



**STAFF REPORT
ACTION REQUIRED**

Request for approval of a variance from the former City of Scarborough Sign By-law No. 22980, as amended, for one wall sign at 300 Borough Drive.

2007 JAN 30 A 11: 26
SECRETARIAT SECTION
CITY CLERK'S OFFICE

Date:	January 24, 2007
To:	Chair and Members, Scarborough Community Council
From:	Director, Toronto Building, Scarborough District
Wards:	Scarborough Centre – Ward 38
Reference Number:	2007SC005

SUMMARY

To review and make recommendations on a request by John (David) Adam, of Zip Signs Ltd., on behalf of Moxies Classic Grill, for approval of a variance from the former City of Scarborough Sign By-law No. 22980, as amended, to permit one facial wall sign at the above location.

There is another roof sign for the Sportchek store, in close proximity, which is larger and higher than the proposed Moxie's restaurant sign. The Sportchek sign is in compliance with the Sign By-law due to the greater height of the building at that location.

In the opinion of staff, the Moxie's sign appears to be less intrusive, is aesthetically pleasing, blends with the design of the new addition in that location and will enhance the appearance of that part of the building. Staff recommends approval of the variance.

RECOMMENDATIONS

Director of Building and Deputy Chief Building Official

It is recommended that:

- (1) the request for variances be approved for the reasons outlined in this report;

FINANCIAL IMPACT

There are no financial implications resulting from this report.

ISSUE BACKGROUND

The applicant submitted, on October 10, 2006, an application for a sign permit for the erection of three facial wall signs for the newly constructed Moxie's restaurant. This application was not approved because the proposed signs did not comply with the requirements of the Sign By-law. As a result, the applicant removed two of the proposed signs and for the third sign, submitted an application requesting a variance from the requirements of the Sign By-law. This report is in relation to this variance application.

The subject property is located between Mc Cowan Road and Brimley Road, just south of Highway 401. The land is occupied by a two storey commercial shopping centre with multiple occupancies. The property is located in a "City Centre Commercial Zone" (CCC) and "City Centre Office Zone" (CCO), in the Progress Employment (West) Area, By-law No. 24982.

The abutting lands are designated, in the zoning by-law, as follows:

North: "City Centre Commercial Zone" (CCC) and "City Centre Office Zone" (CCO).

South: "City Centre Town Square Zone" (CCTS), "City Centre Residential Zone" (CCR), "Agricultural Zone" (AG) and "City Centre Office Zone" (CCO).

East: "City Centre Commercial Zone" (CCC) and "City Centre Office Zone" (CCO).

West: "City Centre Commercial Zone" (CCC) and "City Centre Office Zone" (CCO).

The applicant proposes to erect one facial wall sign, for a newly constructed restaurant. The sign is erected on top of a newly constructed parapet wall.

COMMENTS

The subject property is classified as Group Use 4 in the Sign By-law of the former City of Scarborough. The by-law allows facial wall signs which may project above adjacent roofs not more than 25% of the height of the adjacent roof from grade, measured directly below the sign.

Moxie's Classic Grill is a new restaurant in this shopping centre. It is located on the east side of the building, between Sears and Famous Players. The restaurant occupies part of the existing floor area and all the area of a newly constructed addition.

The top of the existing roof and parapet wall at this location is 5.05m (16'-7") above grade. The top of the new parapet wall constructed around the new addition is 8.33m (27'-4") above grade.

At the most easterly part of the addition the parapet wall is further raised to 11.15m (36'-7") above grade and the proposed sign is located 20 cm (8") below the top of this part of the parapet wall. The top of the sign is 2.62m (8'-7") from the top of the parapet wall around all of the new addition.

An existing roof sign in the vicinity of the proposed sign was erected with a permit issued October 8, 2002. The top of this sign projects above the parapet wall approximately 2.13m (7 feet). This dimension is less than 25% of 8.66m (28'-5"), the height of the adjacent roof from grade.

