

**Sign Variance - 146 Kendal Ave**

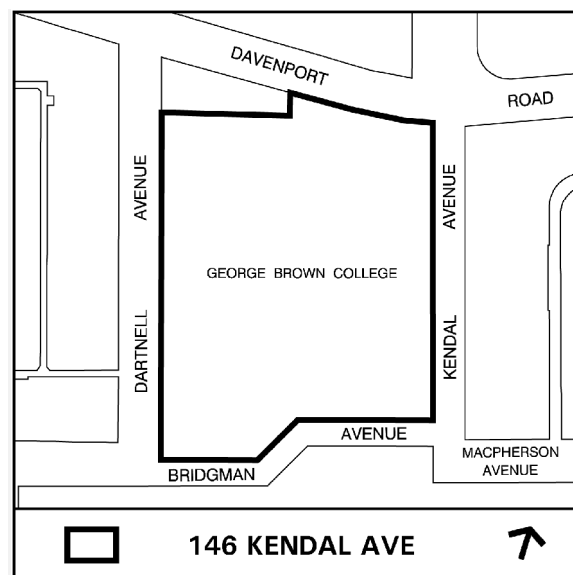
<b>Date:</b>	February 12, 2010
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 21 – St. Paul's
<b>Reference Number:</b>	P:\2010\Cluster B\BLD\Toronto and East York\2010TE036 08 205575 ZSV 00 ZR

**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, three existing non-illuminated projecting directional signs of which one sign is located on the north elevation and two projecting signs are located at the first floor level, on the west elevation of the building. There are also three first party illuminated fascia signs located on the north elevation and two illuminated fascia signs are located on the south elevation of the building at 146 Kendal Avenue. The building forms a part of the George Brow 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, three existing non-illuminated projecting directional signs of which one sign is located on the north elevation and two projecting signs are located at the first floor level, on the west elevation of the building; and three first party illuminated fascia signs are located on the north elevation and two illuminated fascia signs are located on the south elevation of the building at 146 Kendal Avenue, which forms a part of the George Brown 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 property is located west of Spadina Road, south of Davenport Road on the west side of Kendal Avenue in a Q zone. The property contains a three-storey building municipally known as 146 Kendal Avenue which forms a part of the George Brown College-Casa Loma Campus. The applicant is seeking permission to maintain, for identification purposes, three existing non-illuminated projecting directional signs. One of the three projecting signs is located on the north elevation of the building and two projecting signs are located at the first floor level, on the west elevation of the building. Also, three existing first party illuminated fascia signs are located on the north elevation and two existing illuminated fascia signs are located on the south elevation of the building at 146 Kendal Avenue. The building at 146 Kendal Avenue forms a part of the George Brow College-Casa Loma Campus. 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 1.87m<sup>2</sup>. The fascia sign “Student Centre” on the south elevation has an area of 2.74m<sup>2</sup>. The fascia sign “George Brown College” on the south elevation of the building has an area of 7.8m<sup>2</sup>. The fascia sign “George Brown College” located on the north elevation of the building has an area of 11.65m<sup>2</sup>, the fascia sign “George Brown College” in the form of individual letters has an area of 7.8m<sup>2</sup>. The third fascia sign “George Brown College” located on the north elevation has an area of 4.8m<sup>2</sup>. The applicant has confirmed that the fascia signs do not project more than 0.15m from the building face (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 <sup>2</sup> .	The existing projecting directional signs in the Q zone are not permitted.
2. Chapter 297-9(2)	<p>The fascia sign "George Brow College" on the north elevation has an area of 11.65m<sup>2</sup>.</p> <p>The fascia sign "George Brow College" on the north elevation has an area of 7.8m<sup>2</sup>.</p> <p>The fascia sign "George Brow" College on the north elevation has an area of 4.8m<sup>2</sup>.</p>	<p>The 11.65m<sup>2</sup> sign area exceeds by 9.15m<sup>2</sup>, the maximum permitted area of 2.5m<sup>2</sup>.</p> <p>The 7.8m<sup>2</sup> sign area exceeds by 5.3m<sup>2</sup>, the maximum permitted area of 2.5m<sup>2</sup>.</p> <p>The 4.8 m<sup>2</sup> sign area exceeds by 2.3m<sup>2</sup>, the maximum permitted area of 2.5m<sup>2</sup>.</p>
3. Chapter 297-9(2)	<p>The fascia sign "George Brow College" on the south elevation has an area of 7.8m<sup>2</sup>.</p> <p>The fascia sign "Student Centre" on the south elevation has an area of 2.74m<sup>2</sup>.</p>	<p>The 7.8m<sup>2</sup> sign area exceeds by 5.3 m<sup>2</sup>, the maximum permitted area of 2.5m<sup>2</sup>.</p> <p>The 2.74m<sup>2</sup> sign area exceeds by 0.24 m<sup>2</sup>, the maximum permitted area of 2.5m<sup>2</sup>.</p>

