

**Sign Variance Request
1750 Finch Avenue East**

Date:	February 19, 2010
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. 2010NY018 Folder No. 10 111437 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 Evelyn Follett, Manger, Design and Construction on behalf of Seneca College for a variance from the former City of North York, Sign By-Law No. 30788 as amended, to permit the erection of one illuminated ground sign first party advertising at 1750 Finch Avenue East.

RECOMMENDATIONS

Toronto Building, North York District, recommends that:

1. The request for the variance, at 1750 Finch Avenue East, listed in the 3rd column of the table included in pages 3 of this report be approved;
2. the applicant be notified of the requirement to obtain a sign permit from the Chief Building Official, and to file the sign permit application related to this approval with Toronto Building prior to April 6, 2010; and,
3. as a condition of approval of this application the sign not be illuminated between midnight and 6a.m.

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 applicant is proposing to replace a 10 year old pylon sign with a new illuminated ground sign consisting of a cube pylon to match Seneca's new standards of advertising. The proposed sign will have a similar area as the existing sign.

The new ground sign dimensions are approximately 1.66 m (5ft – 5 1/2”) width and 6.93m (22ft - 9”) high. The east and west sides of the pylon have a sign area of 8.43m² with an additional area of 2.81 m² for a readograph totalling an overall sign area of 11.24m² (121 ft²). The south and north sides of the pylon do not include a readograph portion.

The proposed sign does not comply with the former 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 5.1.4</p> <p>One identification ground sign, not exceeding 2.4m² (25.8ft²) in sign area on the property of a school.</p> <p>Section 4.9.2</p> <p>The ground area may be increased by up to 25% by incorporating an electronic message display having an area not less than the increase in the sign area.</p>	<p>The applicant proposes a sign with four faces having 11.24m² sign area for each face.</p>	<p>The applicant proposes a sign with four faces having 11.24m² sign area for each face where the by-law only permits 3m².</p>

The applicant has submitted a letter in support of her application. The applicant also informed us that the existing pylon is illuminated 24/7. The preference of the applicant is to have the new sign illuminated 24/7 as well but could consider having the new sign turn off between the hours of midnight and 6 a.m.; however the applicant mentioned that they do have after hours workers on occasion and do like to clearly identify the entrance for the workers benefit.

I am recommending approval because the new ground sign will be erected at the same location as an existing 10 years old ground sign. The applicant is proposing a new illuminated ground sign to match Seneca's new standards of advertising. The proposed sign will have a similar area as the existing sign and in my opinion will be an improvement over the current pylon.

The new Harmonized Sign By-law was enacted by Council on December 6, 2009 and will come into effect on April 6, 2010. In the new sign by-law, a number of sign districts have been established and this property is located in an Institutional District (I). Refer to Attachment #9.

The proposed signs do not comply with the new City of Toronto Sign By-Law adopted by Council on December 6, 2009 in the following way:

Sign By-law Requirements	Applicant's Proposal	Required Variance(s)
<p>§ Section 694-21(F) (3) (b) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 8.0 square metres.</p> <p>1. (c) The height of the ground sign shall not exceed 6.0 metres.</p> <p>2. (d) The sign shall have no more than two sign faces;</p> <p>§ 694-18. Illumination</p> <p>C. Where a sign is located in an I district, the sign shall not be illuminated between the hours of 11 p.m. and 6 a.m. except where the sign is a first party sign associated with a lawful business which operates during this period and only while the business is actually in operation.</p>	<p>The applicant proposes a sign with four faces having 11.24m² sign area for each face.</p> <p>The applicant is proposing a pylon 6.93 m high.</p> <p>The applicant is proposing 3 faces of advertising for the pylon sign.</p> <p>The applicant is proposing to have the new sign illuminated and turned off between the hours of midnight and 6 am.</p>	<p>To permit a sign with four faces having 11.24m² sign area for each face where the by-law permits a maximum area of 8m²</p> <p>To permit a pylon with 6.93 m height where the by-law only permits a height of 6.0m.</p> <p>To permit 3 faces of advertising for the pylon sign where only two sign faces are permitted.</p> <p>To permit the sign to be illuminated and turned off between the hours of midnight and 6 a.m. where the by-law only permits the illumination to be turned off between the hours of 11 p.m. and 6 a.m.</p>

Approval of this application for the sign variances request would result in North York Community Council permitting an identification sign which is not in compliance with the standards approved in the new City of Toronto Sign By-law for signs of this type.

