



STAFF REPORT ACTION REQUIRED

Request for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, for four wall signs at 271 Port Union Road.

Date:	November 8 th , 2007
To:	Chair and Members, Scarborough Community Council
From:	Director, Toronto Building, Scarborough District
Wards:	Scarborough East – Ward 44
Reference Number:	2007SC027 File Number : 07-268710

SUMMARY

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

To review and make recommendations on a request by John (David) Adam, of Zip Signs Ltd., on behalf of Ravine Park Plaza Limited, for approval of a variance from the former City of Scarborough Sign By-law No. 22980, as amended, to permit additional four facial wall sign at the above location for TD Canada Trust .

In the opinion of staff, the TD's sign appears to blends with the design of the new building in that location and will enhance the appearance 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 26, 2006, an application for a sign permit for the installation of twelve facial wall signs for the newly constructed TD Canada Trust. This application was not approved because the proposed signs did not comply with the requirements of the Sign By-law. The total proposed areas of signs were more than the maximum permitted sign area for this building and four of those wall signs were projected above the building roof more than what is permitted in the Sign By-law

As a result of that, the applicant on October 10, 2007, applied for a separate permit for four signs that were projecting above the roof's parapet in excess of the limits of the Sign bylaw. On the same day applicant made a variance application for these four signs. This report is in relation to this variance application.

The subject property is located East of Port Union Road, North of Ravine Park Crescent and South of Fanfare Avenue. The land is occupied by one multiple occupancy Plaza and one stand alone 1 storey Canada Trust building. The property is located in a "Commercial Zone" (C), in the West Rouge Community Area, By-law No. 1978.

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

North: "Neighbourhood Commercial" (NC).

South: "Single-Family residential Zone" (S).

East: "Single-Family residential Zone" (S).

West: "Single-Family residential Zone" (S).

COMMENTS

The subject property is classified as Group 4 Use in the Sign By-law of the former City of Scarborough. The by-law allows facial wall signs which may project above adjacent roofs or parapets not more than 25% of the height of the adjacent roof from grade, measured directly below the sign. Also, the by-law limits the total sign face area to 20 percent of the area of the walls facing a street. Considering the area of the other signs in this building that complies with the sign by-law, the total sign face area after installation of the proposed 4 signs will be 72.03 m².

The top of the roof and parapet wall at this location is 5.05m (16'-7") above grade. The top of the signs are 2.61m (8'-7") from the top of the parapet wall.

The total sign area and the projection height of the proposed signs exceed the area and projection height 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.

Staff report for action on request for sign variances at 271 Port Union Road.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p>2.3.6(4)(d)(iii) When signs are related to an occupancy, the total sign face area of all occupancy related signs on a building shall not exceed, for Group 4 Use premises 20 percent of the area of the walls facing a street, applied to the storey whose height would provide the maximum sign face area.</p>	<p>To install 4 new facial wall signs with total sign face area of 11.57 m² (124.6 SF.)</p>	<p>To allow the installation of 4 additional facial wall signs that increases the total sign face area to 72.03 m² (775.42 SF), whereas the permitted sign face area is 56.98 m² (613.37 SF). (The proposed total sign area is 15.05m² (162 SF), or 26.4% higher than what is permitted in the Sign By-law).</p>
<p>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).</p>	<p>To erect a facial wall sign projecting above an adjacent roof a distance greater than that permitted for facial roof signs.</p>	<p>To allow the erection of 4 facial wall signs projecting above an adjacent roof a distance greater than that permitted for facial roof signs.</p>
<p>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.</p>	<p>To allow 4 facial sign to project above the roof deck a distance of 2.61m (8'7"), measured from the top of the main parapet wall.</p>	<p>To allow the erection of 4 facial wall sign projecting above the roof deck a distance of 2.61m (8'7"), measured from the top of the main parapet wall, whereas the permitted projection is 1.26m (4' 2"). (The proposed projection is 1.35m (4'5"), or 107% higher than what is permitted in the Sign By-law).</p>