## COMMENTS

The first variance is required because the existing projecting directional signs are not permitted in the Q (institutional) zone. The building at 146 Kendal Avenue 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 signs in a Q (Institutional) zone are required to be small in order to reduce any adverse impacts. Although the projecting signs are not permitted in this zone and the size of the fascia signs are greater than permitted, 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**

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## **SIGNATURE**

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

## **ATTACHMENTS**

Attachment 1: Sign Location Plan

Attachment 2: Elevations

Attachment 3: Elevations

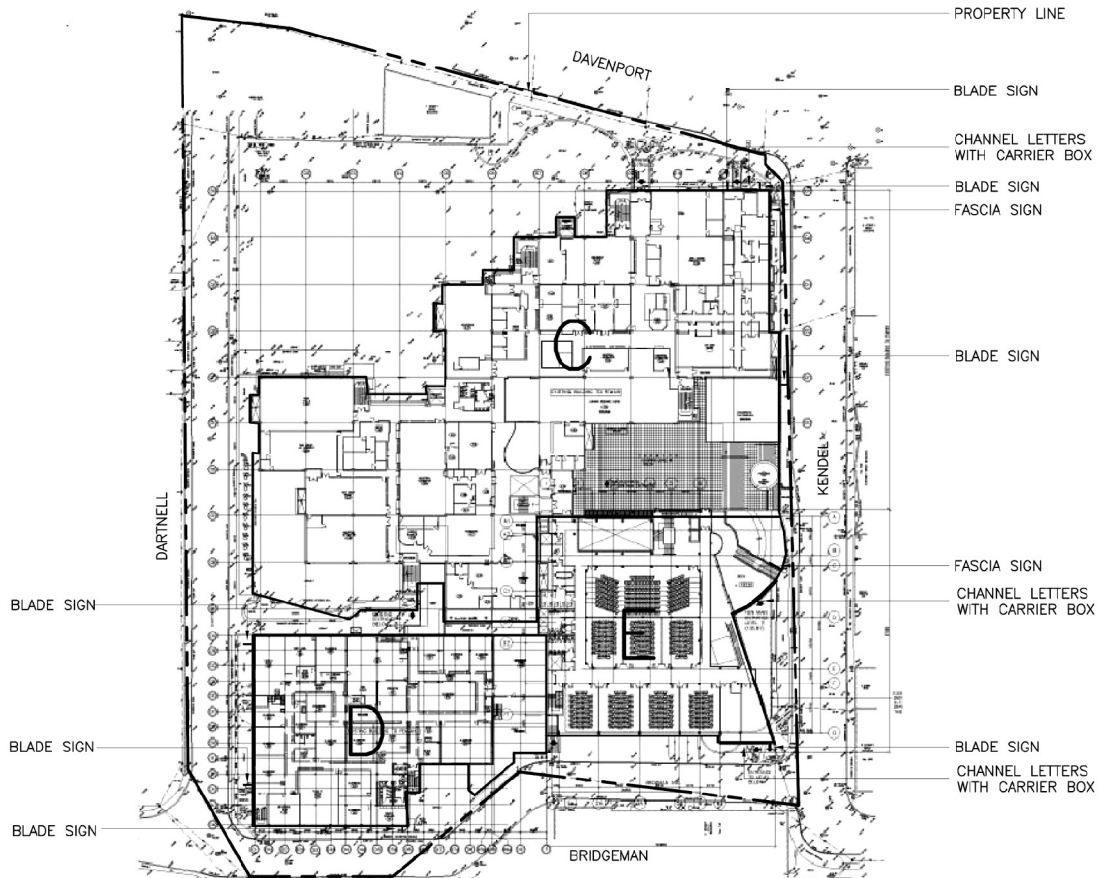
Attachment 4: Elevations

Attachment 5: Elevations

Attachment 6: Elevations

Attachment 7: Elevations

**Attachment 1:**



**Sign Location Plan**

Applicant's Submitted Drawing

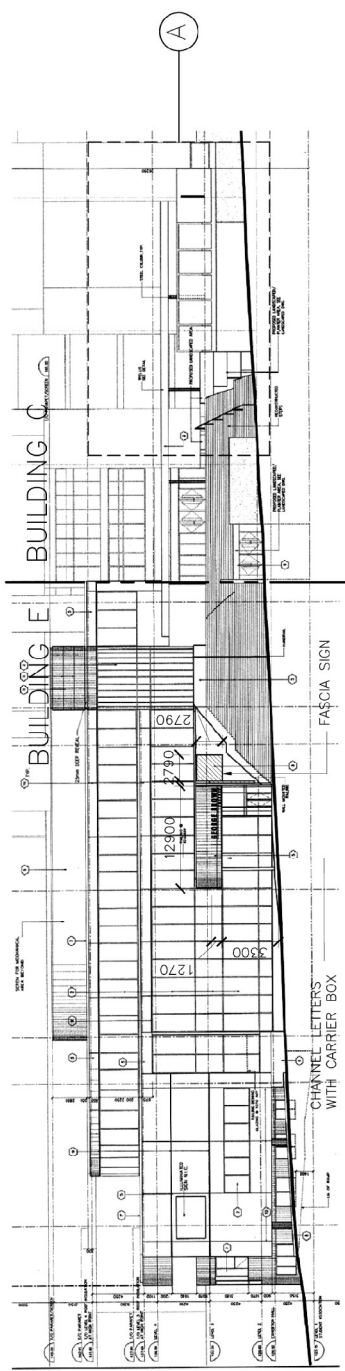
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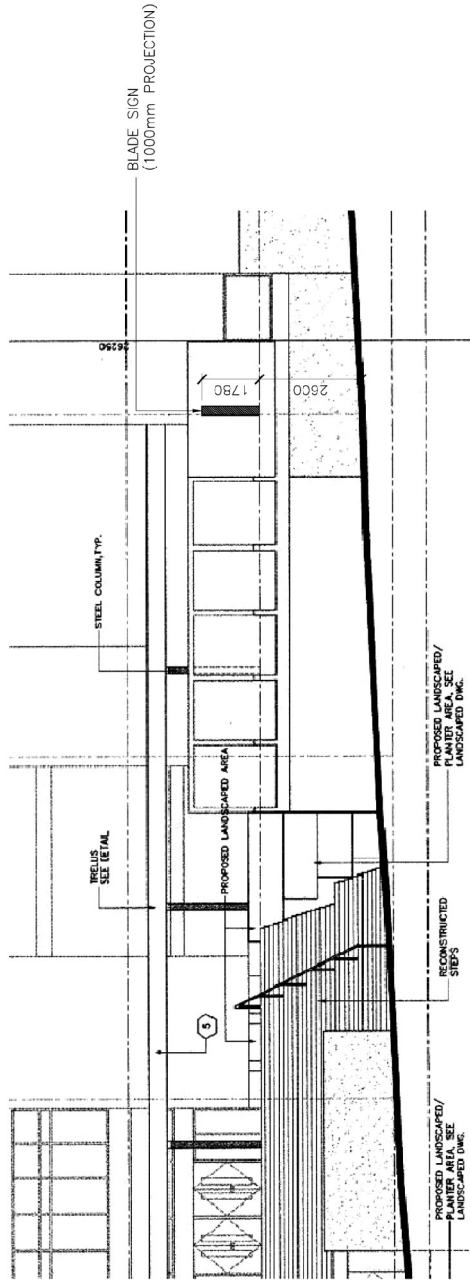
**146 Kendal Avenue**