The projection of the proposed sign exceeds the projection permitted by the by-law. The following table describes in greater detail the requirements of the by-law and the non-compliance of the proposed sign.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
2.3.6(5)(a)(i) Facial wall signs shall not have their sign face project above an adjacent roof a distance greater than that permitted for facial roof signs (see item below).	To erect a facial wall sign projecting above an adjacent roof a distance greater than that permitted for facial roof signs.	To allow the erection of a facial wall signs projecting above an adjacent roof a distance greater than that permitted for facial roof signs.
2.3.9(5)(a) No sign shall be erected on a roof which would have its sign face project above the roof deck a distance greater than the lesser of, for facial roof signs, 25 percent of the height, measured directly below the sign, of the roof deck above grade or of the average height of the first storey. If a parapet wall extends above the roof deck, the aforesaid distances may be measured from the top of the parapet wall.	To allow a facial sign to project above the roof deck a distance of 2.62m, measured from the top of the main parapet wall.	To allow the erection of a facial wall sign projecting above the roof deck a distance of 2.62m, measured from the top of the main parapet wall, whereas the permitted projection is 1.26m. (The proposed projection is 1.36m, or 108% higher than what is permitted in the Sign By-law).

CONTACT

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SIGNATURE



Bruce Ashton, P.Eng
Director of Building and
Deputy Chief Building Official
Scarborough District

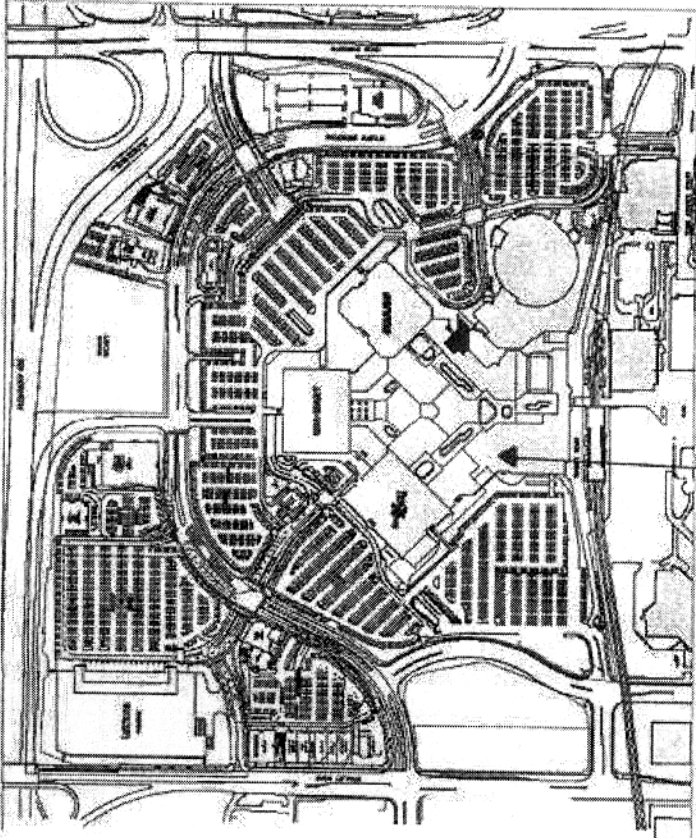
Applicant's Information:

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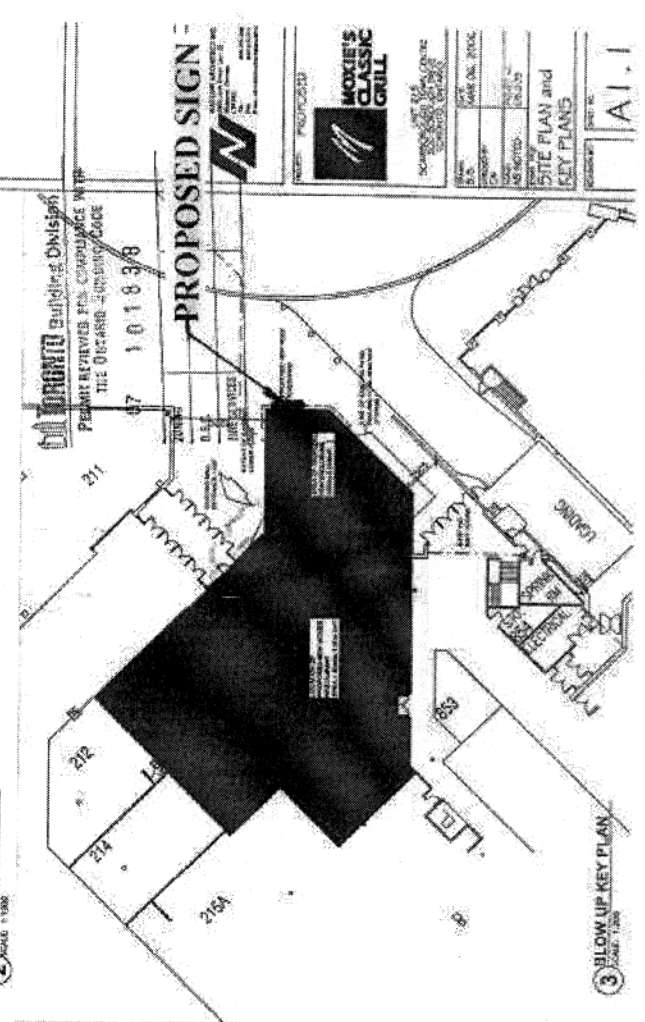
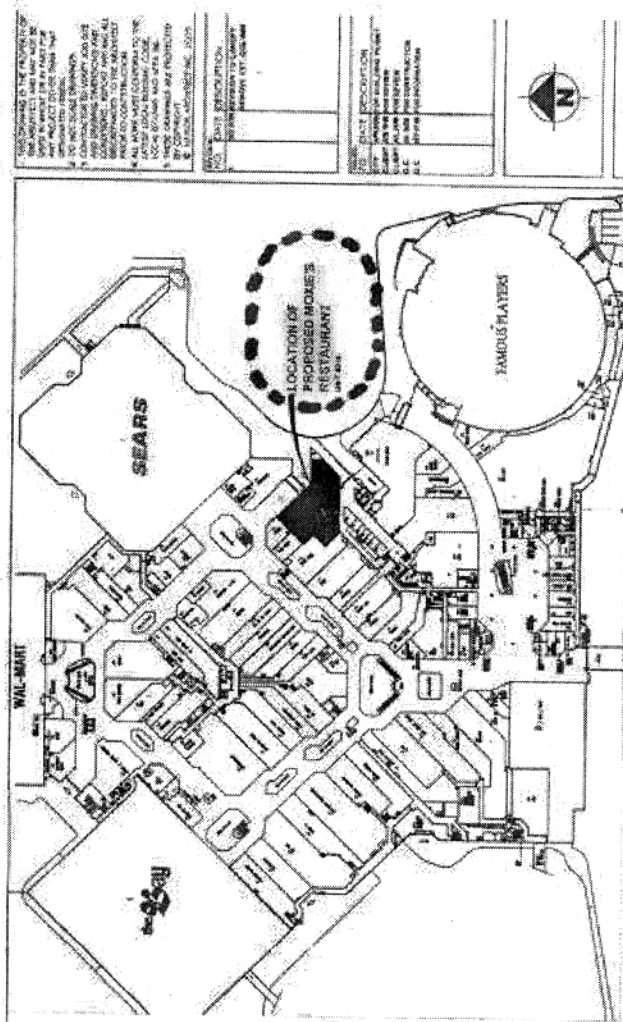
ATTACHMENTS

Attachment 1 - Site Plan
Attachment 2 - Zoning map
Attachment 3 - Wall Elevation
Attachment 4 - Proposed Sign