CONTACT

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SIGNATURE

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

Applicant's Information:

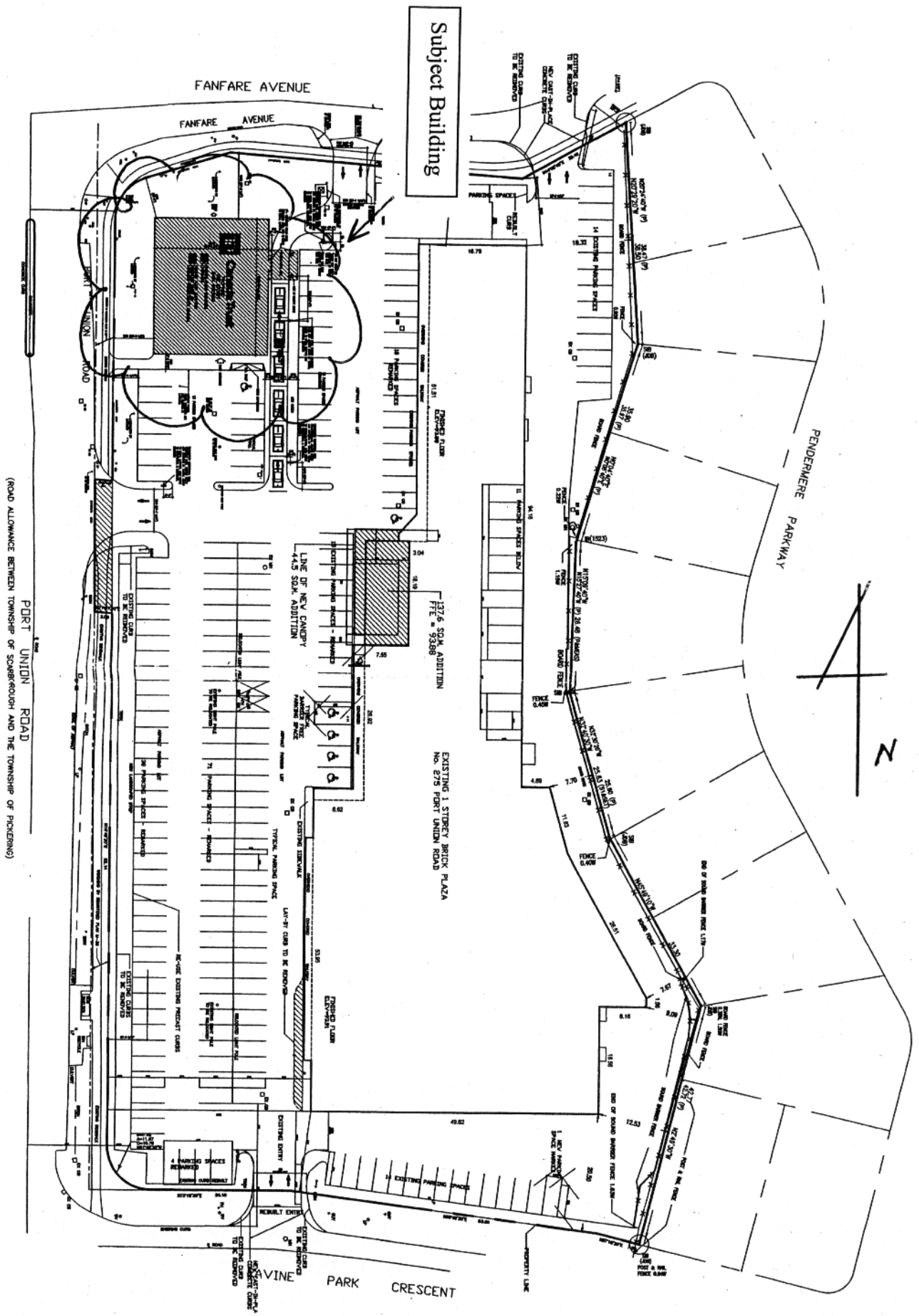
John (David) Adam
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ATTACHMENTS

Attachment 1 - Site Plan.
Attachment 2 - Zoning map.
Attachment 3 - Wall Elevations.
Attachment 4 - Proposed Signs.