File # 08\_205575

Attachment 2:



146 KENDEL AVE. - CASA LOMA BLDG E-C - EAST ELEVATION



A - EAST ELEVATION BLOWUP BLDG C

Elevations

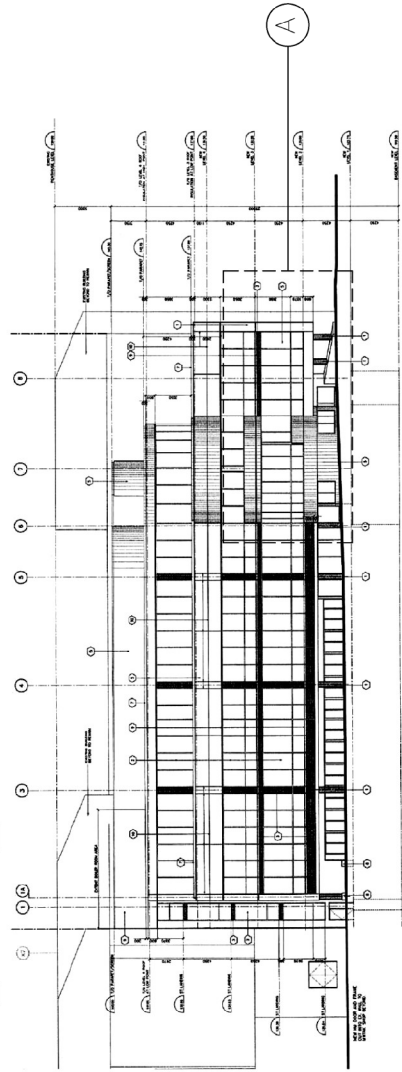
Applicant's Submitted Drawing

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02/19/09

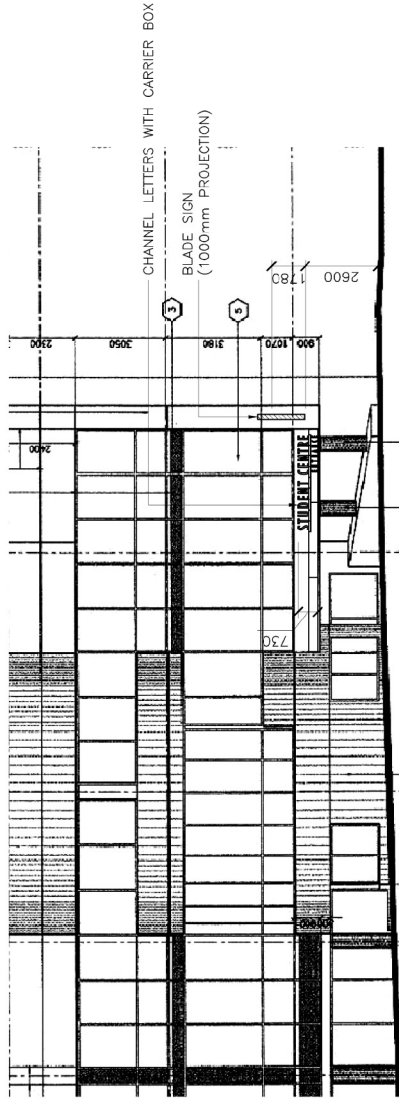
146 kendal Avenue

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**Attachment 3:**



