

Sign Variance - 555 Davenport Rd

Date:	February 10, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 21 – St. Paul's
Reference Number:	2010TE033 10 111364 ZSV 00 ZR

SUMMARY

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

To review and make recommendations on a request by Christopher Ziannis with Atec Signs on behalf of George Brown College for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, two existing non-illuminated projecting directional signs, at the first floor level, on the north and west elevations of the building at 555 Davenport Road. The building forms a part of the George Brown College-Casa Loma Campus. The signs are part of the unified and integrated signage program for the city wide George Brown College buildings.

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

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the request for variances to maintain, for



identification purposes, two existing non-illuminated projecting directional signs, at the first floor level, on the south and west elevations of the building at 555 Davenport Road, which forms a part of the George Brow College-Casa Loma Campus;

2. Direct the City Clerk's Office to advise the applicant:
 - a. upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.
 - b. that the sign permit application related to this approval be filed with the Toronto Building Division prior to April 6, 2010.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The Q zoned three-storey building is located on the southeast corner of Davenport Road and Kendal Avenues. The building at 555 Davenport Road forms a part of the George Brown College-Casa Loma Campus. The applicant is seeking permission to maintain, for identification purposes, two existing non-illuminated projecting directional signs, at the first floor level, on the north and west elevations of the building and two first party illuminated fascia signs on the south and west elevations of the building at 555 Davenport Road. The signs are part of the unified and integrated signage program for the city wide George Brown College buildings in Toronto. Each projecting sign has an area of 1.87m². The fascia sign in the form of individual letters that identifies George Brow College and located on the south elevation of the building has an aggregate area of 8.35m² with a vertical clearance from grade to the bottom of the sign is 2.32m. The fascia sign located on the west elevation of the building has an aggregate area of 8.6m² (see attached graphics).

The signs do 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 297-9C	Each projecting sign has an area of 1.87m ² .	The existing projecting directional sign in the Q zone are not permitted.
2. Chapter 297-9(2)	The fascia sign on the south elevation has an area of 8.35m ² .	The 8.35m ² sign area exceeds by 5.85m ² , the maximum permitted area of 2.5m ² .

	The vertical clearance from grade to the bottom of the sign is 2.32m.	The 2.32m vertical clearance from grade to the bottom of sign is 0.18m less than the required vertical clearance of 2.5m.
3. Chapter 297-9(2)	The fascia sign on the south elevation has an area of 8.35m ² .	The 8.6m ² sign area exceeds by 6.1, the maximum permitted area of 2.5m ² .

COMMENTS

The first variance is required because the existing projecting directional signs are not permitted in the Q (institutional) zone. The building at 555 Davenport Road is a part of the George Brown College-Casa Loma Campus, and the signs are required to provide directions to the visitors and students about the locations of the department faculties and facilities locations within the Casa Loma Campus buildings. The signs are part of a unified signage program developed for the George Brown College-Casa Loma Campus. Although, the signs do not meet the by-law requirement, the signs are sized, positioned and designed to complement the building to which they are attached.

The second and third variances are required because the signs in the Q (Institutional) zones are required to be small in order to reduce any adverse impact of signs on the buildings to which they are attached, surrounding uses and the streetscape. Staff has reviewed the signs and their impacts are it is staff's opinion that the signs are designed to complement the building to which they are attached, surrounding uses or the streetscape.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the sign provision 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: Photo

Attachment 2: Photo

Attachment 3: Photo

Attachment 4: Site Plan

Attachment 5: North/West Elevation

Attachment 6: South Elevation

Attachment 7: Sign Details

Attachment 1: Photo

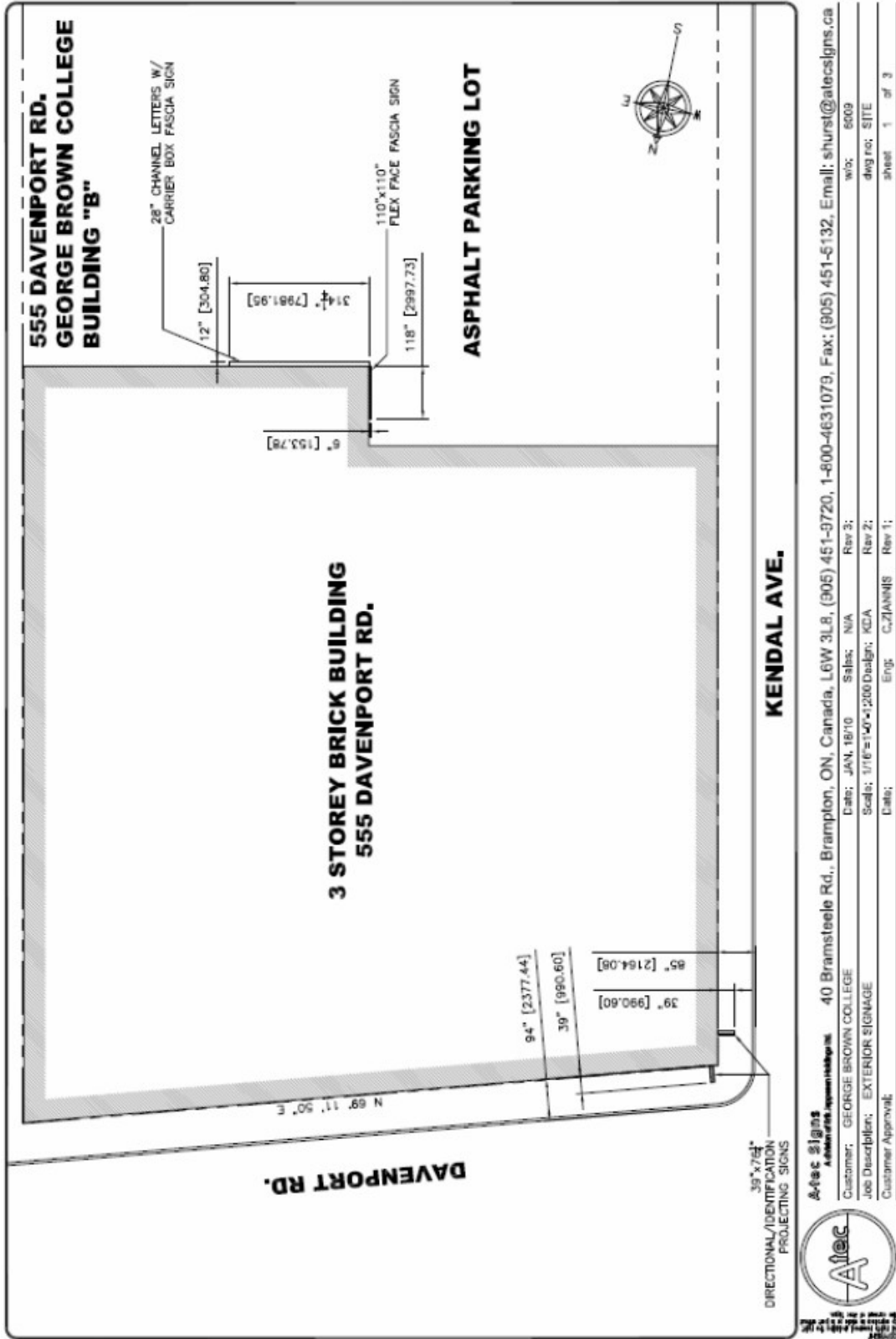
Attachment 2: Photo



Attachment 3: Photo



Attachment 4: Site Plan



Attachment 5: North/West Elevation

Attachment 6: South Elevation

Attachment 7: Sign Details