



STAFF REPORT ACTION REQUIRED

Sign Variance Report 625 Runnymede Road

Date:	March 1, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Parkdale-High Park, Ward 13
Reference Number:	2010EY046

SUMMARY

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

Toronto Building received a Request for Approval of a Variance from Chapter 297, Signs, of the former City of Toronto Municipal Code, from Suzanna Afonso of Runnymede Healthcare Centre., property owners. The request is to permit erect two identification ground signs and one fascia sign the located at 625 Runnymede Rd.

RECOMMENDATIONS

It is recommended that:

1. The Etobicoke York Community Council approve the requested variances at 625 Runnymede Rd. based on the reasons outlined in this report.

FINANCIAL IMPACT

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

ISSUE BACKGROUND

The property is located in the former municipality of Toronto which is subject to the Zoning By-law No. 438-86, as amended. Based on the Zoning By-law No.438-86 the property is zoned R2 Z0.6.

COMMENTS

The property at 623 Runnymede Rd. is a four storey hospital building occupied by Runnymede Healthcare Centre. The applicant is proposing to erect two ground signs for the hospital the first will identify the municipal address of the property and the second will provide identification of the building as well as directional information. The applicant is also proposing to erect one illuminated fascia identification sign with an area of 5.12 square metres and located on the wall of a third storey at approximately 8.8 metres above grade.

The property is located in a residential district and therefore the regulations governing the size and location of signs are based on these regulations.

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

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
297.9 Signs permitted in R2 Districts 297-9.D.(2)(a) A fascia sign used for purpose of identification is permitted, if the area of sign is not more than two and five-tenth (2.5) square metres	To erect identification fascia sign with a total sign area of 5.12 square metres.	To allow a fascia sign to exceed the maximum permitted sign area by 2.62 square metres
297-9.D.(2)(b) A fascia sign used for purpose of identification is permitted, if the height of sign is not more than six (6) metres.	To allow a fascia sign to be erected on wall at third floor level.	To allow a fascia sign to be erected 8.8 metres above ground.
297-9.D.(5)(a) A ground sign used for the purpose of identification is permitted, if the are of the sign is not more than twenty-five hundreds (0.25) square metres.	To erect two identification ground signs with a total sign area of 3.02 square metres.	To allow two ground signs exceed the maximum permitted sign area by 2.77 square metres.

Therefore, it is recommended that Council approve the requested variances as they are minor in nature.

PROPOSED NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that will come into force and effect on April 6, 2010. The following is an evaluation of this particular sign variance application against the new draft Sign By-Law requirements that would govern this particular sign. This evaluation has been done to assist Council in understanding how this proposed sign would compare to the new regulatory requirements contained in the proposed Sign By-law.

One of the main features of the proposed Sign By-law is that the regulations governing signs are based upon the “Sign District” in which the sign is located. These Sign Districts align with the underlying land uses as envisioned in the Official Plan and will classify every property into a “sign district” and utilizes a series of maps to identify the various sign districts throughout the City. This approach is similar to the one being utilized by the new proposed City-wide Zoning By-law mapping.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as a “R- Residential Sign District”.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
694-21. Residential district first party regulations. 694-21.A.(1)R-Residential. A wall sign identifying a home occupation permitted by the City's applicable Zoning By-law: (a) The sign face area shall not exceed 0.3 square metres; (b) The height shall not exceed 3.0 metres; (e) The sign shall not be illuminated.	To erect an illuminated wall sign having a face area of 5.12 square metres and 8.8 metres above grade	To allow an illuminated wall sign to have a face area that exceeds the maximum permitted area of a sign by 4.82 square metres and 5.8 metres above ground.
694-21.A.(2)R-Residential A ground sign identifying a home occupation permitted by the City's applicable Zoning By-law: (a) The sign face area shall not exceed 0.3 square metres; (b) The height shall not exceed 1.0 metres; (e) The sign shall not be erected within 2.0 metres of any property line; (f) There shall be no more than one sign; (g) The sign shall not be illuminated.	To erect two illuminated ground signs within 1.6 metres of the property line, 1.2 metres high and having a total face area of 3.02 square metres	To allow two ground signs to be placed 0.4 metres closer to the property line and having a total face area 2.72 square metres larger than permitted.

