



## STAFF REPORT ACTION REQUIRED

### **Request for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, for three additional facial signs, related to the building, at 4675 Steeles Ave East.**

|                          |   |
|--------------------------|---|
| <b>Date:</b>             | January 2, 2007   |
| <b>To:</b>               | Chair and Members, Scarborough Community Council          |
| <b>From:</b>             | Bruce Ashton, Director and Deputy Chief Building Official |
| <b>Wards:</b>            | Scarborough Agincourt – Ward 39                           |
| <b>Reference Number:</b> | 2007SC003   |

### **SUMMARY**

---

To review and make recommendations on a request by applicant Patrick Chan, on behalf of Splendid China Square Inc., for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, to permit three additional building-related facial wall signs at the above address.

The proposed and existing building-related facial wall signs would have an aggregate area exceeding the permitted sign area by 24.69m<sup>2</sup> (265.78ft<sup>2</sup>) or 149%. The signs also would exceed the number of permitted signs by three and would not be located on the same storey.

The requested variances significantly exceed what is permitted by the Sign By-law, are not minor in nature, and are not in compliance with the purpose and intent of the Sign By-law which regulates the area and location of signs. Staff recommends refusal of the requested variances.

## RECOMMENDATIONS

**The Director of Building and Deputy Chief Building Official recommends that the requested variances be refused for the reasons outlined in this report;**

## FINANCIAL IMPACT

---

There are no financial implications resulting from this report.

## ISSUE BACKGROUND

On October 30, 2006, a permit to install two building-related facial wall signs were issued for the subject property. One sign was located on the north elevation and the other on the west elevation of the building. This application for variances is a request to install three additional building-related facial wall signs because the proposed signs do not comply with the requirements of the Sign By-law.

The subject property is located on the south side of Steeles Avenue East, between Kennedy Road and Midland Avenue. The land is occupied by a two storey commercial building with multiple occupancies, located in a Special District Commercial Zone (SDC), in the Milliken Employment District area of Zoning By-law No. 24982.

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

North: Land located in the Municipality of Markham.

South: "Special District Commercial, Holding, Zone" (SDC-H).

East: "Industrial Zone" (M), "Vehicle Service Zone" (VS).

West: "Community Commercial Zone (CC), "Employment Zone" (E) and "Vehicle Service Zone" (VS).

Of the three proposed illuminated box type facial wall signs, two would be erected on the west elevation of the building, facing the parking area, and one would be erected on the north elevation, facing Steeles Avenue. The first sign, with a copy "Splendid China Tower", is 0.99m (3'-3") high x 12.8m (42'-0") long and would be installed below the existing sign on the west wall elevation which was issued under permit No. 06-177372. The second sign, with copy "Restaurant Entrance", in English and Chinese, is 1.07m (3'-6") high x 6.12m (20'-1") long and would be installed over the entrance to the food court. The third sign, with a copy "Splendid China Tower", is 0.69m (2'-3") high x 8.28m (27'-2") long and would be installed below the existing sign on the north wall elevation which was issued under permit No. 06-177372. All proposed signs have red plastic sign face and yellow letters.

## 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 a facial wall sign, related to the building, with a maximum sign area of 5% of the area of the wall to which the sign is attached in the storey in which the sign is located.

The proposed signs are not in compliance with the requirements of the Scarborough sign By-law, for signs related to the building. The following table describes the extent of the non-compliances of the proposed signs.

| <b>Sign By-law Section &amp; Requirements</b>  | <b>Applicant's Proposal</b>  | <b>Required Variance</b>   |
|--|--|--|
| <p>2.3.6(4) (d) Maximum area per sign face, with respect to identification or business or promotional advertising sign faces only, shall not exceed:</p> <p>(iii) When sign is related to the building in building of multiple occupancy -5% of the area of the wall to which the sign is attached in the storey in which the sign is located.</p> | <p>To erect three new facial wall signs, related to the building, with an aggregate sign area of 24.89m<sup>2</sup> (267.92ft<sup>2</sup>), in addition to two existing facial wall sign, related to the building, with an aggregate area of 16.37m<sup>2</sup> (176.22ft<sup>2</sup>), for a total sign face area of 41.26m<sup>2</sup> (444.14ft<sup>2</sup>) for the building.</p> <p>Permitted sign area is 16.57m<sup>2</sup> (178.36ft<sup>2</sup>), based on the area of the north and west walls, to which the existing signs are installed, in the second storey, where the existing signs are located.</p> | <p>To allow the erection of three new facial wall signs, related to the building, with an aggregate sign area of 24.89m<sup>2</sup> (267.92ft<sup>2</sup>), in addition to two existing facial wall sign, related to the building, with an aggregate area of 16.37m<sup>2</sup> (176.22ft<sup>2</sup>), for a total sign face area of 41.26m<sup>2</sup> (444.14ft<sup>2</sup>) for the building.</p> <p>The total sign area, of the existing and proposed signs, related to the building, is larger than the permitted sign area by 24.69m<sup>2</sup> (265.78ft<sup>2</sup>), or 149%.</p> |

|  |   |  |
|--|---|--|
| <p>2.3.6(2)(a)<br/> ....., if there is more than one occupancy in the building, one (1) premises or business identification sign per building per street frontage [is permitted].</p> <p>2.3.6(4) (d) (iii)<br/> When signs are related to the building in a building of multiple occupancy [the maximum area per sign face] is a percentage of the area of the wall to which the sign is attached in the storey in which the sign is located.</p> | <p>To erect three new signs, related to the building, in addition to two existing signs, related to the building, for a total of five signs, which would be located not in the same storey.</p> <p>Sign by-law allows two building - related signs only, located in the same storey, while the proposed signs would be five located in two storeys.</p> | <p>To allow the erection of three new signs, related to the building, in addition to two existing signs, related to the building, for a total of five signs, which would be located not in the same storey.</p> <p>The number of existing and proposed signs, related to the building, would exceed the permitted number by three (3), or 150%</p> |
|--|---|--|

## **CONTACT**

Gene Lee, P. Eng  
Manager, Plan Review  
Tel: (416) 396-4300;  
Fax: (416) 396-5231  
E-mail: [glee@toronto.ca](mailto:glee@toronto.ca)

## **SIGNATURE**

---

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

### Applicant's Information:

Patrick Chan  
150 Consumers Road, Unit 303  
Toronto, ON M2J 1P9  
Tel: (416) 773-1688; Fax: (416) 773-0225  
E-mail: [patrickchan@on.aibn.com](mailto:patrickchan@on.aibn.com)

## **ATTACHMENTS**

Attachment 1 - Site Plan  
Attachment 2 - Zoning map  
Attachment 3 – Wall elevations  
Attachment 4 – West wall - Proposed signs  
Attachment 5 – North wall - Proposed sign