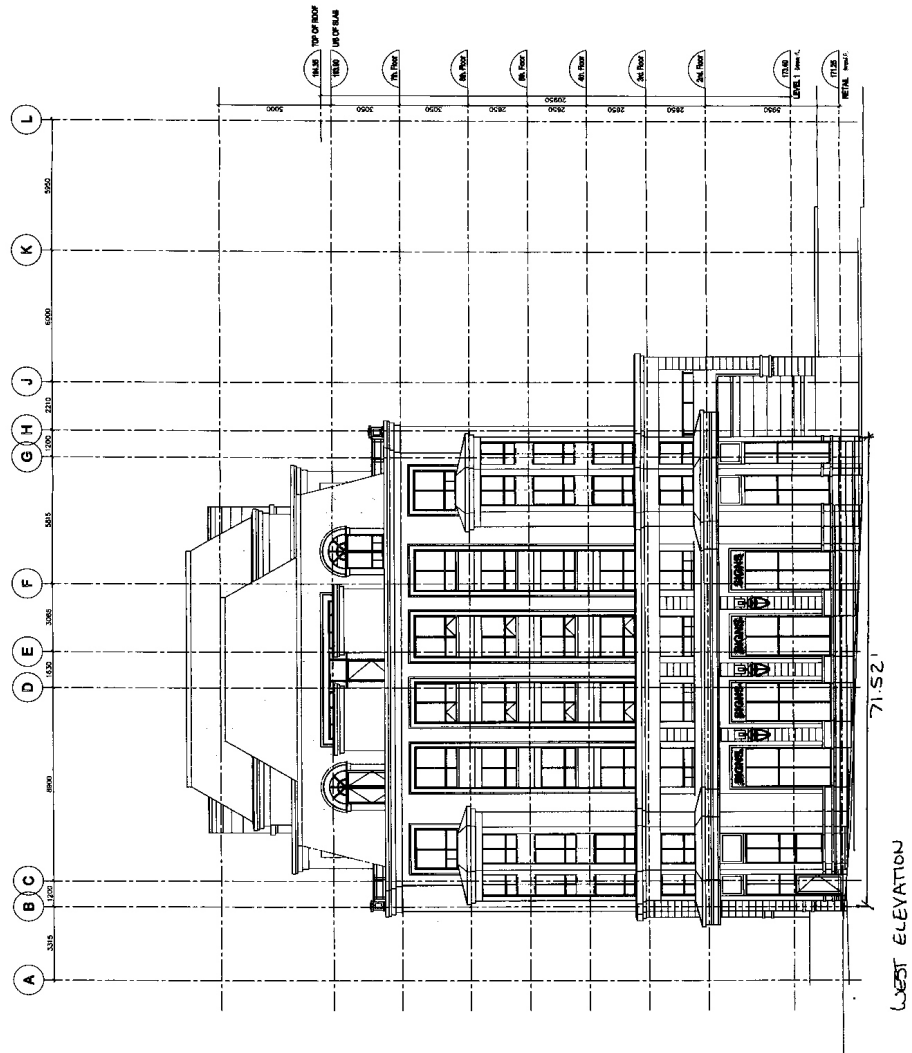
Attachment #1	Zoning Map
Attachment #2	Site Plan
Attachment #3	West Elevation of the ground floor
Attachment #4	West Elevation of the building
Attachment #5	North Elevation of the ground floor
Attachment #6	North Elevation of the building
Attachment #7A & 7B	Sign Elevations
Attachment #8A & 8B	Sign Details
Attachment #9	Letter from Applicant