CONTACT

Galina Veltman, Manager, Plan Examination

Tel: (416) 394-8042

Fax: (416) 394-8209

E-mail: veltman@toronto.ca

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

ATTACHMENTS

Attachment 1 – Zoning Map

Attachment 3 – Site Plan

Attachment 2 – Aerial Map

Attachment 4 – 623 Runnymede Rd.

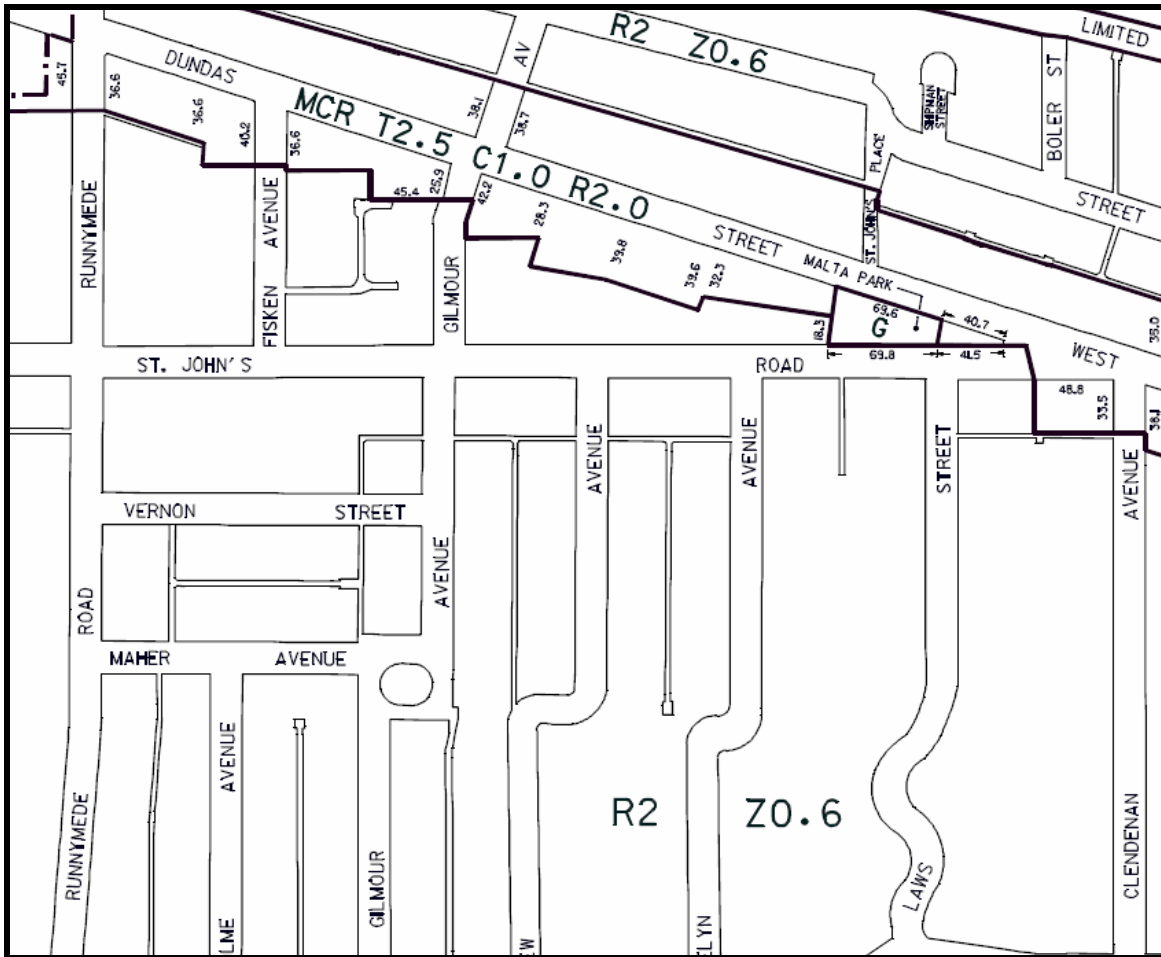
Attachment 5 – Proposed Facia Sign