146 KENDEL AVE. CASA LOMA BLDG E-SOUTH ELEVATION



SOUTH ELEVATION BLOWUP-A

**Elevations**

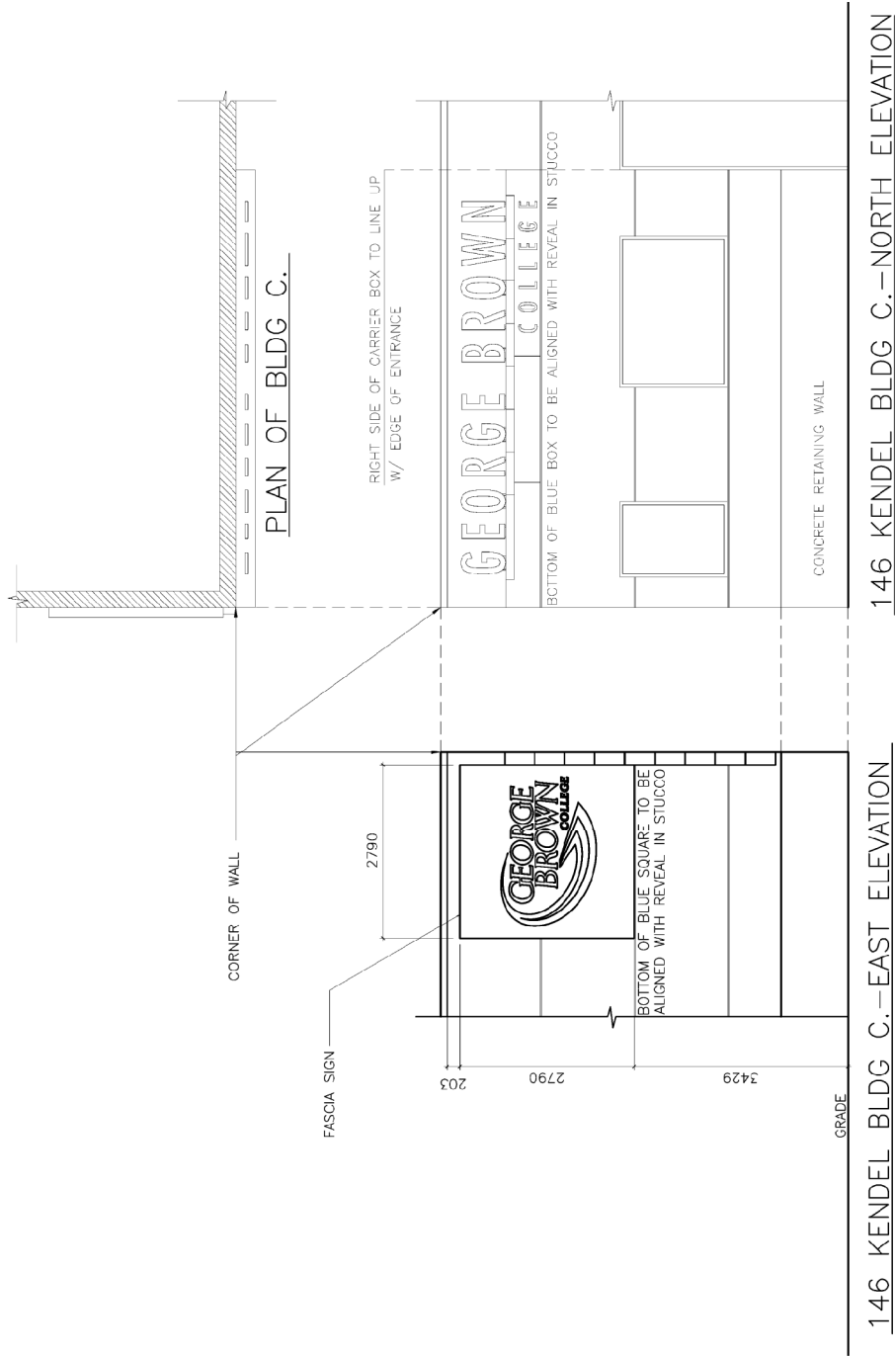
Applicant's Submitted Drawing

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146 kendal Avenue

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**Attachment 4:**



**Elevations**  
**146 Kendal Avenue**

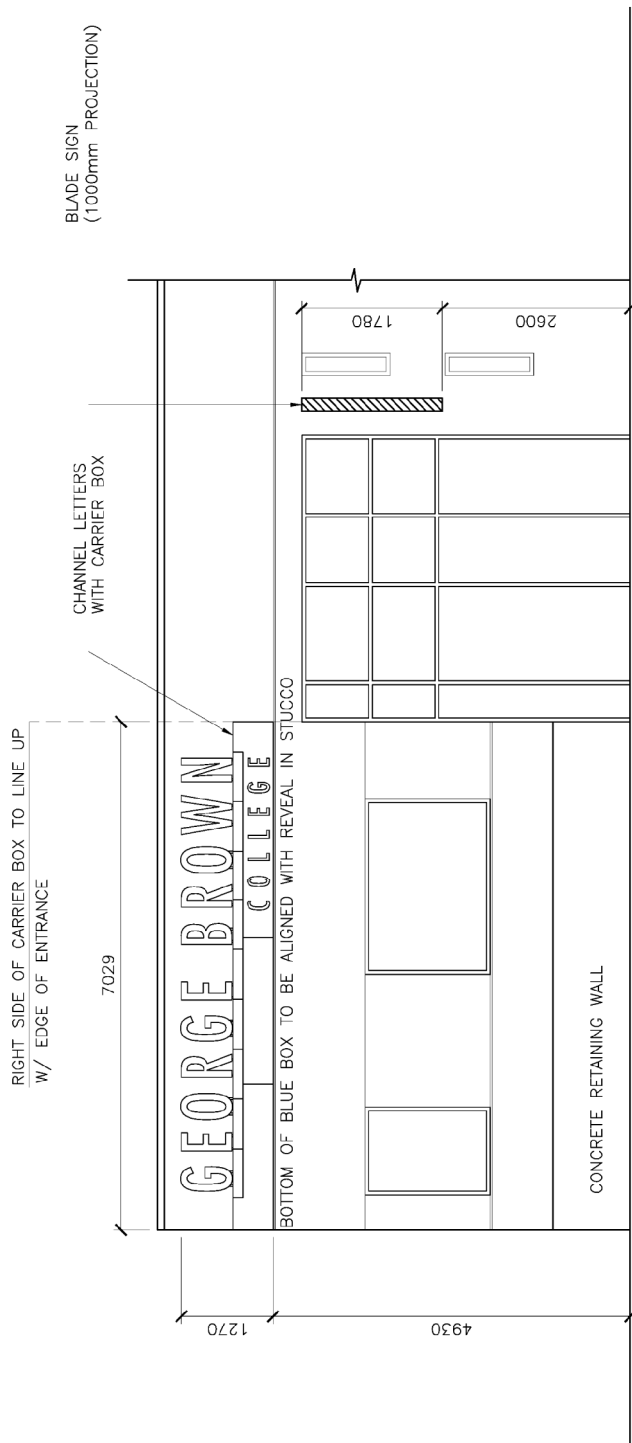
Applicant's Submitted Drawing

