



STAFF REPORT ACTION REQUIRED

1760 Finch Avenue East Sign Variance Request

Date:	October 7, 2009
To:	Chairman and Members, North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Willowdale – Ward 24
Reference Number:	File No. 2009NY023 Folder No. 09 170271 ZSV 00 ZR

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 to that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Jayson Purdie of Atec Signs on behalf of Jim Hutton of Seneca College for a variance from the City of North York Sign By-Law 30788, as amended, to permit the replacement of two identification wall signs on the Seneca Student Residence at the above noted address.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. The request for the variances listed in the 3rd column of the table included in page 3 of this report be approved.
2. 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; and

3. The applicant should also be notified of the requirement to obtain clearance from the Ontario Ministry of Transportation (MTO) due to the proximity of the proposed signage to highway # 404.

Financial Impact

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

COMMENTS

The property is located on the east side of Don Mills Road and north of Finch Avenue East. The zoning of the property is Open Space (O3) zone. Refer to Attachment #1.

The property is developed with Seneca College – Newham Campus. There are several multi-level classrooms buildings, administration buildings as well as a Student Residence building on the property. Refer to Attachment #2.

The properties surrounding the site are:

North: Ontario Power hydro towers and Trans-Canada pipe-lines.
South: Single family dwellings
East: Highway #404
West: Residential high-rise buildings.

The Student Residence building, located on the property, currently has two identification signs with the name of the college “SENECA” located on the east and the south elevations of the building. The proposal is to replace the two existing wall signs with two identification signs composed of two sets of wall mounted channel letters with the name of the college “SENECA”; one set on the east elevation and one set on the south elevation of the building. The letters will be made of aluminium with red acrylic faces.

Each wall sign will have an approximate height of 12.8m (42’-0”) and an approximate width of 1.67m (5’ – 6”) for an approximate sign area of 21.45m² (230.90ft²). For the proposed two signs’ elevations and details refer to Attachments #3, #4A, #4B, #5 and #6 respectively.

The sign variance has been requested to replace the existing two identification signs as the current sets of letters have aged and need replacement to project a clean image for the college.

Both proposed signs will be internally lit with LED lighting which will be more energy efficient than the current fluorescent/neon illumination. The illumination of the current signs is triggered by a photocell system that illuminates at dusk and shuts at sunrise. It is intended to keep the illumination for the new signs the same. The signs will not contain flashing or moving parts.

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

Sign By-law Requirements	Applicant's Proposal	Required Variance(s)
<p>Section 5.1.3</p> <p>One wall sign not exceeding 4.7m² (50.6 ft²) in sign area on the property of a school.</p>	<p>To remove existing two identification signs with the college name "Seneca" and replace them with two identification signs with an approximate sign area of 21.45m² (230.90ft²) with the name of the college "Seneca".</p>	<p>1. Two signs where the by-law allows one sign.</p> <p>2. Each wall sign to have a sign area of 21.45m² (230.90ft²) where the by-law allows 4.7m² (50.6ft²); for an increase in sign area of 16.75 m² (180.30ft²) per sign.</p>

Jim Hutton, Director, College Services submitted a letter requesting the removal of the existing letters on the Residence to install replacement letters. Refer to Attachment #6.

Jayson Purdie, Corporate Sales Manager for Atec Signs, submitted a letter at the time of permit application in support of this application. Refer to Attachment #7.

The sign variance request does not increase the number of signs on the property, is not changing the location of the signs and is proposing letters' sizes comparable to the currently existing ones. It is an upgrade in the letters' quality and illumination. For these reasons, it is my opinion that the variance should be approved.

