



STAFF REPORT ACTION REQUIRED

Sign Variance Request 19 Rean Drive

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. 2010NY017 Folder No. 10 117119 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 Mark Barker of Imperial Sign Corporation on behalf of Amica Mature Lifestyles for a variance from the North York, Sign By-Law 30788, as amended, to permit the erection of two wall signs (plaques) at the main entrance, one pylon sign at the parking entrance and one non-illuminated wall sign on the south side of the building “Amica Bayview Gardens” at 19 Rean Drive.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. The request for the variances at 19 Rean Drive, listed in the 3rd column of the table included in page 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 the approval of this application the sign shall not be illuminated between the hours of 11 p.m. and 6 a.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 Rean Drive, south of Sheppard Avenue East, in a Multiple Family Dwellings (RM6(164)) zone. Refer to Attachment #1.

There is a 10 storey senior's home under construction on the property together with a 9 storey residential building and a 4 storey residential building; a Wellness & Vitality Residence "Amica at Bayview Gardens". Refer to the site plan in Attachment #2.

Surrounding land uses are as follows:

North: 7 storey retail/residential building fronting onto Sheppard Avenue East
South: Dervock Crescent and parkland
East: Apartment house dwelling
West: Rean Drive and apartment house dwelling

On February 16, 2010 a sign permit was issued for the erection of:

- a) One illuminated freestanding pylon display (S.1) located at the main entrance of the complex with sign's dimensions of 1.45m x 1.45m (4'-9" x 4'-9") for a sign area of 2.1m² (22.63 ft²) as shown in Attachment #3; and
- b) One illuminated routed aluminium canopy display wall sign located on the front canopy (S.2) with sign dimensions of 5.5m x 0.53m 2.9m² (17'-11" x 1'-9") for a sign area of 2.92 m² (31.38ft²) as shown in Attachment #4.

The applicant is requesting to erect four additional signs:

- a) Two non illuminated wall signs (plaques) located at the main entrance (on the wall/pillar at either side of the doorway) (S.3). Each sign will be 0.38m x 0.36m (1'-3" x 1'-2") for an area of 0.14m² (1.46ft²) as shown in Attachment #5.
- b) One illuminated freestanding parking entrance pylon (north-east corner) (S.4). The sign area on the pylon will be 1.09m x 0.6m (3'-7" x 2'-0") for an area of 0.66m² (7.16ft²) and a pylon height of 2.16m (7' - 1") as shown in Attachment #6; and

- c) One non-illuminated routed aluminium wall display on the south elevation (S.5) having dimensions of 3.66m x 0.79m (12'-0" x 2' - 7") for an area of 2.89m² (31.12ft²) as shown in Attachment #7.

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 and one wall sign not exceeding 4.7m² (50.6ft²) in sign area on the property of a nursing home, sanitarium, school, place of worship, day nursery, public library, public recreational facility, home for the aged or retirement home.</p>	<p>The applicant proposes two ground signs: one pylon having a sign area of 2.1m² (22.63 ft²) for which a sign permit has been issued; and the second pylon having a sign area of 0.66m² (7.16ft²).</p> <p>The applicant proposes four wall signs:</p> <ul style="list-style-type: none"> • One canopy display with a sign area of 2.92 m² (31.38ft²) for which a sign permit has been issued. • Two plaques each having a sign area of 0.14m² (1.46ft²); and • One wall display having a sign area of 2.89m² (31.12ft²). 	<p>To permit two ground signs where only one ground sign is permitted.</p> <p>To permit four wall signs where only one wall sign is permitted.</p>

The applicant has submitted a letter, dated January 22nd, 2010, in support of his application. Refer to Attachment #8.

I am recommending approval of the variances on the basis that all signage is incorporated within the complex and cannot be seen from the main road. The applicant stated in his letter that the purpose of the signage is to provide clear concise identification so residents and visitors to this assisted living facility can locate the property with ease.

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 a Residential Apartment District (RA). Refer to Attachment #9.