Subject Building

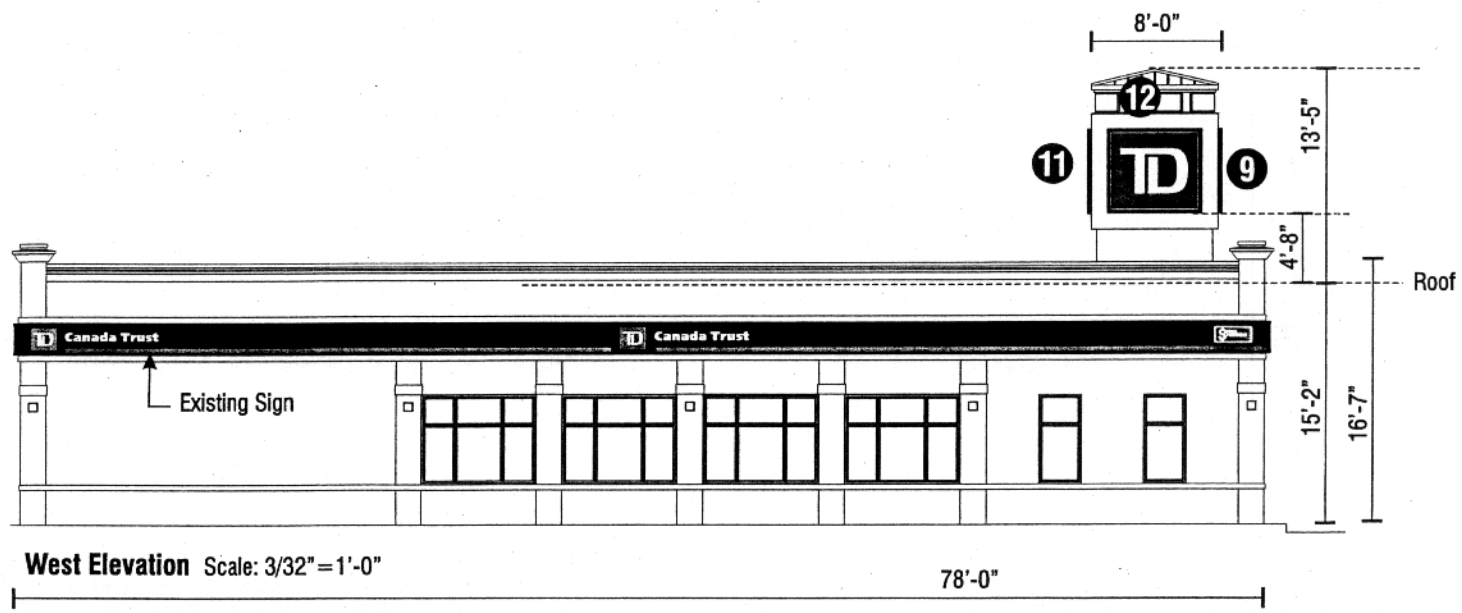