CONTACT

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

SIGNATURE

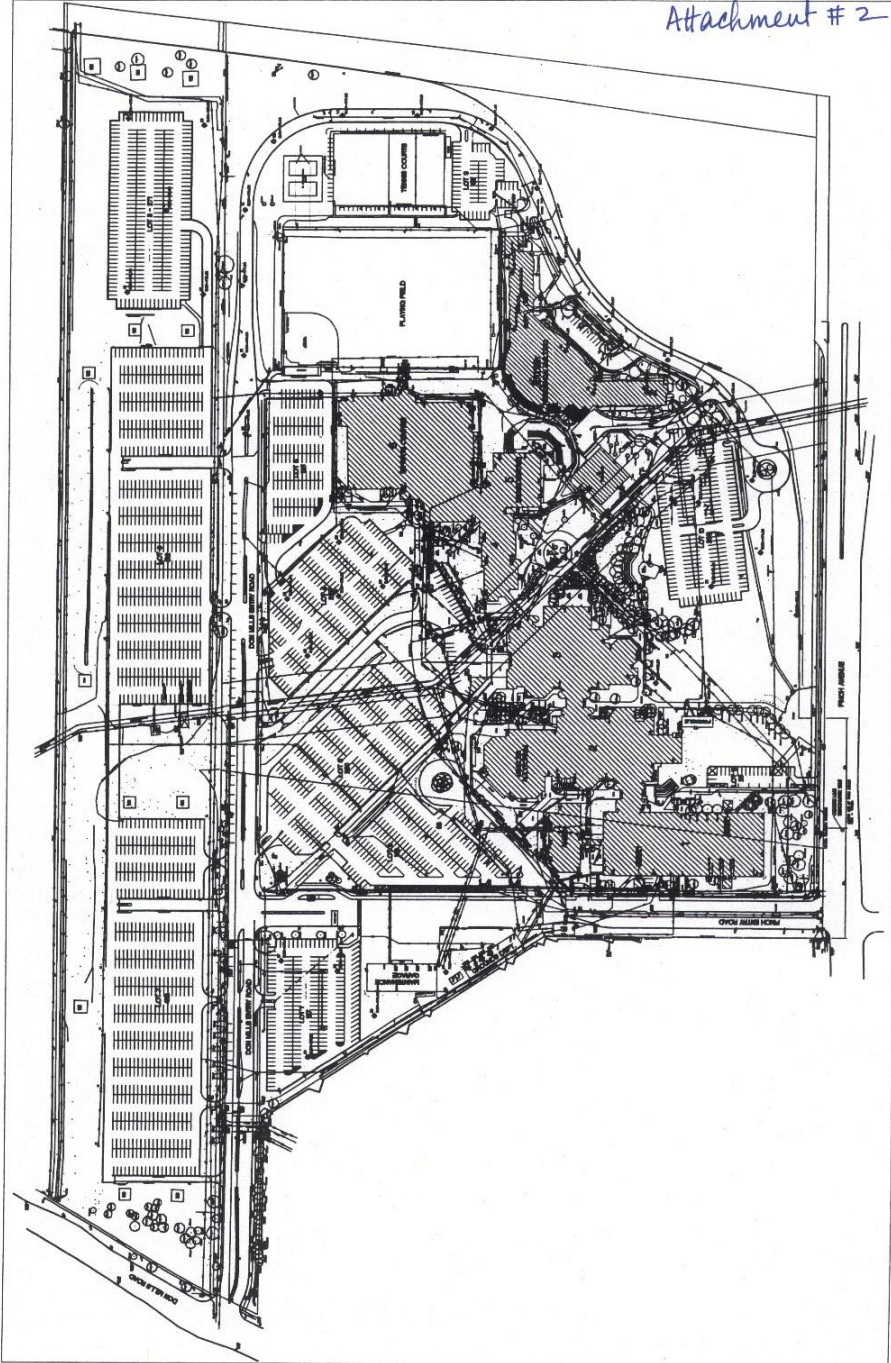
Edward Tipping, P. Eng.
 Director and Deputy Chief Building Official
 North York District

ATTACHMENTS

Attachment #1:	Zoning map
Attachment #2:	Site Plan
Attachments #3	Rendering Elevations
Attachment #4A & 4B:	South and East Elevations
Attachment #5:	Section showing Attachments
Attachment #6:	Sign Letters' details
Attachment #7:	Owner's Letter of Authorization
Attachment #8:	Applicant's Justification Letter