SUBJECT PROPERTY

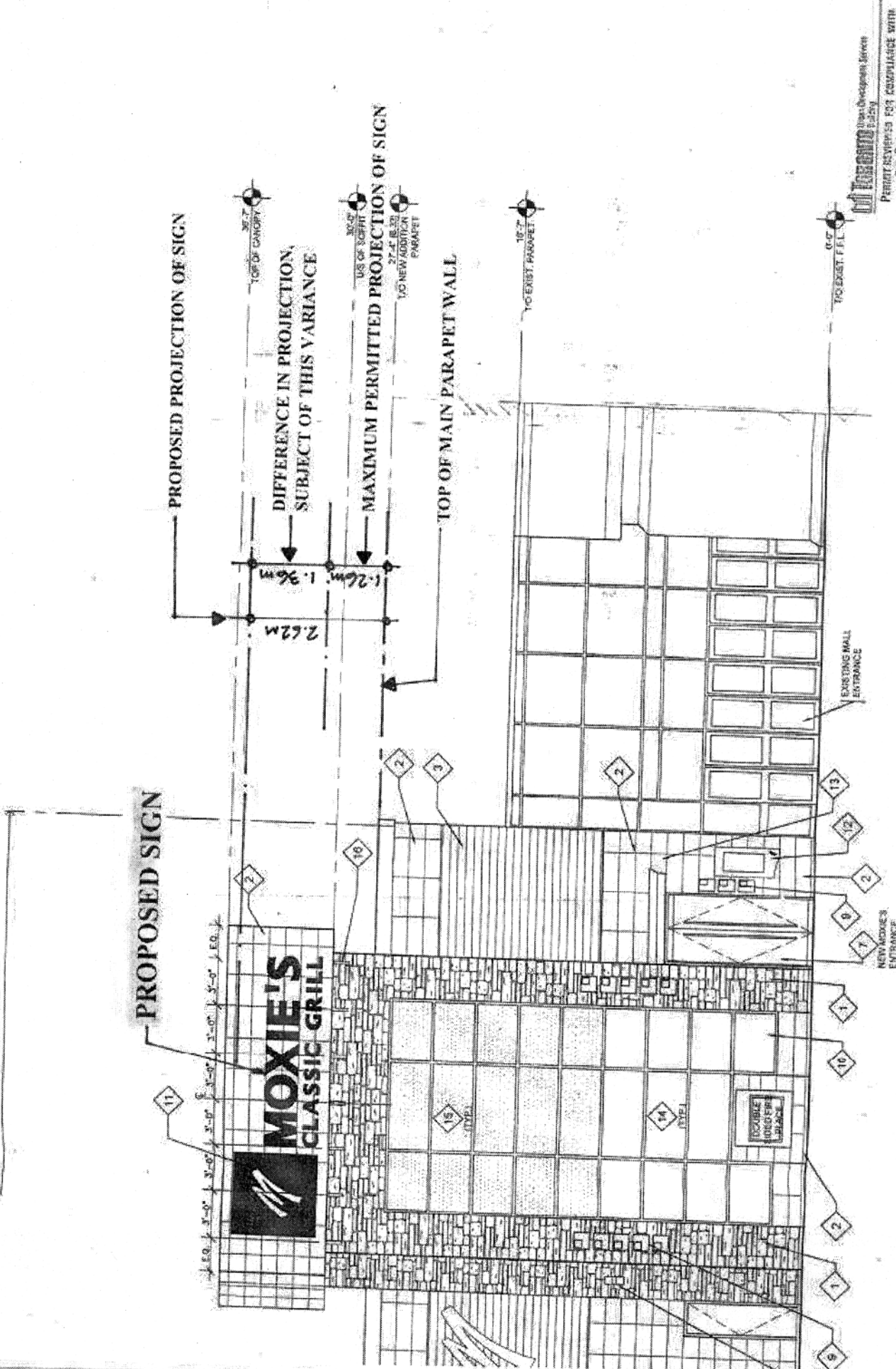
NOTES OF A CALCULATOR
 * THIS PLAN WAS PREPARED BY THE ARCHITECT AND ENGINEER.
 * ALL DIMENSIONS ARE IN FEET AND INCHES.
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ATTACHMENT 1 - SITE PLAN



ATTACHMENT 2 - ZONING MAP




 City of Detroit
 Planning Department
 Permit required for compliance with
 the Detroit Building Code
 186038

ATTACHMENT 3 - WALL ELEVATION