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**Attachment 5:**



146KENDEL AVE. BLDG C.—NORTH ELEVATION: DAVENPORT ENTRANCE

**Elevation**

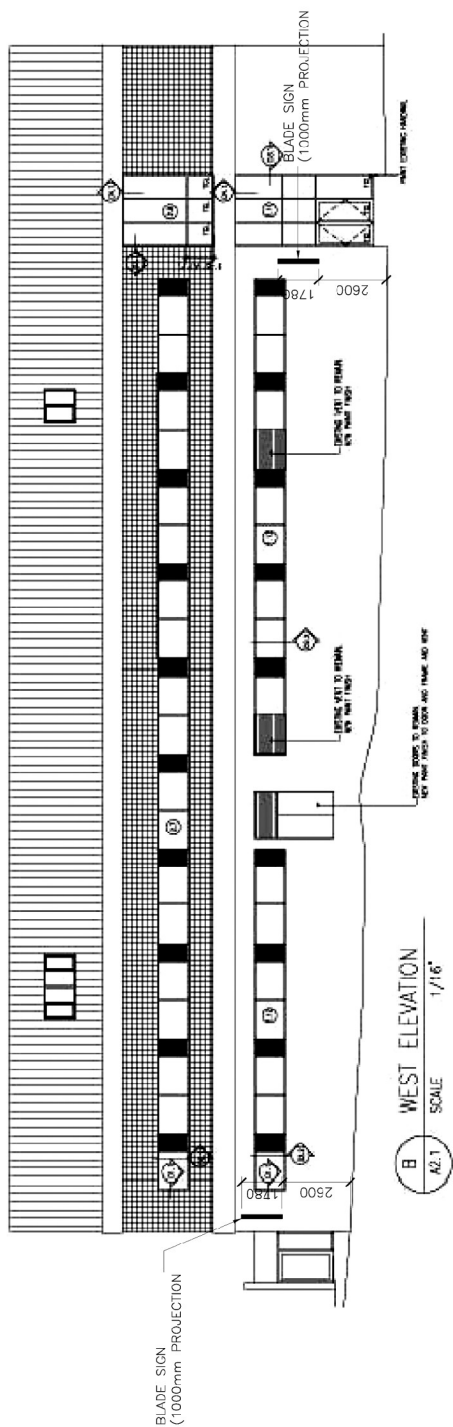
Applicant's Submitted Drawing

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02/19/09

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**Attachment 6:**



146 KENDEL AVE. BLDG D--SOUTH ELEVATION: DARTNELL AVE. ENTRANCE