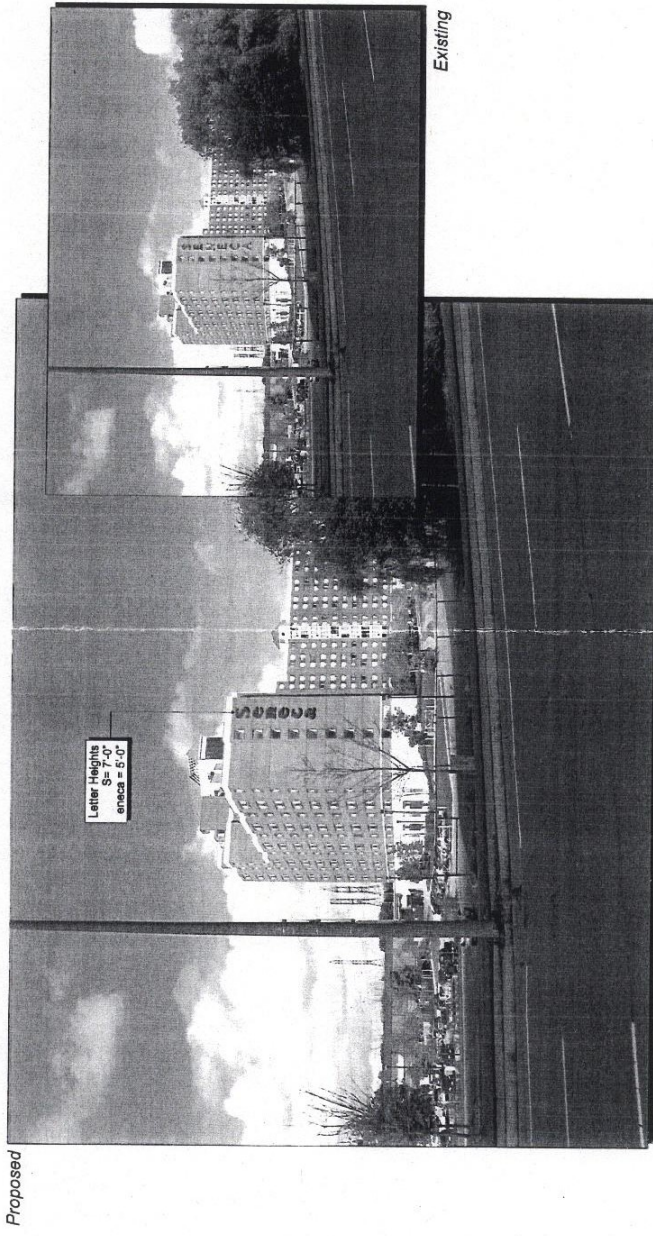


Attachment # 2




Attachment #3

Seneca College, Newnham Residence

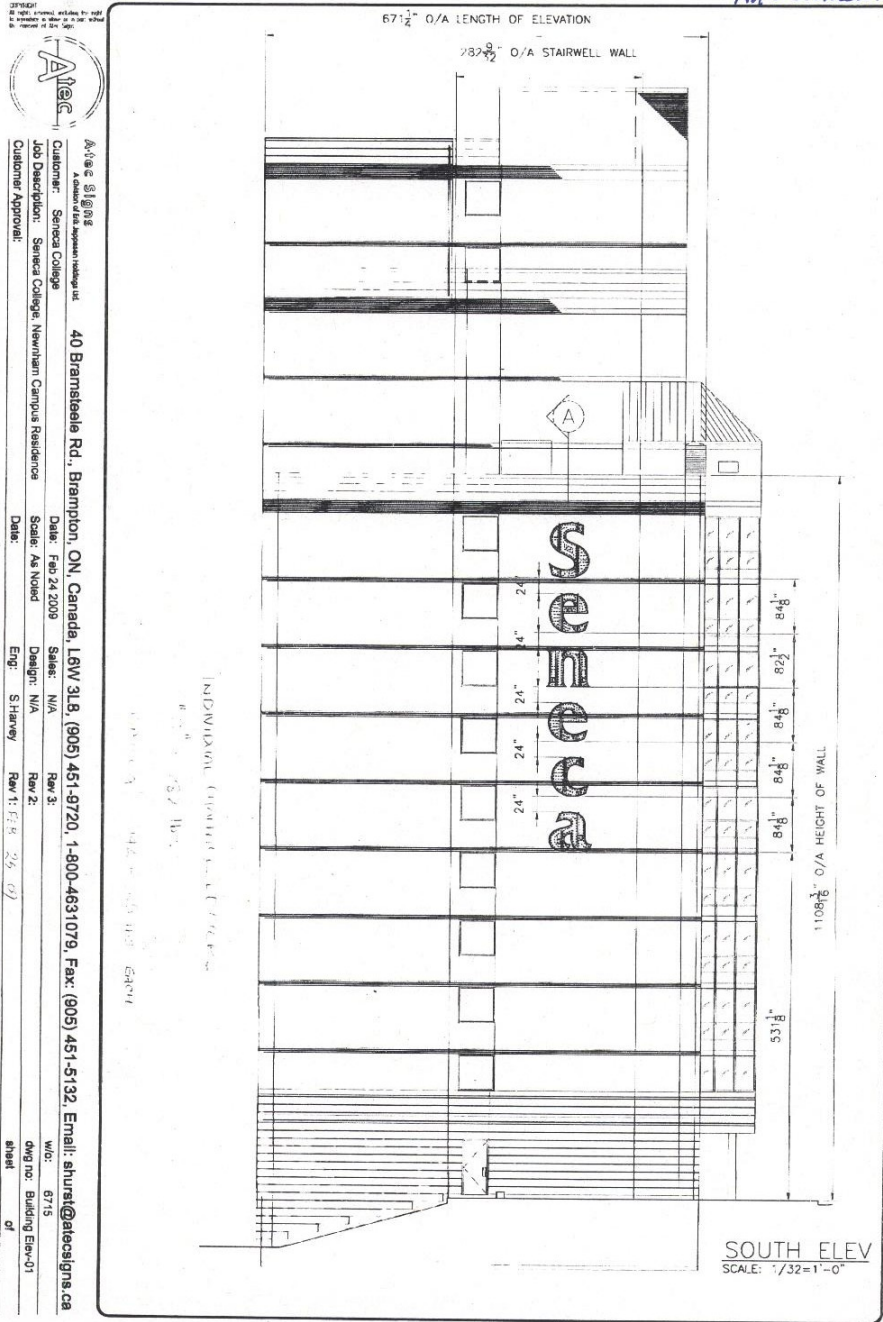


Proposed

Existing

Alec Signs <small>A COMMERCIAL SIGNAGE COMPANY</small> 40 Business Road Hampden, ON L9W 2L8 www.alecsigns.ca Tel: 905-651-8736 Tel: 905-651-8779 Fax: 905-651-5152		LOCATION: Seneca College, Newnham Residence TITLE: Sign Proposal CUSTOMER: Seneca College FILE: Seneca College, Newnham Residence.cdr	PAGE 1 REF: E. Jeppesen SCALE: NTS	DATE: Jan 26 2009 VERSION: 1.0 DRAWN BY: C. Kelly	NO. REVISION DATE NO. REVISION DATE DWG#
		SP1			

