



**STAFF REPORT
ACTION REQUIRED**

Request for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, for two wall signs at 255 Morningside Ave.

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:	2007SC026 File Number 07-252019

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 First Capital Reality Inc., for approval of a variance from the former City of Scarborough Sign By-law No. 22980, as amended, to permit two 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 August 10, 2007, an application for a sign permit for the installation of seven facial wall signs for the newly constructed TD Canada Trust. This application was approved because the proposed signs complied with the requirements of the Sign By-law. The total proposed areas of signs were less than the maximum permitted sign area for this building.

The applicant, at the same time, applied for a variance application for two more facial wall signs that are projecting above the roof's parapet in excess of the limits of the Sign bylaw. This report is in relation to this variance application.

The subject property is located east of Morningside Ave, south-east of Kingston Road and just north of Lawrence Ave east. The land is occupied by several commercial shopping centres with multiple occupancies. The property is located in a "Commercial Residential Zone" (CR), in the West Hill Community Area, By-law No. 10327.

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

- North: "Commercial Residential Zone" (CR).
- South: "Apartment residential Zone" (A) and "Institutional Uses Zone" (I).
- East: "Multiple Family Residential Zone" (M) and "Single Family Residential Zone" (S).
- West: "Commercial Residential Zone" (CR).

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.

The top of the roof and parapet wall at this location is 5.029m (16'-6") above grade. The top of the sign is 3.02m (9'-11") from the top of the parapet wall.

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
<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 2 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 2 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 2 facial sign to project above the roof deck a distance of 3.02m (9'11"), measured from the top of the main parapet wall.</p>	<p>To allow the erection of 2 facial wall sign projecting above the roof deck a distance of 3.02m (9'11"), measured from the top of the main parapet wall, whereas the permitted projection is 1.257m (4' 1.5").</p> <p>(The proposed projection is 1.763m (5'9"), or 140% higher than what is permitted in the Sign By-law).</p>

CONTACT

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Manager Plan Review
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E-mail: lue@toronto.ca

SIGNATURE

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

Applicant's Information:

John (David) Adam
Zip Signs Ltd.
5040 North Service Road
Burlington, Ontario
L7L 5R5

Tel: (905) 332-8332
Fax: (905) 332-9825
Cell: (905) 328-0177

ATTACHMENTS

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

SITE PLAN NOTES:
 1. THE PROPOSED DEVELOPMENT SHALL BE SUBJECT TO THE CITY OF TORONTO'S ZONING BY-LAW AND THE CITY OF TORONTO'S BUILDING CODE.
 2. THE PROPOSED DEVELOPMENT SHALL BE SUBJECT TO THE CITY OF TORONTO'S PLANNING AND DESIGN REVIEW PROCESS.
 3. THE PROPOSED DEVELOPMENT SHALL BE SUBJECT TO THE CITY OF TORONTO'S ENVIRONMENTAL ASSESSMENT PROCESS.