The proposed sign does not comply with the City of Toronto Sign By-law adopted by Council on December 6, 2009 as follows:

Sign By-law Requirements	Applicant's Proposal	Required Variance(s)
<p>1. 694-21 B (2)</p> <p>A ground sign erected at a point of vehicular ingress and egress to a premise providing direction in association with an apartment building provided:</p> <p>(a) The sign face area shall not exceed 0.5m². (5 ft².);</p> <p>(b) The height shall not exceed 1.0 metre (3.3 ft.).</p>	<p>The applicant proposes a ground sign providing vehicular direction in association with the building having a sign area of 0.66 m² (7.2ft²) and,</p> <p>Having a height of 2.2m (7.1 ft.).</p>	<p>To permit a ground sign providing vehicular direction in association with the building having an area of 0.66m² (7.2ft²) where the by-law permits a sign face area of 0.5 m².</p> <p>To permit a ground sign having a height of 2.2m (7.1 ft.) where the by-law permits a sign height of 1 m (3.3 ft.)</p>
<p>2. 694-21 B (4)</p> <p>A wall sign identifying an apartment building provided:</p> <p>(a) The sign face area shall not exceed 2.0m². (21.5 ft²);</p> <p>(b) The height shall not exceed 3.0 metres (10 ft.)</p> <p>(c) The sign shall have no more than one sign face; and</p> <p>(d) The sign shall only be erected on a wall facing a street.</p>	<p>The applicant proposes four wall signs identifying the building.</p> <p>The applicant proposes four wall signs:</p> <ul style="list-style-type: none"> • One canopy display with a sign area of 2.92 m² (31.38ft²) for which a sign permit has been issued. • Two plaques each having a sign area of 0.14m² (1.46ft²); and • One wall display having a sign area of 2.89m² (31.12ft²). <p>Three of the wall signs do not face a street.</p>	<p>To permit four wall signs identifying the building, where the by-law permits only one wall sign.</p> <p>To permit one wall display having a sign area of 2.89m² (31.12ft²) where the by-law permits a sign area of 2.0m².</p> <p>To permit that three of the wall signs do not face a street.</p>

694-9B – Expiration of Sign Permit

Every sign permit issued by the Chief Building Official for the erection, display, modification or restoration of a first party sign expires and is null and void where the business, product, activity or service to which the first-party sign relates ceases to operate or is no longer available at the premises where the sign is located.