Attachment #4A

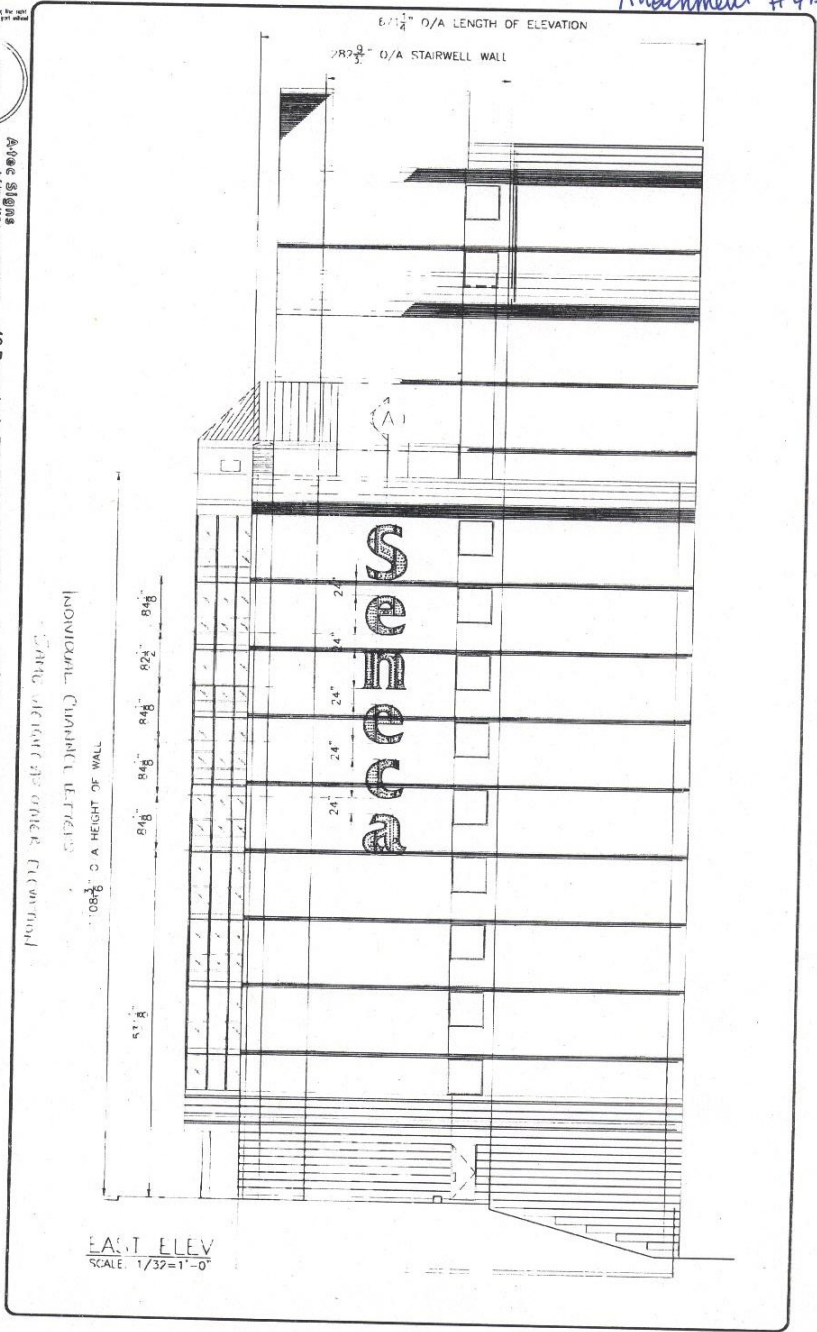


Arc Signs
 A Division of Arc Sign Systems, Inc.
 40 Brambleale Rd., Brampton, ON, Canada, L6W 3L8, (905) 451-9720, 1-800-4631079, Fax: (905) 451-5132, Email: shurel@arcosigns.ca
 Customer: Seneca College
 Job Description: Seneca College, Newmarket Campus Residence
 Customer Approval: _____
 Date: _____
 Date: Feb 24, 2009
 Scale: As Noted
 Date: _____
 Sales: N/A
 Design: N/A
 Raw 2: _____
 Raw 3: _____
 Raw 1: Feb 26, 09
 Eng: S Harvey
 W.O.: 6715
 DWG No: Building Elev-01
 of sheet