**Elevation**

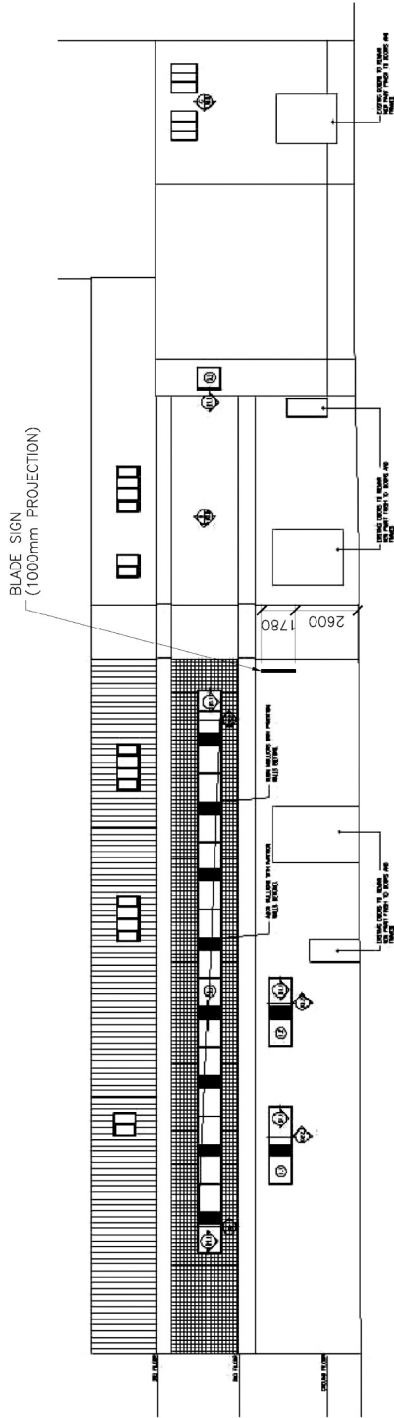
Applicant's Submitted Drawing

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**146 kendal Avenue**

File # 08\_205575

**Attachment 7:**



A SOUTH ELEVATION

146 KENDEL AVE. BLDG-D WEST ELEVATION: BRIDGEMAN AVE. ENTRANCE

**Elevation**

Applicant's Submitted Drawing

Not to Scale  
02/19/09

146 kendal Avenue

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