CONTACT

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

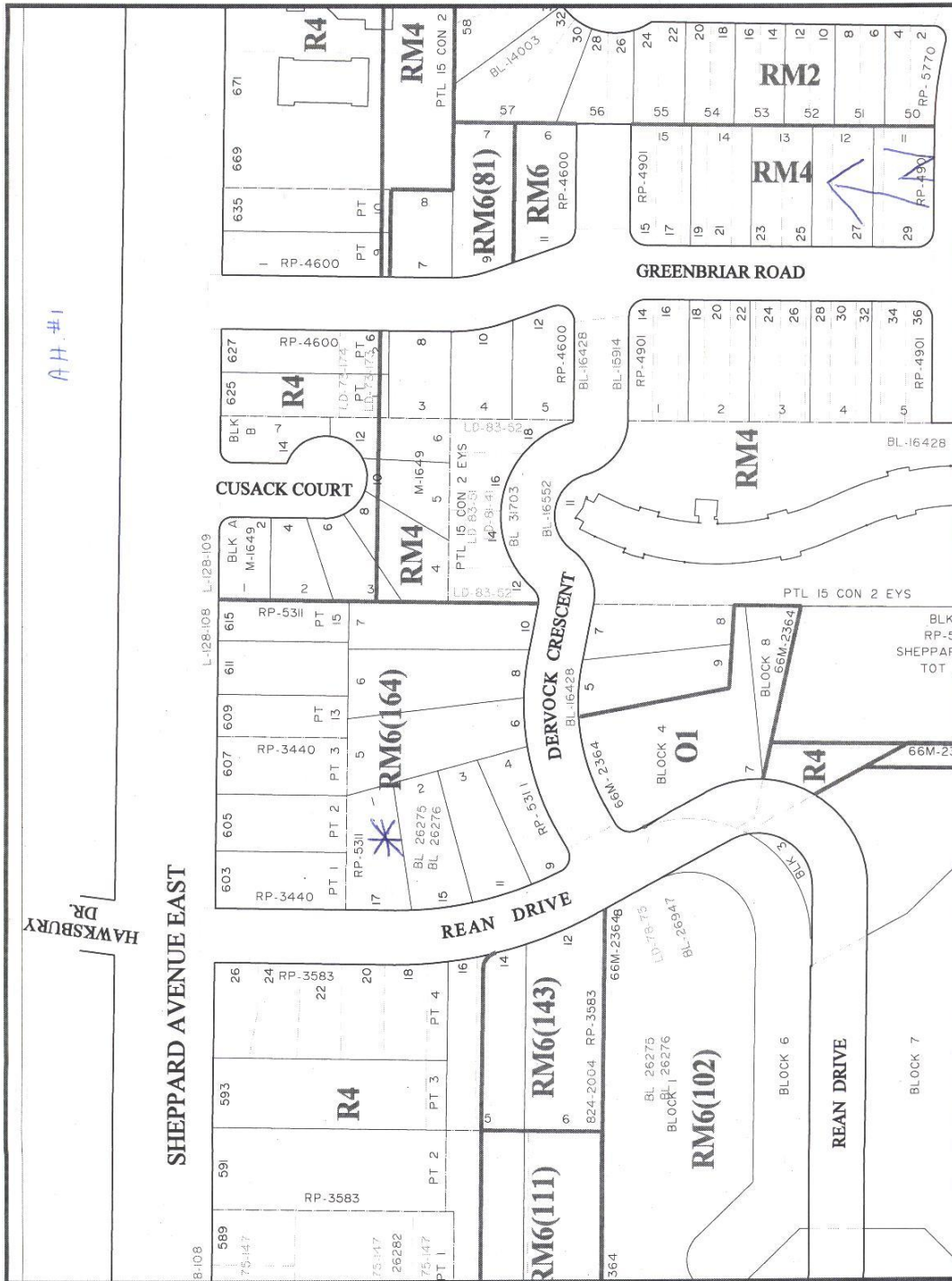
e-mail: mishak@toronto.ca

SIGNATURE

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

ATTACHMENTS

Attachment #1:	Zoning Map
Attachment #2:	Site Plan
Attachment #3:	Elevation and Details of sign S.1
Attachment #4:	Elevation and Details of sign S.2
Attachment #5:	Elevation and details of sign S.3
Attachment #6:	Elevation and details of sign S.4
Attachment #7:	Elevation and details of sign S.5
Attachment #8:	Applicant's Justification Letter
Attachment #9:	Sign District Map



Att. #2

SHEET 108

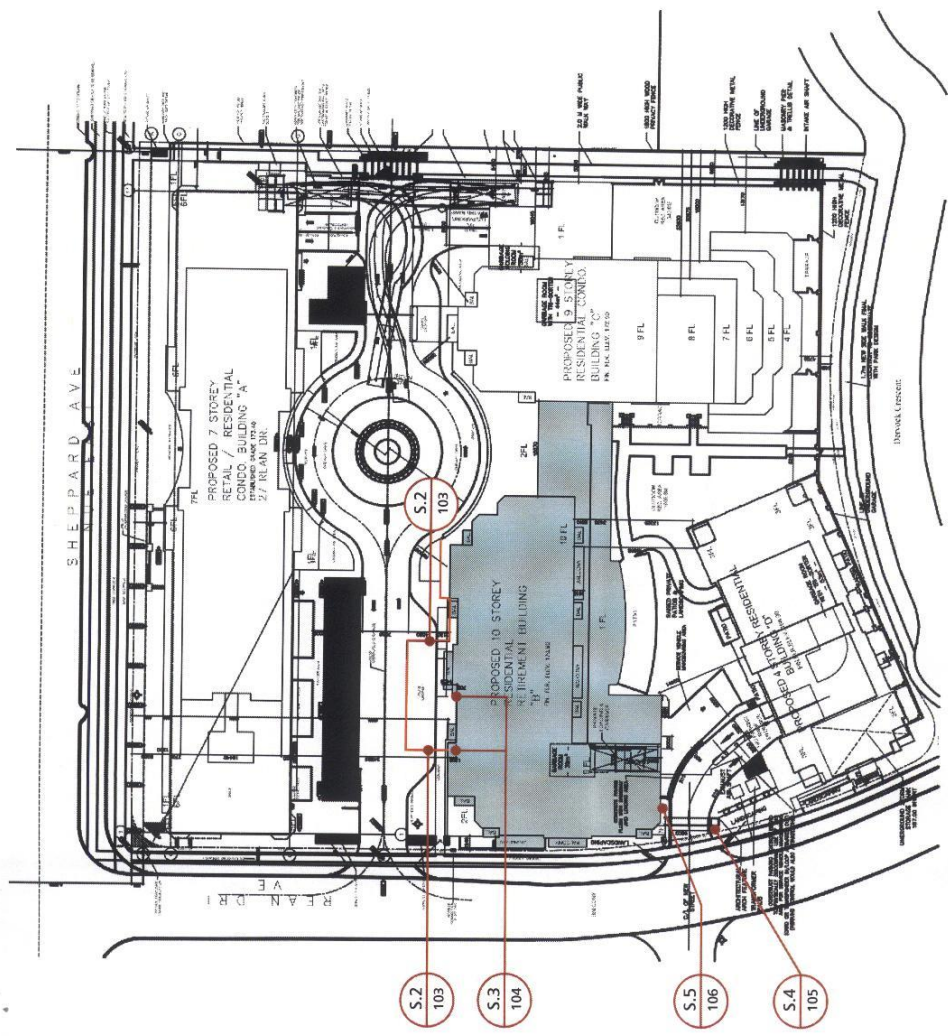
DESIGN# 08-10899 SALES MILES
SCALE NTS DESIGNER SCHNEIDER

