Amendment to Chapter 694, Signs, General with Respect to 19 Rean Drive

Date: March 8, 2011
To: Planning and Growth Management Committee
From: Chief Building Official and Executive Director, Toronto Building
Ward: Ward 24 – Willowdale
Reference Number: P:\2011\Cluster B\BLD\PG11006

SUMMARY

This report reviews and makes recommendations on a request by Dominic Rotundo of Imperial Signs Inc. on behalf of Amica Inc. to obtain a site specific amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code. The recommendation is to amend Schedule ‘B’ of Chapter 694, Signs, General, to permit the erection and display of one illuminated overhanging structure sign, 0.53 metres tall and 5.46 metres long, at the northerly-facing external surface area of the existing canopy, in conjunction with existing wall, overhanging structure and ground signs at a new retirement facility located on the premises.

RECOMMENDATIONS

The Chief Building Official and Executive Director, Toronto Building recommends that:

1. Schedule ‘B’ of Chapter 694, Signs, General, be amended to allow, at the premises municipally known as 19 Rean Drive, one illuminated overhanging structure sign at the northerly-facing external surface area of the existing canopy, substantially in accordance with the administrative design features as set out in Appendix A to this report; and

2. The City Solicitor be authorized to prepare the necessary Bills for introduction in Council to implement the above recommendations, subject to such stylistic and technical changes to the draft bills as may be required.
FINANCIAL IMPACT

The recommendations in this report have no financial impact.

DECISION HISTORY

New Sign Regulation and Revenue Strategy

New Sign Regulation and Revenue Strategy: Additional Considerations

Sign Variance Request – 19 Rean Drive

ISSUE BACKGROUND

The premises now known as 19 Rean Drive (formerly known as 9-17 Rean Drive and 6-10 Dervock Crescent) has been recently improved with a 10-storey retirement residence building, developed through approvals granted by The Ontario Municipal Board, in its Decision No. 0457 under Case No. PL060415 and is part of a larger mixed-use development consisting of three other buildings with heights of 7, 9 and 3 storeys. The total gross floor area of all four buildings is approximately 41,000 square metres, with an overall density of 3.0 FSI.

Subsequently, permissions were sought and obtained under the former City of North York Sign By-law (By-law No. 30788) and by North York Community Council to provide for, under sign permit #: 09-179878, one illuminated ground sign with static copy and erected perpendicular to Rean Drive at the entranceway to the new retirement residence, containing two sign faces, each face 1.76 square metres in sign face area; and, one illuminated sign on the westerly-facing external surface area of a drive-thru canopy (porte-cochère) with a sign face area of 2.91 square metres. Under the jurisdiction of the new City-wide Sign By-law (Chapter 694 of the City of Toronto Municipal Code), permission was sought for and obtained for one illuminated ground sign erected at a point of vehicular ingress and egress and providing direction, containing two sign faces, each face 0.47 square metres in sign face area. Finally, through the first party sign variance process, established by Chapter 694, approvals were sought for and obtained to permit one illuminated wall sign at the easterly portion of the southerly second storey building elevation, 1.38 square metres in sign face area and displaying "Amica" and its corporate "hand" logo.

The applicant wishes to now obtain approvals to erect and display one illuminated overhanging structure sign, 0.53 metres tall and 5.46 metres long, at northerly-facing external surface area of the existing canopy. The proposed overhanging structure sign would be in conjunction with the existing drive-thru canopy at the main entrance of the retirement residence and is proposed to display “Amica at Bayview Gardens – A Wellness and Vitality Residence”.

Amendment to Chapter 694, Signs, General – 19 Rean Drive
An amendment to Chapter 694 is required because overhanging structure signs are not a permitted sign type in the RA-Residential Apartment sign district, of which the subject premises is designated.

Public Notice as required by Chapter 162, Notice, Public, of City of Toronto Municipal Code, has been provided. As well, the additional notice required by Chapter 694, has been served to the owners of all properties and the mailing addresses of residential and business tenancies within a 120-metre radius of the premises and the notice of the application has been visibly posted on the premises for not less than 30 days.

COMMENTS

The property municipally known as 19 Rean Drive is designated as an RA-Residential Apartment sign district. Due to the sensitive nature of the land uses that commonly occur in the RA-Residential Apartment sign district signage permissions are restrained. In this particular sign district as-of-right permissions for signs include:

- A wall sign identifying an apartment building provided the sign shall only be erected on a wall facing a street, the height of the sign shall not exceed 3.0 metres and the sign face area of the sign shall not exceed 2.0 square metres;

- A ground sign identifying an apartment building provided there shall be no more than one sign erected at each frontage, the height of the sign shall not exceed 2.0 metres, there shall only be two sign faces on the sign and each face shall not exceed an area of 1.5 square metres and the sign shall not be erected within 2.0 metres of a property line or 6.0 metres of an intersection; and

- A ground sign erected at an access driveway provided there shall be no more than two erected at each driveway, each sign shall be set back at least 3.0 metres from the outermost limit of the driveway, the height of the sign shall not exceed 1.5 metres and there shall only be two sign faces on each sign and each face shall not exceed an area of 0.5 square metres.

The drive-thru canopy is a component to the physical appearance of the new retirement residence building and is used frequently by staff, residents and their guests for the unloading of passengers and goods and for protection from the elements during inclement or undesirable weather. Permission was previously obtained to provide for signage at the westerly facing external surface area of the canopy and the applicant now seeks to provide a consistent band along the remainder of the canopy structure to, in part, help illuminate and identify the entranceway and the building itself. The proposed sign would face north, into an internalized driveway and courtyard space formed by the retirement residence building and the other buildings that were constructed at the same time. The internal focus of the sign location ensures that the sign is not visible from other similar and sensitive residential land uses which surround the retirement residence along its easterly, southerly and westerly boundaries.
Furthermore and in keeping with the aforementioned sensitive land uses, the illumination provisions contained in §694-18 of Chapter 694 will apply to this proposed sign and to the other existing signs located at the retirement residence. The illumination provisions contained in §694-18 of Chapter 694 include:

- Turning the sign off between the hours of 11:00 p.m. and 7:00 a.m.;
- Reducing the luminance and brilliance of the sign during the periods of dusk and dawn;
- Restricting the up-lighting of the sign; and
- Preventing the light from the sign to project onto any adjacent premises.

For the reasons stated above, it is recommended that Chapter 694, Signs, General, be amended to provide for an overhanging structure sign on the northerly facing external surface area of the existing drive-thru canopy at the first storey of the existing retirement residence, substantially in accordance with the administrative design features as set out in Appendix A to this report.

**CONTACT**

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**SIGNATURE**

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V. Ann Borooah  
Chief Building Official and Executive Director, Toronto Building

**ATTACHMENTS**

Appendix A: Administrative Design – Area Specific Amendment for 19 Rean Drive

Appendix B: Applicant’s Plans and Renderings