CONTACT

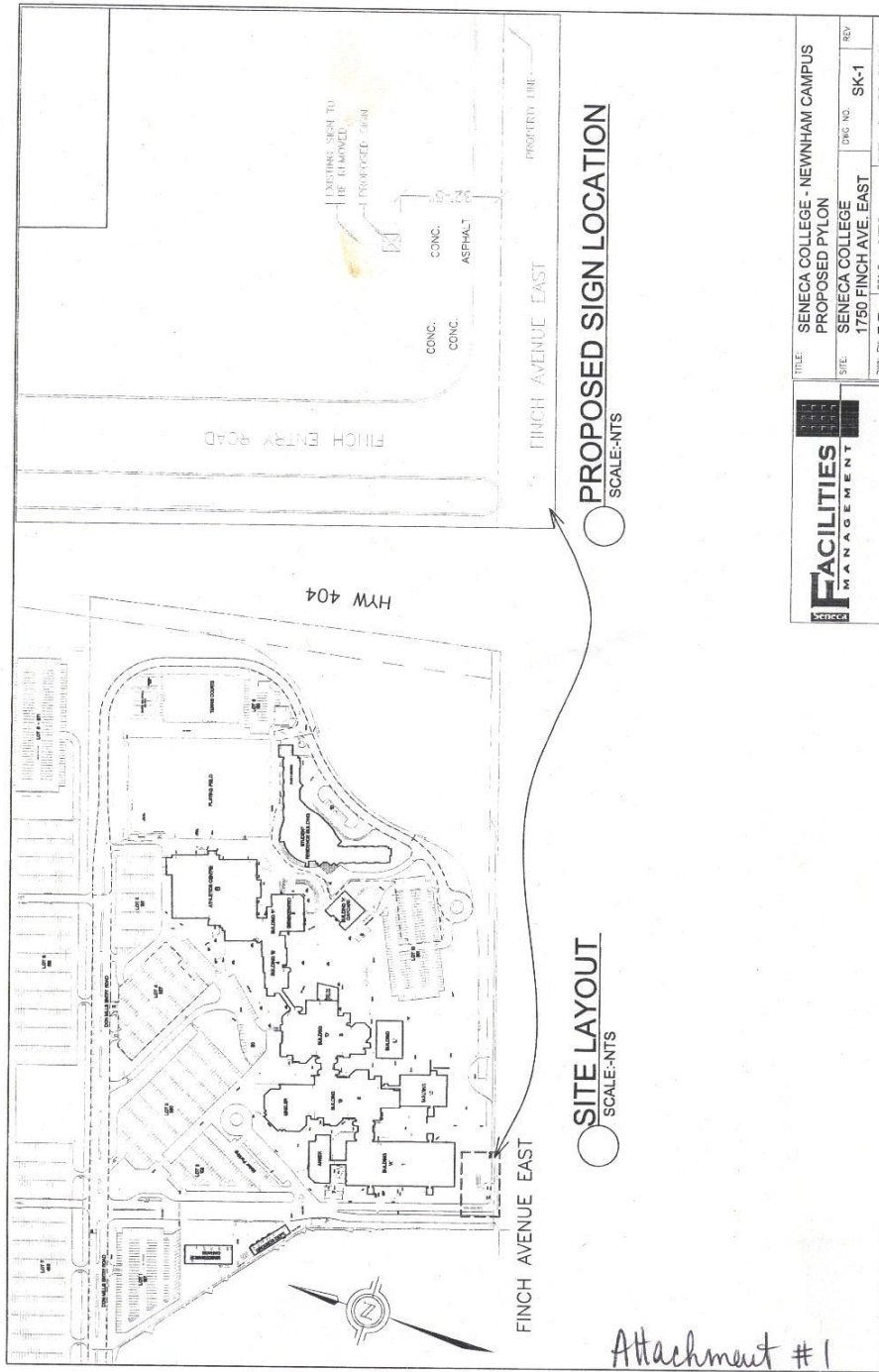
Magda Ishak, P. Eng., Manager, Plan Review; Tel.: 416-395-7555; Fax: 416-395-7589;
e-mail: mishak@toronto.ca

SIGNATURE

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

ATTACHMENTS

Attachment 1:	Site layout and Proposed Sign Location
Attachment 2:	Zoning map
Attachment 3:	Elevations and Details of the proposed Sign
Attachment 4:	Applicant's Justification Letter
Attachment 5:	Sign District map





January 29, 2010

City of Toronto
Toronto Building
5100 Yonge Street
Toronto, On
M2N 5V7

To whom it may concern,

This letter is to accompany the sign variance application for a new pylon sign at Seneca College Newnham Campus (1750 Finch Avenue East) to replace the existing sign. A zoning bylaw Notice was received stating that the proposed sign is above the square footage maximum. Application No: 09 149259+ ZPR 00 SR (attached)

Our existing pylon is approximately 10 years old, very faded and is in need of a clean positive image for the college and the neighbourhood. We are applying to have a new cube sign installed which matches our new standards and is also more energy efficient due to the use of LED lighting. The proposed sign is similar in square footage the existing one which is 11.38 sq.m. plus a 2.28 sq.m. read-a board on each side for a total of 22.76 sq. m. with the read-a-board total being 4.56 sq.m.

The new pylon proposes to have 2 sides (facing East and West) with 8.43 sq.m and a 2.81 sq.m. screen on each side and a south facing side with a total of 5.6 sq. m. The north face has no wording on it and is not visible.

Drawings are attached, but if I can answer any questions, please feel free to call or email me.

Thank you for your consideration.

Sincerely,

Evelyn Follett, m.a.a.t.o.
Manager, Design & Construction
Facilities Management
Ext: 2869
Evelyn.follett@senecac.on.ca

1750 Finch Avenue East, Toronto, Ontario M2J 2X5, Tel: (416)491-5050, <http://www.senecac.on.ca>

Attachment #4

Legend

- Residential District
- Residential Apartment District
- Commercial District
- Commercial Residential District
- Employment Industrial District
- Employment Industrial Office District
- Institutional District
- Open Space District
- Utility District
- Gardiner Gateway Special Sign District
- Chinatown Special Sign District
- Downtown Yonge Special Sign District
- Dundas Square Special Sign District
- University Avenue Special Sign District
- City Hall and Nathan Phillips Square
Special Sign District



Attachment # 5