

Sign Variance - 160 Kendal Ave

Date:	February 26, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 21 – St. Paul's
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE019

SUMMARY

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

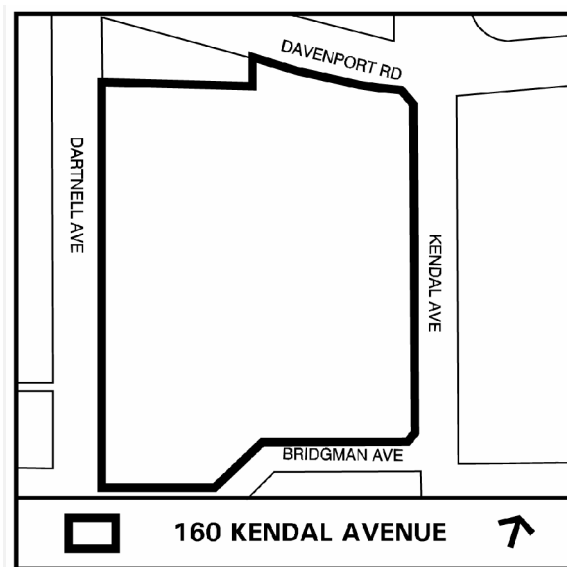
This report reviews and makes recommendations on a request by Gary Dies of Signage Source, on behalf of George Brown College, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit a first party non-illuminated fascia sign on the Kendal Avenue frontage of the building at 160 Kendal Avenue.

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

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the requested variance to permit, a non-illuminated fascia sign on the Kendal Avenue frontage of the building at 160 Kendal Avenue (146 Kendal Avenue) for



- identification purposes; and
2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located south of Davenport Road, on the west side of Kendal Avenue in a Q zone. The property contains a three-storey institutional building, which is occupied by the George Brown College. The George Brown College is trying to upgrade their city wide facilities and incorporating standard identity signage program for all of their Academic Centres and Corporate Divisions in the city. With this application, the applicant is seeking permission to install a non-illuminated fascia sign on the Kendal Avenue frontage of the building at 160 Kendal Avenue for identification purposes. The proposed fascia sign is 11.28m wide and 5.64m high with an area of 63.62m² (see attached graphics).

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. Chapter 297-9D (2)(a)	The proposed non-illuminated fascia sign would have an area of 63.62m ² .	The 63.62m ² sign area would exceed by 61.12m ² , the maximum 2.50m ² sign area permitted.
1. Chapter 297-9D (2)(b)	The height of sign from grade to top of the sign would be 12.17m.	The 12.17m sign height from grade to the top of sign would exceed by 6.17m, the maximum 6.0m sign height permitted.

COMMENTS

The permitted signs in a Q zone are required to be small and low. The variances are required because the sign area would exceed by 61.12m², the maximum 2.50m² sign area permitted and the sign height from grade to the top of sign would exceed by 6.17m, the maximum permitted height of 6.0m. The regulations for area and height of signs above grade for properties in Q zones are similar to those found in residential zones and are quick restrictive in order to reduce their impacts to the surrounding area. In this case, this building is an institutional use and across the street are non-residential buildings and the

impacts would be very limited. The use of the subject and adjacent buildings to the east opposite the proposed sign is typical of a CR or MCR zone and in those zones a fascia sign is permitted to cover 30% of the facade of the unit. In this case the entire building is used for George Brown College and has a quite large facade. The sign is designed, sized and positioned to complement the building façade and the streetscape.

It is staff's opinion that the non-illuminated fascia sign at this location would not adversely impact the building, surrounding uses or the streetscape.

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

CONTACT

Norm Girdhar, Assistant Planner
Tel. No. 416-392-7209
Fax No. 416-392-7536
E-mail: ngirdhar@toronto.ca

SIGNATURE

Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Sign Location
Attachment 2: Sign Details
Attachment 3: East Elevation
Attachment 4: South Elevation