Attachment #4B

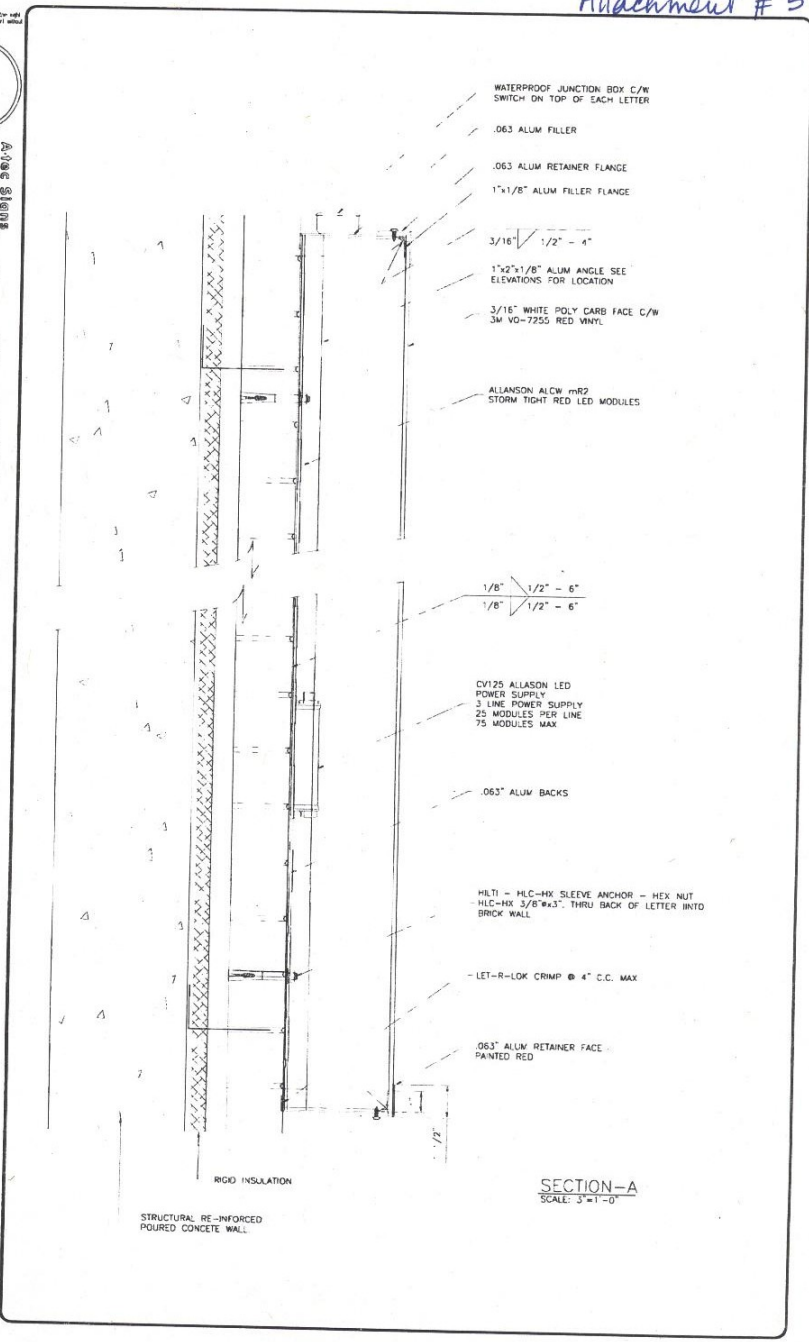


AMEC 31018
 A Division of the Inspection Institute, Inc.
 40 Bramsteele Rd., Brampton, ON, Canada, L6W 3L8, (905) 451-6720, 1-800-4631079, Fax: (905) 451-5132, Email: shuraf@amec.ca
 Customer: Seneca College
 Job Description: Seneca College, Newmarket Campus Residence
 Date: Feb 24 2009
 Scale: As Noted
 Designer: N/A
 Sales: N/A
 Rev 1: Feb 24 2009
 Rev 2:
 Rev 3:
 Eng: Sharaf
 Date:
 Wb: 0715
 Dwg no: Building Elev-02
 sheet of





A.T.E.C. SIGNS
 A Division of the Apparent Image Ltd.
 40 Bramstele Rd., Brampton, ON, Canada, L6W 3L8, (905) 451-9720, 1-800-463-0789, Fax: (905) 451-5132, Email: shursti@atecsigns.ca
 Customer: _____ Date: _____ Sales: N/A Rev 3: _____
 Job Description: _____ Scale: 3/8" = 1'-0" Design: N/A Rev 2: _____
 Customer Approval: _____ Date: _____ Eng: SHARVEY Rev 1: FEB 25 2009
 Drawn by: _____
 Checked by: _____
 Date: _____
 of _____



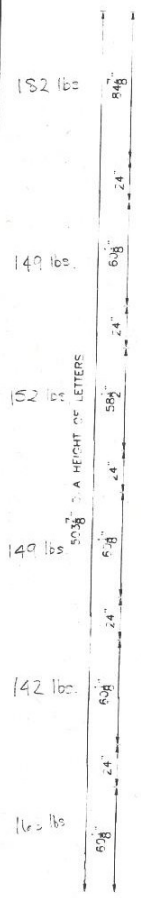
Attachment #6

CONTRACTOR: All rights reserved, including the right to reproduce or copy in any form without the consent of Atec Signs.