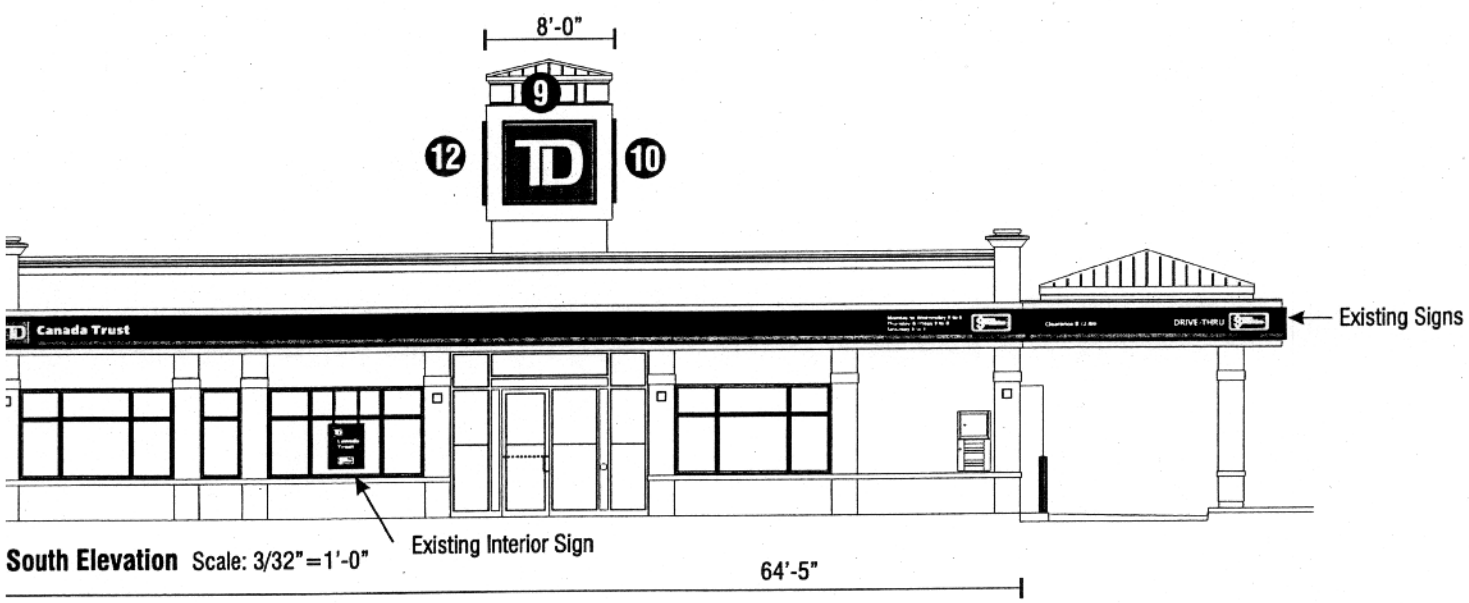
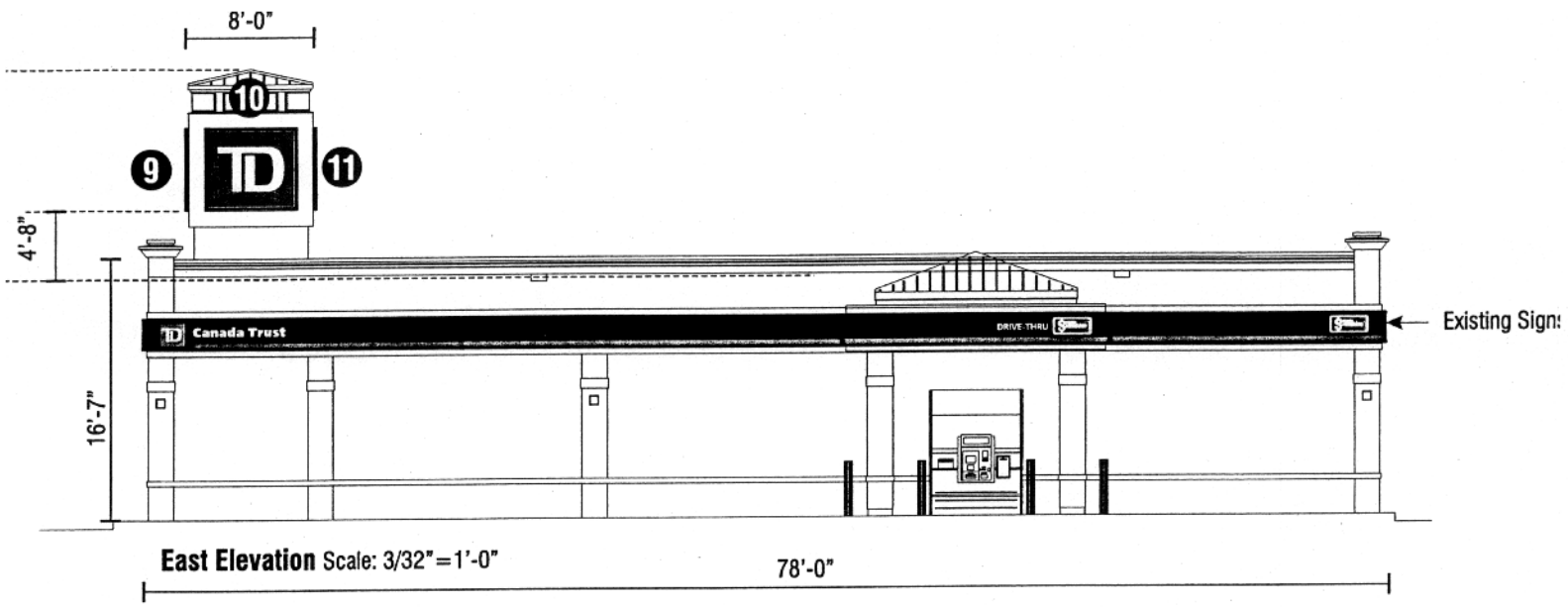