FILE NAME A:\MILES\2009\COMMUNITY\AMICA BAYVIEWGARDENS\FEB.17.2009
CLIENT AMICA

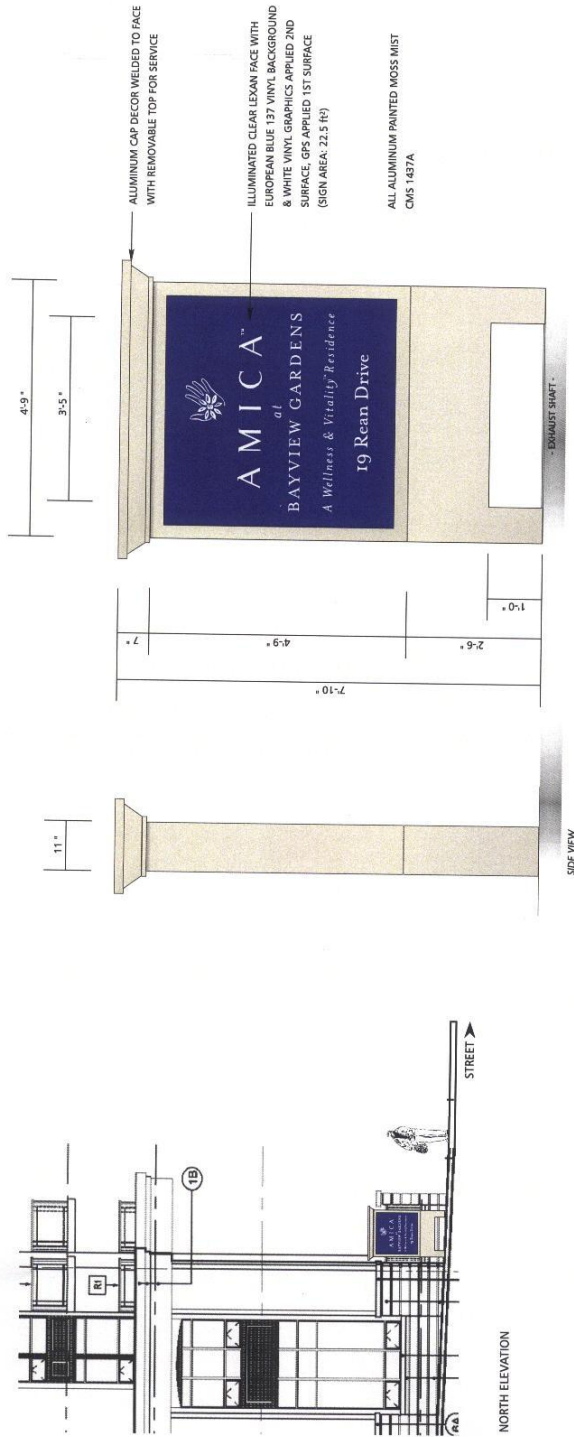
PROJECT AMICA @ BAYVIEW GARDENS
19 REAN DRIVE
NORTH YORK, ONT.

PRINT DATE: SEP/09/2009
DWG. DATE: JUL/29/2008
LAST REVISION DATE:
AUG/10/2009
ADJUST LOCATION OF S.4 TO STREET SIDE
OF PILLAR / PROVIDED OPTIONAL DISPLAY
& LOCATION- TO BE DETERMINED
CLIENT APPROVAL _____
DATE _____

This drawing is for the communication of design intent only and specifies size, colour, material & location only. It is not to be used for fabrication. Written consent must be obtained for any use or application of this design beyond the presentation, as the rights to same belong to Imperial Sign. The colours shown in this presentation may vary slightly from those used in the fabrication of your display, follow specifications only.