Attachment #2

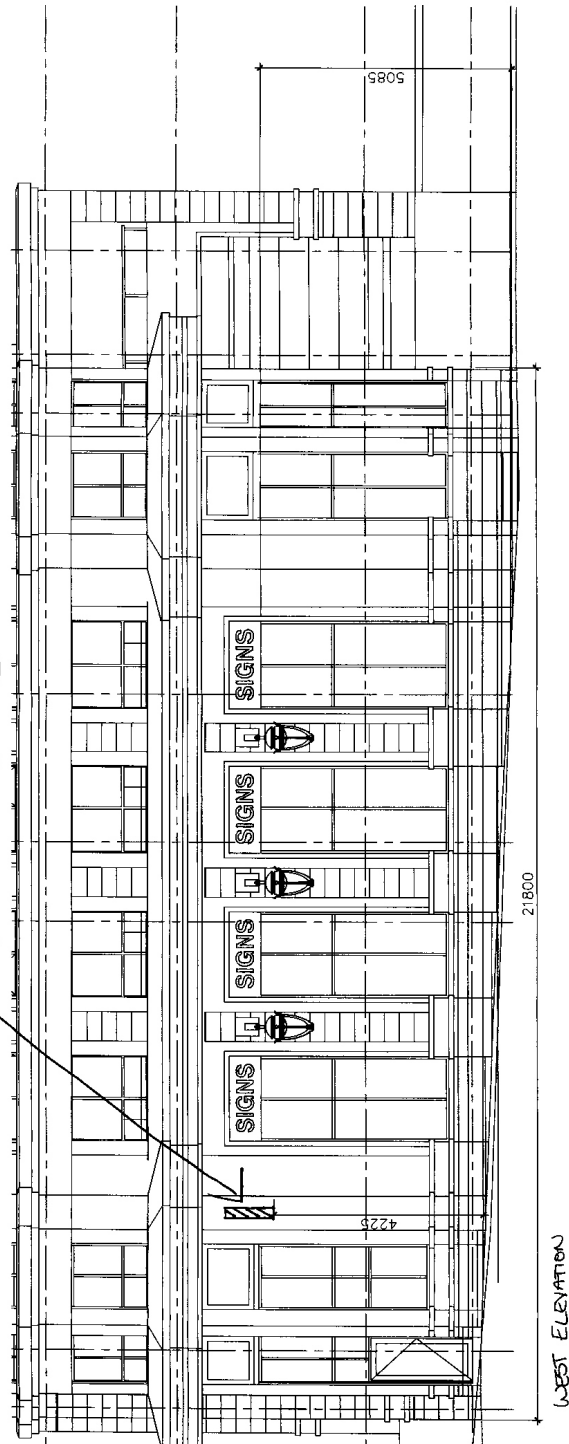


Attachment #3

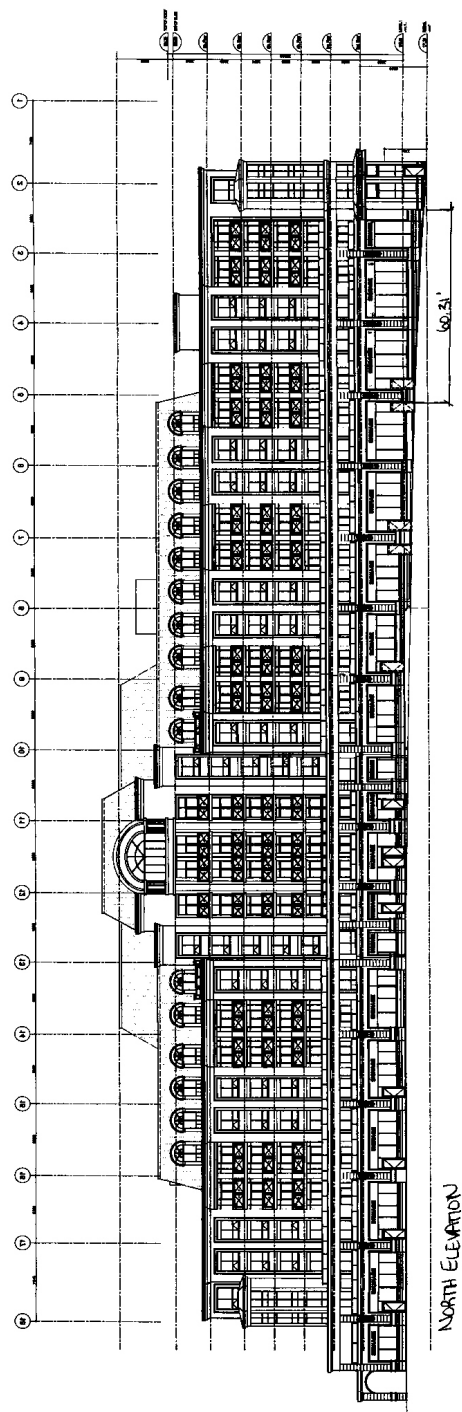


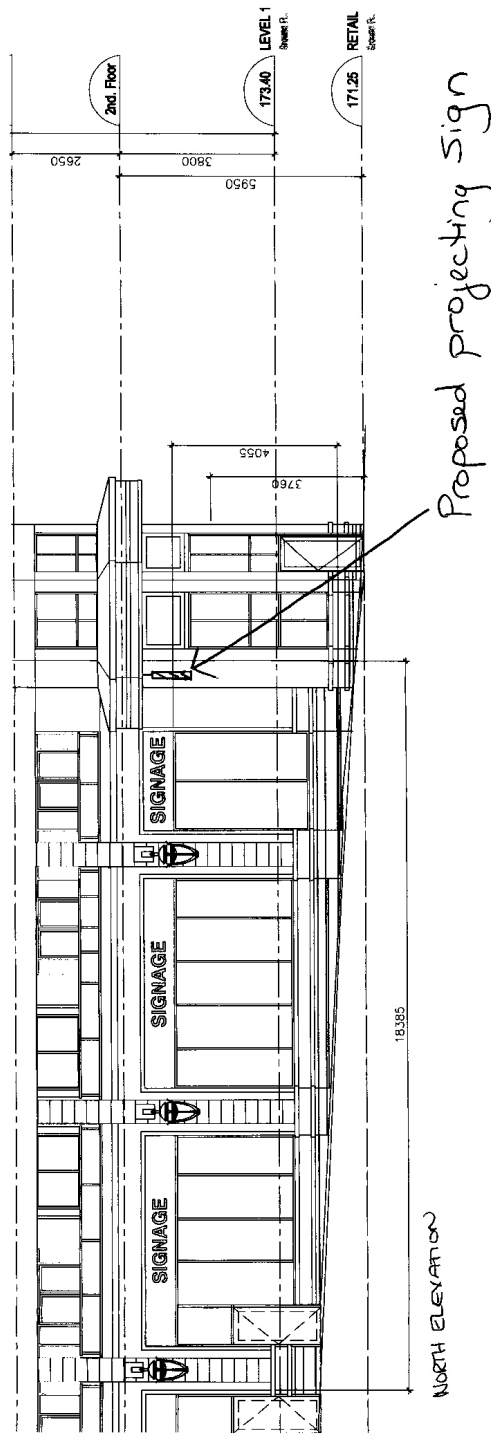
Attachment #4

Proposed projecting sign



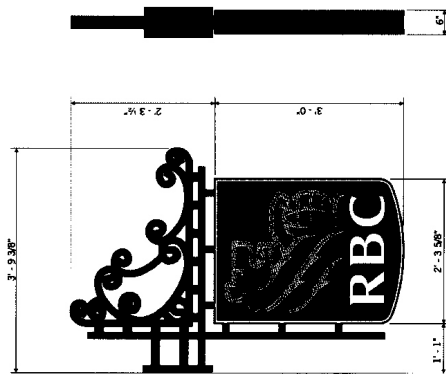
Attachment # 5





Attachment #6

Illuminated Projecting Signs - 2 required
Scale: 1/8"



Material Specifications

Scale: N.T.S.