PORT UNION ROAD (ROAD ALLOWANCE BETWEEN TOWNSHIP OF SCARBOROUGH AND THE TOWNSHIP OF PICKERING)

Attachment 1: Site Plan

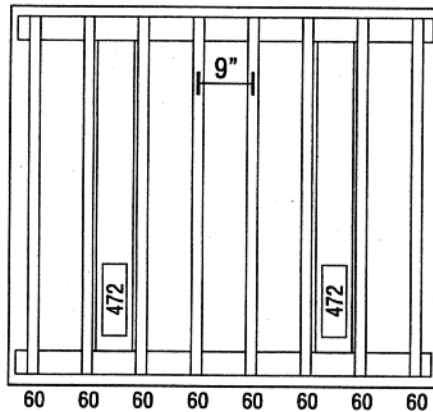
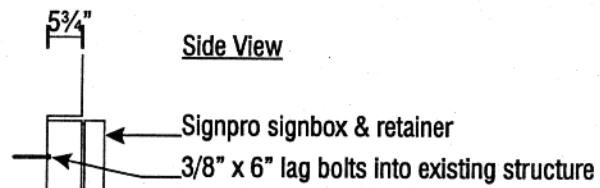
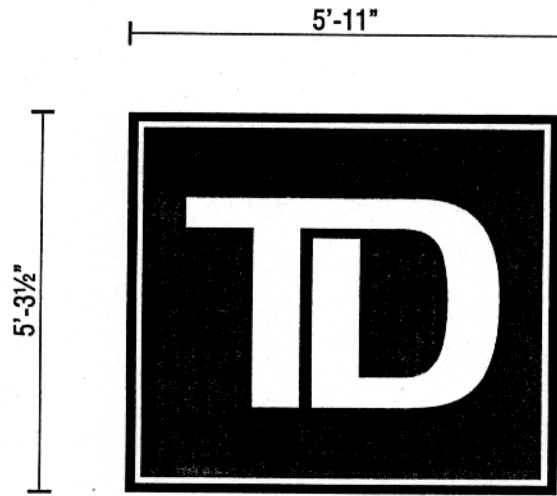


Attachment 2: Zoning Map



Attachment 3: Wall Elevations

9 10 11 12



Attachment 4: Proposed Signs