HT: # 3



S.1 101 ONE ILLUMINATED D/F FREESTANDING PYLON DISPLAY (TYPE A)

MAX SIGN AREA ALLOWED: 25.8 ft²
MOUNTED OVER EXHAUST SHAFT

PROJECT: AMICA @ BAYVIEW GARDENS, 19 REAN DRIVE, NORTH YORK, ONT.
SCALE: 1/2" = 1'-0"
DESIGNER: SCHNEIDER
FILE NAME: A\FILES\2008\COMMUNITY\AMICA\BAYVIEWGARDENS\NOV27.2009

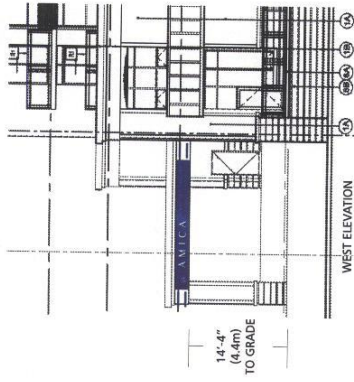


THIS DRAWING IS FOR THE COMMUNICATION OF DESIGN INTENT ONLY AND PRESENTS SIZE, COLOR, MATERIAL & LOCATION ONLY. IT IS NOT TO BE USED FOR FABRICATION. WRITTEN CONSENT MUST BE OBTAINED FROM THE CITY OF TORONTO FOR THE DESIGN AND FABRICATION OF ANY SIGN. THE RIGHTS TO THIS DRAWING BELONG TO IMPERIAL SIGN. THE DRAWING IS NOT TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, IN THE ABSENCE OF YOUR WRITTEN SPECIFICATION AND/OR CONTRACT.

PRINT DATE: NOV/27/2009
LAST REVISION DATE: NOV/09/2009
CREATED OPEN AREA IN BASE CLADDING 1 ABOVE GRATE
DWG. DATE: ADDED SEPT/23/2008
CLIENT APPROVAL DATE

SHEET 101

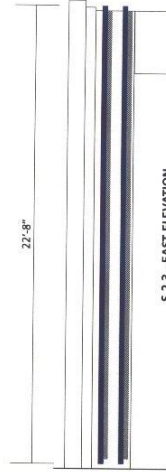
AH #4



TYPICAL ILLUMINATED NIGHT VIEW



S.2.2 - WEST ELEVATION



S.2.3 - EAST ELEVATION

S.2
103

22- ILLUMINATED ROUTED ALUMINUM CANOPY DISPLAYS W/ HALO LIT LIGHT BAR ACCENTS - EAST & WEST ELEVATIONS

- ID DISPLAYS: CABINETS & ROUTED ALUMINUM FACES PAINTED EURO BLUE S8208.00 BACKED W/ WHITE ACRYLIC (AT BAYVIEW GARDENS / TAG LINE / LOGO)
- "AMICA" - PUSHED THRU 1/2" CLEAR ACRYLIC W/ ALUMINUM FACES PAINTED WHITE
- LIGHT BAR DECOR: HALO LIT 3" X 1/2" CHANNEL PAINTED EURO BLUE S8208.00 / AMBER LED ILLUMINATION
- REFER TO SHOP DRAWING AM-BV-1.02 FOR CONSTRUCTION DETAILS

PROJECT
AMICA @ BAYVIEW GARDENS, 19 REAN DRIVE, NORTH YORK, ONT.

SCALE
3/16" = 1'-0"

DESIGNER
SCHNEIDER

DESIGN NO.
08-10899

DATE
FEB 17 2009

FILE NAME
A:\MILES\2008\COMMUNITY\AMICA\BAYVIEWGARDENS\FEB17.2009

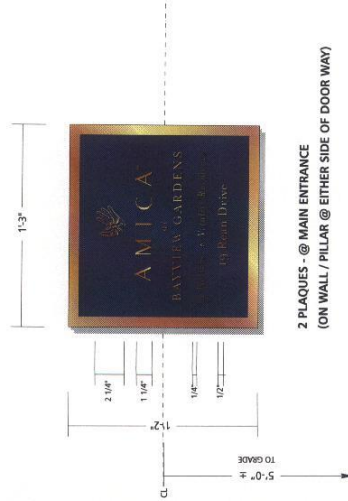
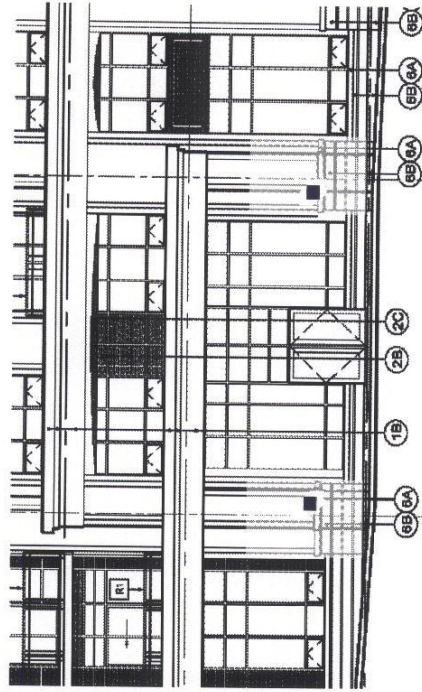