- Aluminum constructed filler to be painted "RBC Dark Blue"
- 3/16" white acrylic faces with translucent vinyls applied to 1st surface
- Midnight Blue centrim #2767 trim cap painted "RBC Dark Blue"
- T8 fluorescent illumination
- Signage to be mounted to a decorative aluminum structure (painted black)

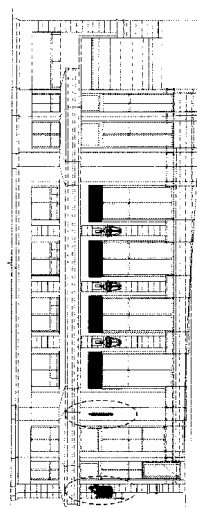
Colours:

- Lion Graphic to be RBC yellow VQ 10599
- "RBC" to be white
- Background to be RBC medium blue VQ 10600
- Border to be white

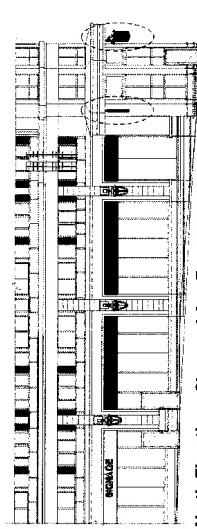
RBC - PSM2K0A6.140A1
Sheppard & Rean - Toronto
REG. #3956046 10A

- Translucent Vinyl
- RBC Medium Blue 3m VQ #10600
- RBC Yellow 3m VQ #10599
- White Avery #A9901-T
- Acrylic
- 3/16" White
- Paint
- RBC Dark Blue
- Black

- Site object required
- Preliminary Approval
- Approved for Production



West Elevation - Rean Dr.



North Elevation - Sheppard Ave E.

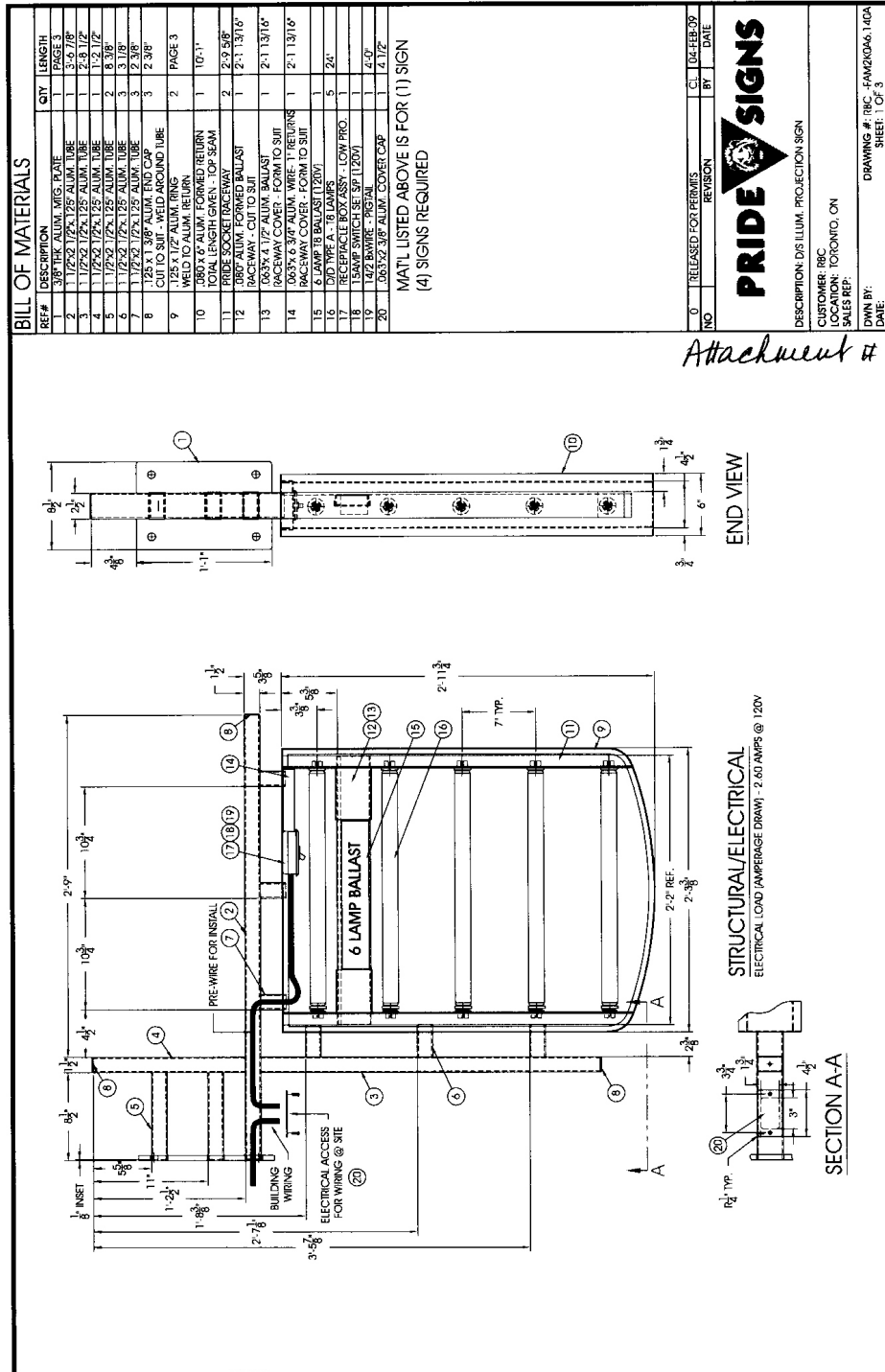
CLIENT APPROVAL
REVISION DATES:
October 23, 2008
October 23, 2008
October 23, 2008
T. Dodge

