



**STAFF REPORT
ACTION REQUIRED**

Reporting on the six month Pilot Project for four facial wall signs at 5085-5121 Sheppard Avenue East.

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SECRETARIAT SECTION
CITY CLERK'S OFFICE

Date:	April 17, 2007
To:	Chair and Members, Scarborough Community Council
From:	Director, Toronto Building, Scarborough District
Wards:	Scarborough Rouge River – Ward 42
Reference Number:	2007SC008

SUMMARY

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

In September of 2006, City Council granted a variance from the former City of Scarborough Sign By-law 22980, as amended, to erect four facial signs for Dollarama Store, at the above address. Council granted the variance as a Pilot Project for a period of six months and directed the Director of Building and Deputy Chief Building Official to report to Scarborough Community Council in six months on the outcome of the pilot project.

A sign permit for the installation of four wall facial signs for Dollarama was issued November 9, 2006. Six months after the issuance of the sign permit staff has not received any complaints or any negative comments relating to these signs.

RECOMMENDATIONS

Director of Building and Deputy Chief Building Official

It is recommended that:

- (1) this report be received; and
- (2) the four facial signs for Dollarama Store be allowed to remain, as erected.

FINANCIAL IMPACT

There are no financial implications resulting from this report.

DECISION HISTORY

City Council adopted, at its meeting on September 25, 26 and 27, 2006, the recommendation of Scarborough Community Council, contained in Report 7, Clause 8.

City Council, at its meeting on the above date:

- (1) received the recommendation in the Recommendation Section of the report (August 24, 2006) from the Director of Building and Deputy Chief Building Official;
- (2) granted the request for approval of variances from the former City of Scarborough Sign By-law 22980, as amended, for four facial signs at 5085-5121 Sheppard Avenue East, as a pilot project for a period of six months; and
- (3) directed the Director of Building and Deputy Chief Building Official to report to Scarborough Community Council in six months time on the outcome of the pilot project.

ISSUE BACKGROUND

The subject property is located at the south west quadrant of the intersection of Sheppard Avenue East and Markham Road. The property is occupied by a one storey commercial plaza with multiple tenancies. Dollarama is a tenant in this plaza.

Dollarama erected four new illuminated facial signs under Sign Permit No. 06-187896, issued November 9, 2006, subject to the conditions contained in the decision of the City Council.

COMMENTS


Our records indicate that there were no complaints from tenants of the subject plaza, businesses in the neighbouring area, or the public.

Since there were no objections against the erected signs, staff is of the opinion that the requested sign variances should be approved without any further conditions. This would allow the signs to remain as erected.

CONTACT

Robert Lue, P. Eng
Manager, Plan Review
Tel: (416) 396-8225
Fax: (416) 396-5231
E-mail: lue@toronto.ca

SIGNATURE



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

Applicant's Information:

Pierre Lachance, Dominion Neon Signs Inc.
9225 Rue Du Parcours
Anjou, PQ H1J 3A8
Tel: (514) 354-6366 ext 223
Fax: (514) 354-1182
E-mail: plachance@dominionsigns.ca

ATTACHMENTS

- Attachment 1 – View prior to installation of new signs
- Attachment 2 – View after installation of new signs
- Attachment 3 – Close-up view of new signs
- Attachment 4 – View with new and existing signs



ATTACHMENT 1

VIEW PRIOR TO INSTALLATION OF NEW SIGNS



ATTACHMENT 2

VIEW AFTER INSTALLATION OF NEW SIGNS



ATTACHMENT 3
CLOSE-UP VIEW OF NEW SIGNS



ATTACHMENT 4
VIEW WITH NEW AND EXISTING SIGNS