Attachment 1: Sign Location



Sign Location

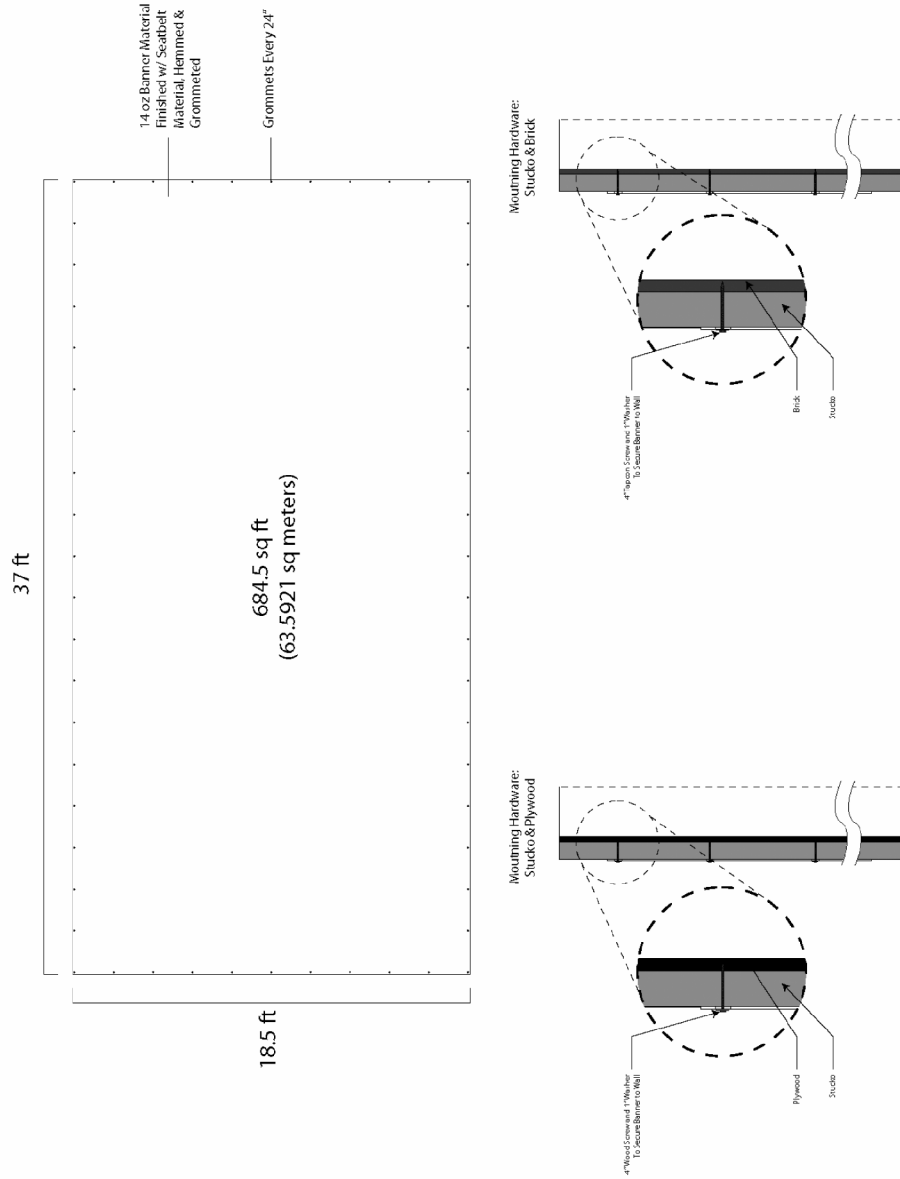
Applicant's Submitted Drawing

Not to Scale
02/09/09

160 Kendal Avenue

File # 08_223242

Attachment 2: Sign Details



Sign Details

Applicant's Submitted Drawing

Not to Scale
02/09/09

160 Kendal Avenue

File # 08_223242

[illegible]

South Elevation

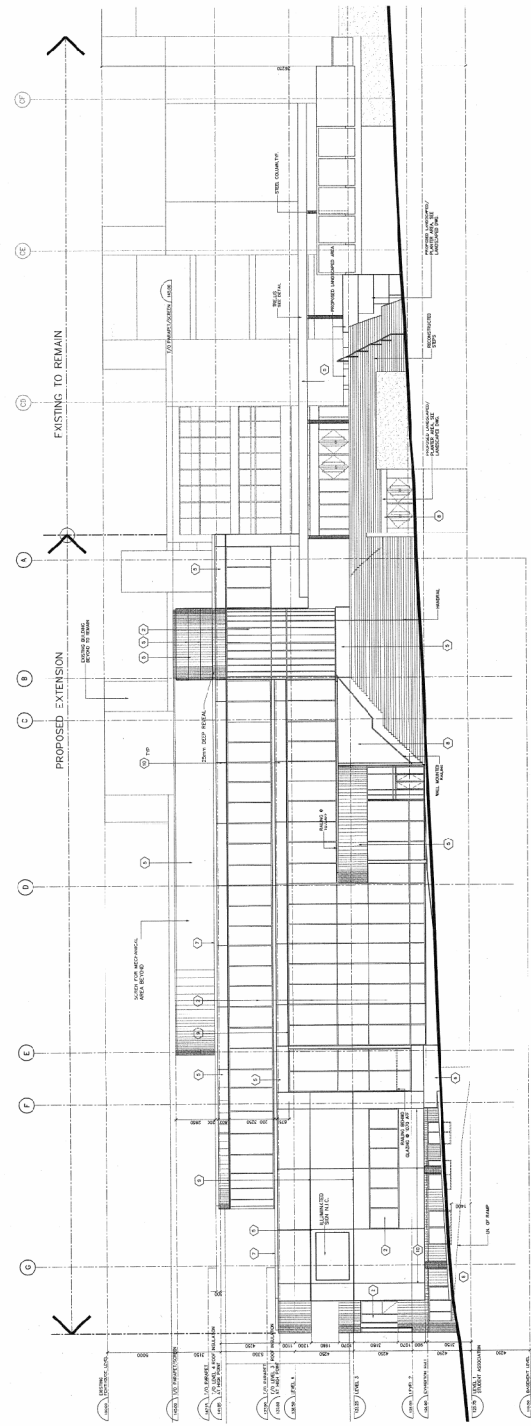
160 Kendal Avenue

Applicant's Submitted Drawing

Not to Scale
02/09//09

File # 08 223242

Attachment 4: East Elevation



East Elevation

Elevation

Applicant's Submitted Drawing

Not to Scale

02/09/09

160 Kendal Avenue

File # 08_223242