DRAWN BY: B. Guse
DATE: September 25, 2008

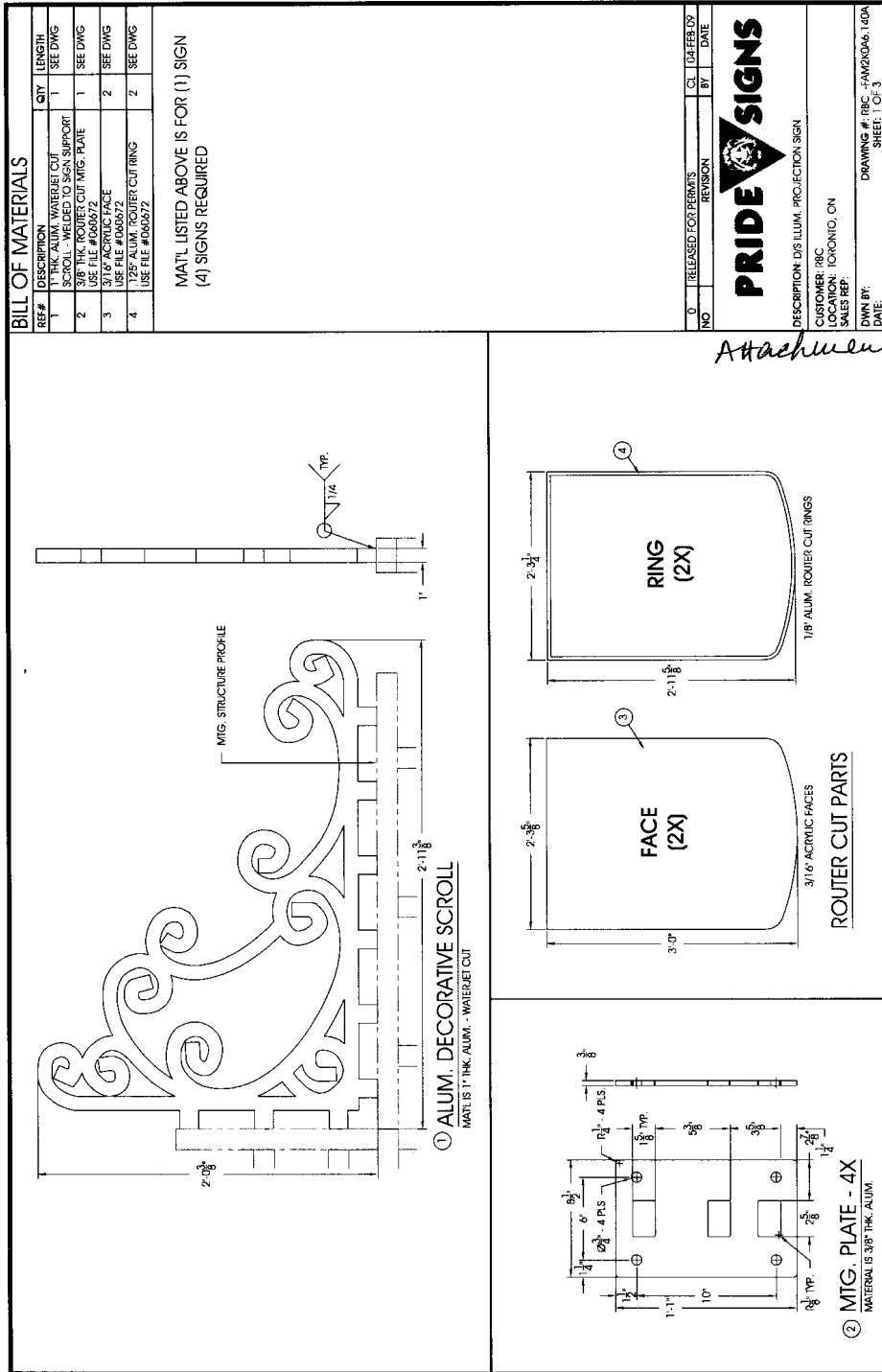
27 Rean Dr.
Toronto, Ontario



Attachment
7A



Attachment # 8A





Attachment #9

March 26, 2009

City of Toronto
5100 Yonge St
Toronto ON M2N 5V7

Attn: Building Department

Re: 27 Rean Drive – RBC Projecting Sign Variance

Please accept this letter on behalf of our client, RBC, to seek relief from your sign by-law to allow for two projecting signs bearing the RBC corporate logo at their location noted above. The locations of the proposed signs are on the North elevation along Sheppard Ave E., and one on the West elevation along Rean Dr. This variance is deemed necessary as projecting signs are prohibited as per Sign By-Law 30788 (2.9.13).

Although the by-law prohibits projecting signs, we would ask council for relief from this provision for this site. The style of the sign contains some very unique features, which are both functional and pleasing to the eye. The proposed signage would aesthetically enhance the streetscape with an appealing design that harmonizes well with the character of the architecture of the building. Furthermore, the signage would provide an ease of location for any pedestrian traffic within the area, as the other building signage is parallel to the wall surface.

The proposed signage would not present any hazards in terms of civilian safety. All vehicular and pedestrian sight lines would be retained, which would ensure the continued safety of pedestrians and vehicular traffic at the intersection of Rean Dr. and Sheppard Ave E. The signage is proposed to have a height of 4.2m from grade to sign bottom, which wouldn't propose any issues of potential pedestrian harm for those travelling on the walkways beneath the signage.

In closing, I would ask for the support of council to allow for two projecting signs at this site. The proposed signage would have a positive impact on the visual appeal of the streetscape, and would provide better identification for this location of convenience to the public. The design and placement of the signs would ensure that the high standard of public safety that currently exists here is maintained. For additional information, please contact the undersigned. Thank you for your consideration.

Regards,

Isabella Cerelli
Permitting Supervisor