PRINT DATE: SEP/09/2009
LAST REVISION DATE: FEB/17/2009
REMOVED ROUTED DISPLAY S.2.3

DWG. DATE: JUL/29/2008

CLIENT APPROVAL DATE

Alt. #5



2 PLAQUES - @ MAIN ENTRANCE
(ON WALL / PILLAR @ EITHER SIDE OF DOOR WAY)

S.3
104

TWO S/F CAST BRONZE ENTRY / ADDRESS PLAQUES @ MAIN ENTRANCE

BACKGROUND OF BRONZE METAL PLAQUES PAINTED DK. BLUE PMS 654



IMPERIAL SIGN

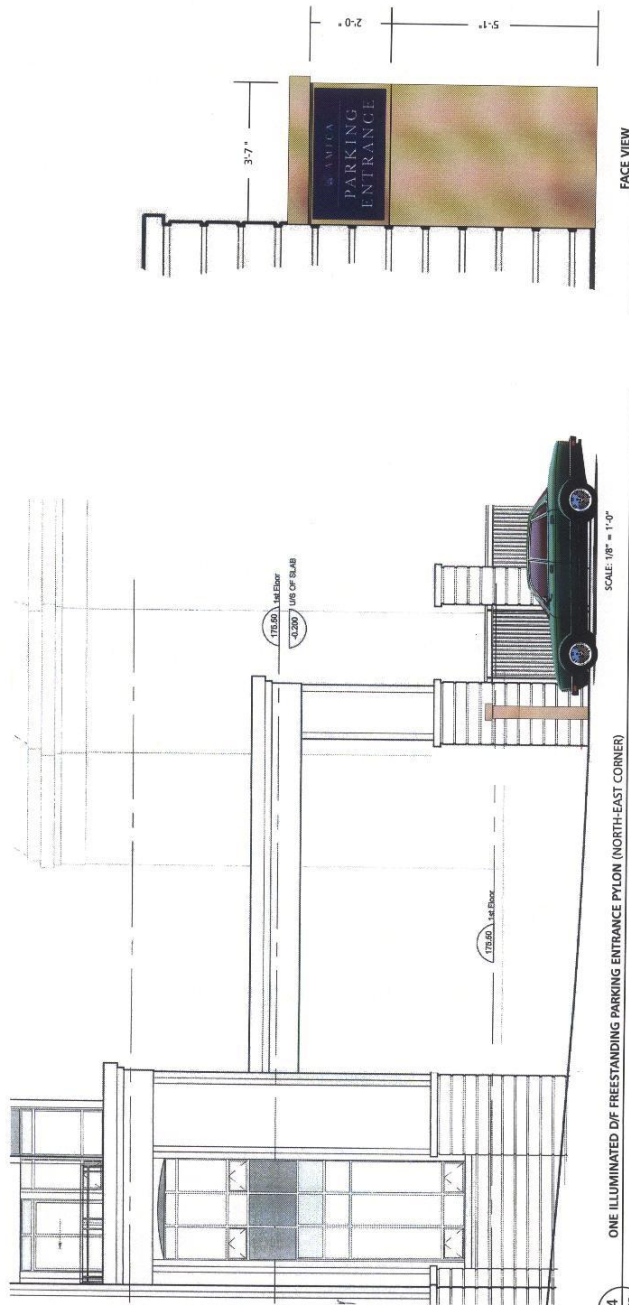
THIS DRAWING IS FOR THE COMMUNICATION OF DESIGN INTENT ONLY AND SPECIFICS
SITE, COLOR, MATERIAL, LOCATION, ETC. IS NOT TO BE USED FOR FABRICATION.
WHETHER COPIED OR NOT, IT IS THE RESPONSIBILITY OF THE USER TO VERIFY THAT
THE COLORS SHOWN IN THIS PRESENTATION MATCH THE COLORS OF THE ORIGINAL
IN THE FABRICATION OF YOUR DISPLAY. FOLLOW PRESCRIPTIONS ONLY.

