

Sign Variance - 500 Macpherson Ave

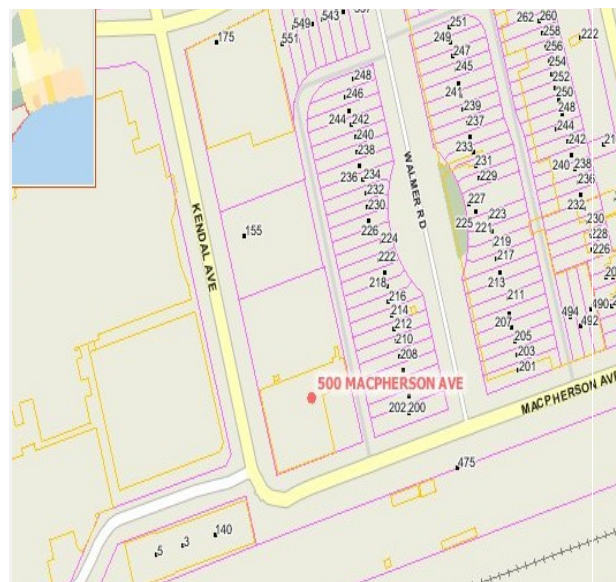
Date:	February 10, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 21 – St. Paul's
Reference Number:	2010TE032 10 111352 ZSV 00 ZR

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 south and west elevations of the building at 500 Macpherson Avenue. 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 500 Macpherson Avenue, which forms a part of the George Brow College-Casa Loma Campus; and

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 two-storey building is located on the northeast corner of Macpherson and Kendal Avenues which is property zoned Q (Institutional). The building is 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 south and west elevations of the building at 500 Macpherson Avenue. The building forms a part of the George Brow College-Casa Loma Campus and the signs are part of the unified and integrated signage program for the city wide George Brown College buildings. Each projecting sign has an area of 1.87m².

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
Chapter 297-9C	Each projecting sign has an area of 1.87m ² .	A projecting directional sign in a Q zone is not permitted.

COMMENTS

The variance is required because the existing projecting directional signs are not permitted in the Q (institutional) zone. The building at 500 Macpherson 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 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. It is staff's opinion that the signs do not adversely impact 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

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

ATTACHMENTS

Attachment 1: Photo
Attachment 2: Site Plan
Attachment 3: West Elevation
Attachment 4: Front Elevation

Attachment 1: Photo



Attachment 2: Site Plan

Attachment 3: West Elevation

Attachment 4: Front Elevation