Attachment 6 – Proposed Ground Sign (1)

Attachment 7 – Proposed Ground Sign (2)

Attachment 8 – Applicants Letter

Attachment 1 – Zoning Map



Attachment 3 – Aerial Map



Attachment 4 – 623 Runnymede Rd



Attachment 5 – Proposed Wall Sign

WSI Sign Systems Ltd.

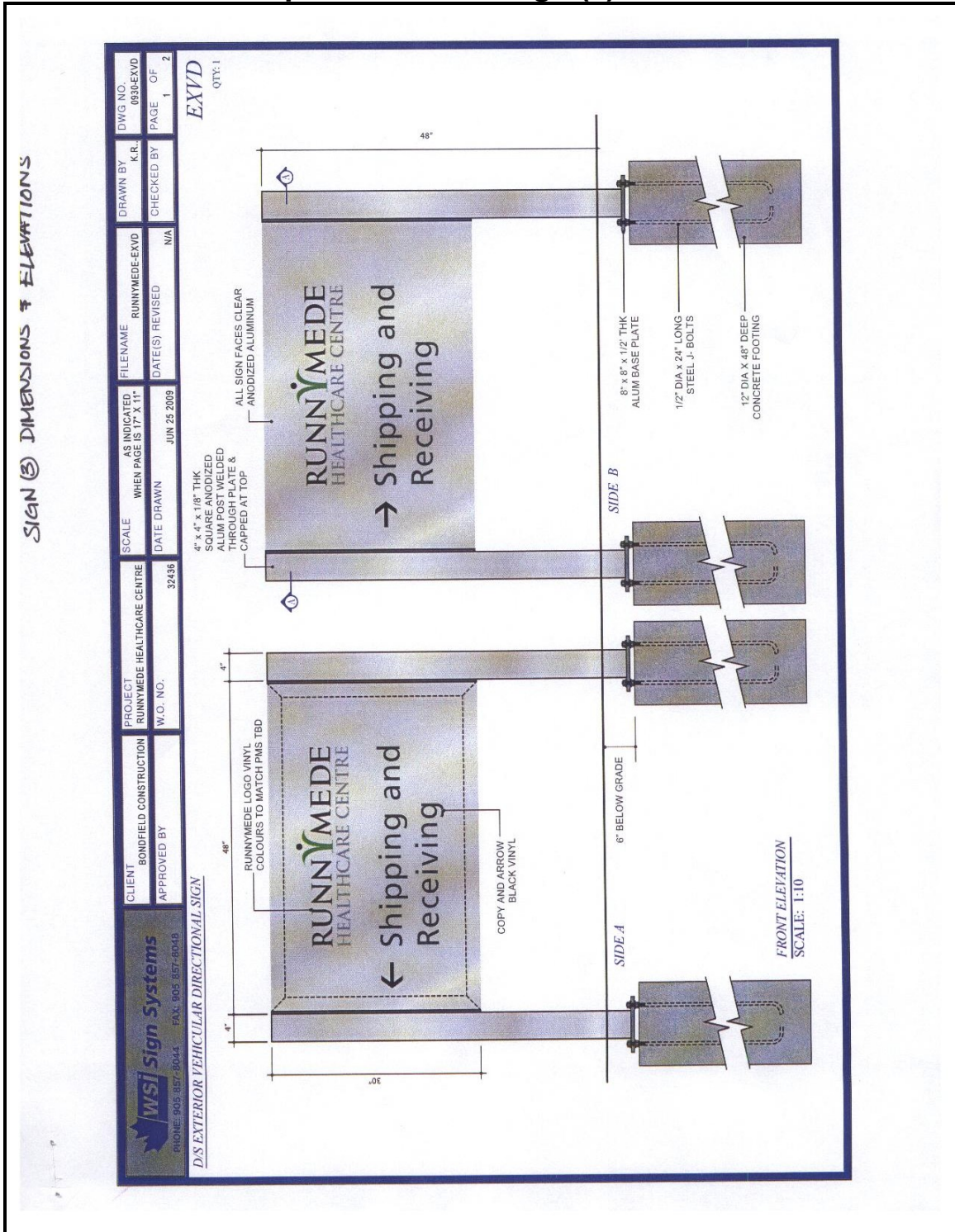
LED ILLUM. REVERSE CHANNEL LETTERS & LOGO