PROJECT	AMICA @ BAYVIEW GARDENS, 19 REAN DRIVE, NORTH YORK, ONT.
SCALE	1/12" = 1'-0"
DESIGNER	08-10899
SALES	MILES
CLIENT	AMICA
DESIGNER	SCHNEIDER
FILE NAME	A1\MILES\0808\COMMUNITY\AMICA\
	BAYVIEWGARDENS.FEB.17.2009

FINAL DESIGN:

SEP/09/2009
BEGUN: JUL29/2008 / LAST REVISION: JAN/30/2009 CHANGED ADDRESS BACK TO 19 FROM 23
CLIENT APPROVAL DATE

A.H. #6



S.4 1059 ONE ILLUMINATED D/F FREESTANDING PARKING ENTRANCE PYLON (NORTH-EAST CORNER)

- ILLUMINATED CLEAR LEXAN FACES WITH EUROPEAN BLUE 137 VINYL BACKGROUNDS & WHITE VINYL GRAPHICS APPLIED 2ND SURFACE
- GPS APPLIED 1ST SURFACE
- ALL ALUMINUM PAINTED MOSS MUST CMAS 1437A
- REFER TO SHOP DRAWING AMB/4.03 FOR CONSTRUCTION DETAILS

PRINT DATE: SEP/09/2009 DWG. DATE: ADDED SEPT/23/2008

LAST REVISION DATE: AUG/10/2009

ALTERED STYLE, SIZE & LOCATION

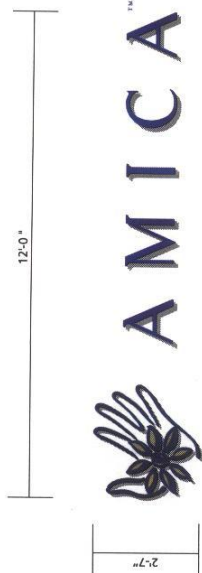
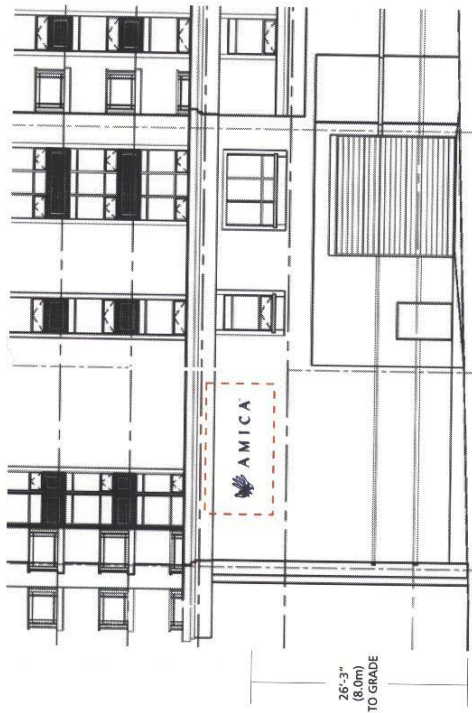
CLIENT APPROVAL DATE

PROJECT	AMICA @ BAYVIEW GARDENS, 19 REAN DRIVE, NORTH YORK, ONT.
SCALE	DESIGN/M SALES CLIENT
3/8" = 1'-0"	08-10899 MILES AMICA
DESIGNER	FILE NAME
SCHNEIDER	A:\MILES\2009\COMMUNITY\AMICA\BAYVIEWGARDENSPARKINGS\ARSTEPAN

THIS DRAWING IS FOR THE COMPLETION OF DESIGN INTENT AND SPECIFICS. SIZE, COLOR, MATERIAL & LOCATION SHALL BE LEFT TO THE USER FOR IMPLEMENTATION. THE USER SHALL BE RESPONSIBLE FOR VERIFYING THE ACCURACY OF ALL INFORMATION BEYOND THE PRESENTATION, AS THE USER'S OWN RESPONSIBILITY. THE COLORING SHOWN IN THIS PRESENTATION MAY VARY SLIGHTLY FROM THOSE USED IN THE ILLUSTRATION OF YOUR LOCAL POLYMER SPECIFICATION UNIT.