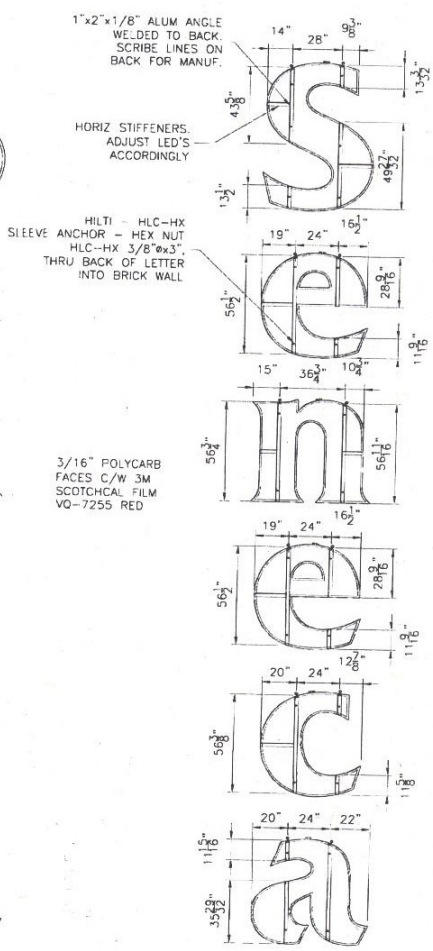
Atec Signs
 A Division of the Atec Industries Ltd.
 Customer: Seneca College
 Job Description: Seneca College, Newmarket Campus Residence
 Customer Approval: _____
 Date: _____
 Eng: Sharvey
 Rev 1: _____
 Date: Feb 24 2009
 Scale: 1/4"=1'-0"
 Sales: N/A
 Designer: N/A
 Raw 2: _____
 W/O: 8718
 DWG no: Sign Details-01
 of _____ sheet

40 Bramsteele Rd., Brampton, ON, Canada, L6W 5L8, (905) 451-9720, 1-800-4631079, Fax: (905) 451-5132, Email: ahurst@atecsigns.ca



FRONT ELEVATION
 SCALE: 1/4"=1'-0"

TWO EYEBOLT PICKUPS PER LETTER.



3/16" POLYCARB
 FACES C/W 3M
 SCOTCHCAL FILM
 VQ-7255 RED

STRUCTURAL
 SCALE: 1/4"=1'-0"

Jayson Purdie, Corporate Sales Manager
Atec Signs
40 Bramsteele Road
Brampton, ON L6W 3L8


12 February 2009

Dear Mr. Purdie;

Letter of Authorization

This letter will serve as your authorization to remove the existing letters on the Seneca Student Residence located at 1760 Finch Ave East, and install replacement letters on the building as per your contract with Seneca College and in accordance with your discussions with Terry Wachna, Director Purchasing Seneca College.

Yours truly,



Jim Hutton, CD, MBA, MSc, BSc
Director, College Services

A-tec Signs
A division of Erik Jeppesen Holdings Ltd

Attachment #8

40 Bramstele Road Tel. 905.451.9720
Brampton, ON L6W 3L8 U.S. 800.463.1079
www.atecsigns.ca Fax. 905.451.5132



The City of Toronto
Building & Planning Department
North York Civic Centre
5100 Yonge Street
Toronto, ON M2N 5V7

To Whom It May Concern,

This letter is drafted to accompany the sign variance application that is required for the new channel letter wall signs on the property known as the "Seneca College – Newnham Campus" located at 1760 Finch Avenue East in Toronto, ON. A sign permit application (09 112488 SGN 00 SP) was submitted on February 26, 2009 for two (2) sets of illuminated channel letter signs to identify the residence building. A zoning bylaw notice was received to inform Atec Signs as the applicant that a variance was required due to the signs not meeting the qualification [North York Sign By-Law #30788-5.1.3] – exceeding the maximum sign area allowed on the property of a school.

This variance is requested because there are existing signs in the same location as the proposed new signs. The overall dimension of the signs has not increased but they will be a completely new construction so a sign permit was applied for. The current sets of channel letters have aged and they are in need of a refresh to maintain a clean positive image for the college and the neighbourhood. Another benefit of the new proposed "Seneca" channel letters is the form of illumination; LED lighting will be utilized in the proposed letters which will be more energy efficient than the current fluorescent/neon illumination. Seneca College is not increasing the signage on this property and are not changing the location of the first party identifying signs, it is an upgrade in quality and energy efficiency to existing signage and for this reason we believe a variance to the sign by-law is justified.

All of the necessary drawings and site plans are included as part of this variance application but please don't hesitate to contact Atec Signs if any further information or detail is required. We look forward to your response.

Yours Truly,

Jayson Purdie
Corporate Sales Manager
Atec Signs