SIGN ① DIMENSIONS & ELEVATIONS

CLIENT	PROJECT	CHANNEL LETTERS & LOGO	SCALE	DATE DRAWN	DATE(S) REVISED	DWG NO.	DRAWN BY	CHECKED BY
HEALTHCARE CENTRE	RUNNYMEDE HEALTHCARE CENTRE	32436	AS INDICATED WHEN PAGE IS 17" X 11"	JULY 7, 2009	07.17.09 / 07.21.09 / 07.23.09	0830EX.1.1	AM / RMR	
APPROVED BY	W.O. NO.							

FRONT ELEVATION (SIGN LOCATION)
SCALE: 1/8" = 1'-0"

Attachment 7 – Proposed Ground Sign (2)



Attachment 8 – Applicants Letter

RUNNYMEDE
HEALTHCARE CENTRE

625 Runnymede Road
Toronto, Ontario M6S 3A3
T: (416) 762-7316 F: (416) 762-3836
www.runnymedehc.ca

MEMO #1

To the Sign Variance Committee,
Re: Application for sign variance

This letter is to supplement Runnymede Healthcare Centre's Sign Variance Permit application and drawings, attached.

Initially our sign permit had been denied on the basis that the area of our fascia sign exceeded 2.5 square meters, and because the sign would be located more than 2 meters above the level of the first storey, as indicated by the Sign By-law. It was also stated that our municipal address ground sign exceeded the 0.25 square meters allowance.

We feel that the above criterion applies to residential properties rather than to a public hospital, as the mass of an institutional building such as a hospital is much larger than the two storey residential houses in this area. A smaller sign, as indicated by the current by-law, would be disproportionate to our 4 storey large volume hospital building. We are applying for a variance so that the fascia sign can be placed on the 3rd storey and can be 39 inches high and 203.5 inches wide, making it approximately 5.12 square meters in area, and the municipal address ground sign can be approximately 3.02 square meters in area. We feel that at these sizes, the signs will be visible enough for our needs without impeding on our neighbours or the aesthetics of the neighbourhood. This is also the size it needs to be in order to maintain the building size-to-sign ratio.

In addition, this is also to confirm that the "Shipping and Receiving" ground sign is indeed located at least 0.6 meters away from the curb line of the public laneway, as stated by the by-law. In fact, our ground sign is 1.6 meters away from the public laneway.

Thank you for your time and consideration.



Bogna Crenson
Senior Project Director,
Runnymede Healthcare Centre

RECEIVED

FEB 17 2010

URBAN DEVELOPMENT SERVICES
BUILDING DIVISION, CUSTOMER SERVICE
2 CIVIC CENTRE COURT, 1ST FLOOR

Applicant:

Runnymede Healthcare Centre
C/O Suzanna Afonso
625 Runnymede Rd
Toronto On
M6S 3A3

Tel. – 416- 762-7316 Ext.2264

Suzanna.afonso@runnymede.ca