A.H. #7



S.S.
105

ONE NON-ILLUMINATED ROUTED ALUMINUM WALL DISPLAY- SOUTH ELEVATION

• 1/2" STOOLED OFF, INDIVIDUAL ROUTED ALUMINUM GRAPHICS PAINTED EURO BLUE 58208.00 / HAND LOGO HAS KHAKI A9252-T VINYL DETAIL

• REFER TO SHOP DRAWING AM-BV-1.04 FOR CONSTRUCTION DETAILS



IMPERIAL SIGN

PROJECT
AMICA @ BAYVIEW GARDENS, 19 REAN DRIVE, NORTH YORK, ONT.
SCALE
3/8" = 1'-0"
DESIGNER
SCHNEIDER
DESIGNER
SCHNEIDER
FILE NAME
A:\AMILES\0808\COMMUNITY\AMICA
BAYVIEW\0808\FEB17.2009

SALES
08-1-0899
MILES
AMICA

FINAL DESIGN:

SEP/09/2009

BEGUN: JUL/29/2008 / LAST REVISION: OCT/21/2008

CLIENT APPROVAL / DATE

SHEET
106



IMPERIAL SIGN

A.H. # 8

January 22, 2010

Attention Magda Ishak
c/o Joanne Battaglia
City of Toronto
Toronto Building
5100 Yonge Street
Toronto, ON M2N 5V7

RECEIVED

FEB 04 2010

Toronto Building
North York District

**Re: Letter of Justification
Building Permit Application #09179878SGN00SP
First Party Permanent at 19 Rean Drive
Ward Willowdale (24)
Amica at Bayview Gardens**

Further to your discussions with our Mark Barker we submit the following rationale for signage at this location for submission to council or the appropriate approving authorities.

Imperial Sign Corporation is retained to act on behalf of Amica Mature Lifestyles in the design, manufacture and implementation of Amica's exterior sign program.

The design concept applied to Bayview Gardens is based on design standards applied to all Amica properties.

The purpose of the signage is to provide clear concise identification in a very low profile manner so residents and visitors to this assisted living facility can locate the property with ease.

S.1 - pylon display - mounted over an exhaust shaft identifies the property to the driving traffic. This display is identical to a display at Amica Bayview at 15 Barberry Place and conforms to the sign bylaw.

S.2 - Canopy display - provides a hotel like entry that provides protection to the people entering and leaving their vehicles. The name of the complex is all that is illuminated with some complementary halo lit light bars to outline the shape of the canopy. We are allowed one fascia display.

S.3 - (2) bronze plaques - mounted beside the entry with the building address on them.

S.4 - Parking Entrance - is a display that identifies the parking entrance. This is required as there are various other residential condos and retail buildings, which each have their own parking.

S.5 - Metal Letters - these mark the South elevation and are externally lit.

PHONE: 604 . 464 . 1211 Greater Vancouver: 525 . 1211 Outside Lower Mainland: 1 . 888 . 253 . 0322 Fax: 604 . 941 . 8496 E-Mail: info@imperialsign.com

2821 HUNTINGTON PLACE, PORT COQUITLAM, BRITISH COLUMBIA, CANADA V3C 4T3

Att. # 8

Attention Magda Ishak
c/o Joanne Battaglia
City of Toronto

. . . /2

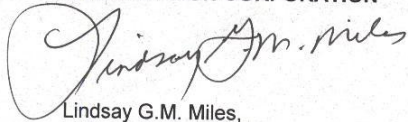
The construction and design method of the displays at Amica Bayview Gardens is consistent with other displays at Amica at Bayview – 15 Barberry Place and The Claridges at 16 Rean Drive.

We trust the above description outlines our requirements and respectfully request your support to our application. This complex is due to open in April, so your earliest attention would be appreciated.

If you have any questions please contact me directly at office (604) 464-1211 or cell (604) 290-7062.

Sincerely,

IMPERIAL SIGN CORPORATION



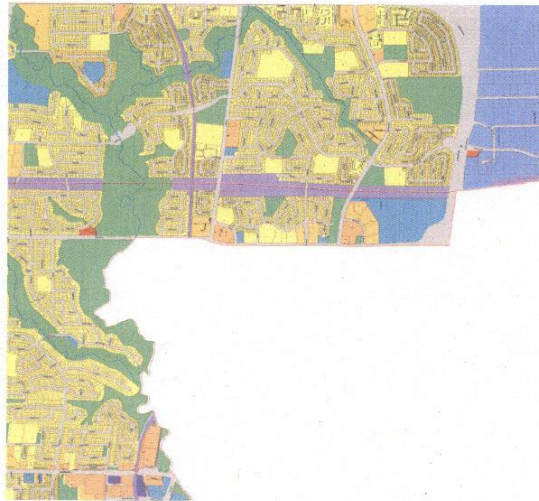
Lindsay G.M. Miles,
Vice President, Marketing

LGM/kf

?



HH.#9



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

Scale 1:4000

Sign District Map – Ward 24