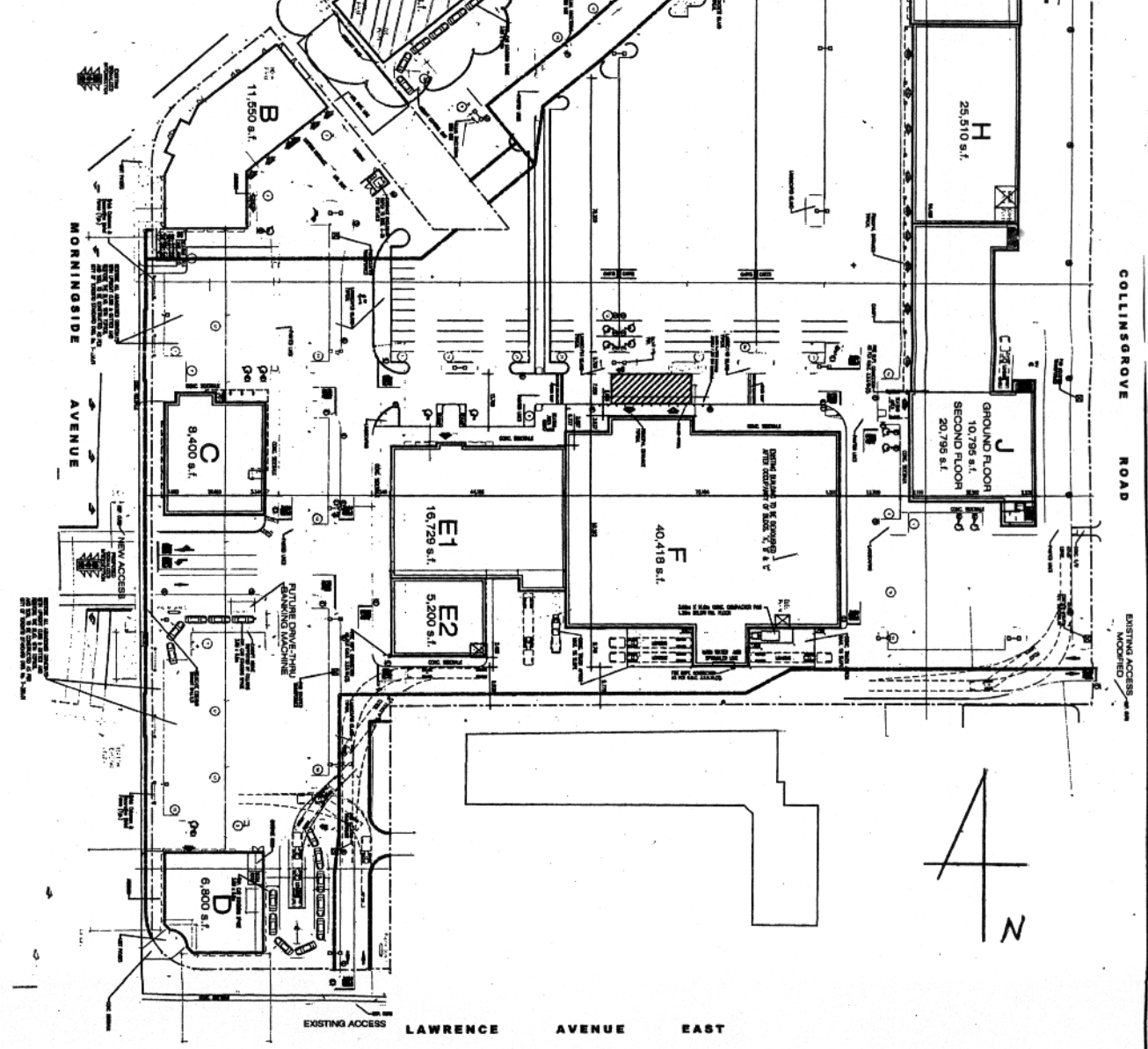
SITE STATISTICS:

Item	Value
1. TOTAL DEVELOPMENT AREA	11,550 s.f.
2. TOTAL EXISTING DEVELOPMENT AREA	11,550 s.f.
3. TOTAL PROPOSED DEVELOPMENT AREA	11,550 s.f.
4. TOTAL EXISTING DEVELOPMENT AREA	11,550 s.f.
5. TOTAL PROPOSED DEVELOPMENT AREA	11,550 s.f.
6. TOTAL EXISTING DEVELOPMENT AREA	11,550 s.f.
7. TOTAL PROPOSED DEVELOPMENT AREA	11,550 s.f.
8. TOTAL EXISTING DEVELOPMENT AREA	11,550 s.f.
9. TOTAL PROPOSED DEVELOPMENT AREA	11,550 s.f.
10. TOTAL EXISTING DEVELOPMENT AREA	11,550 s.f.

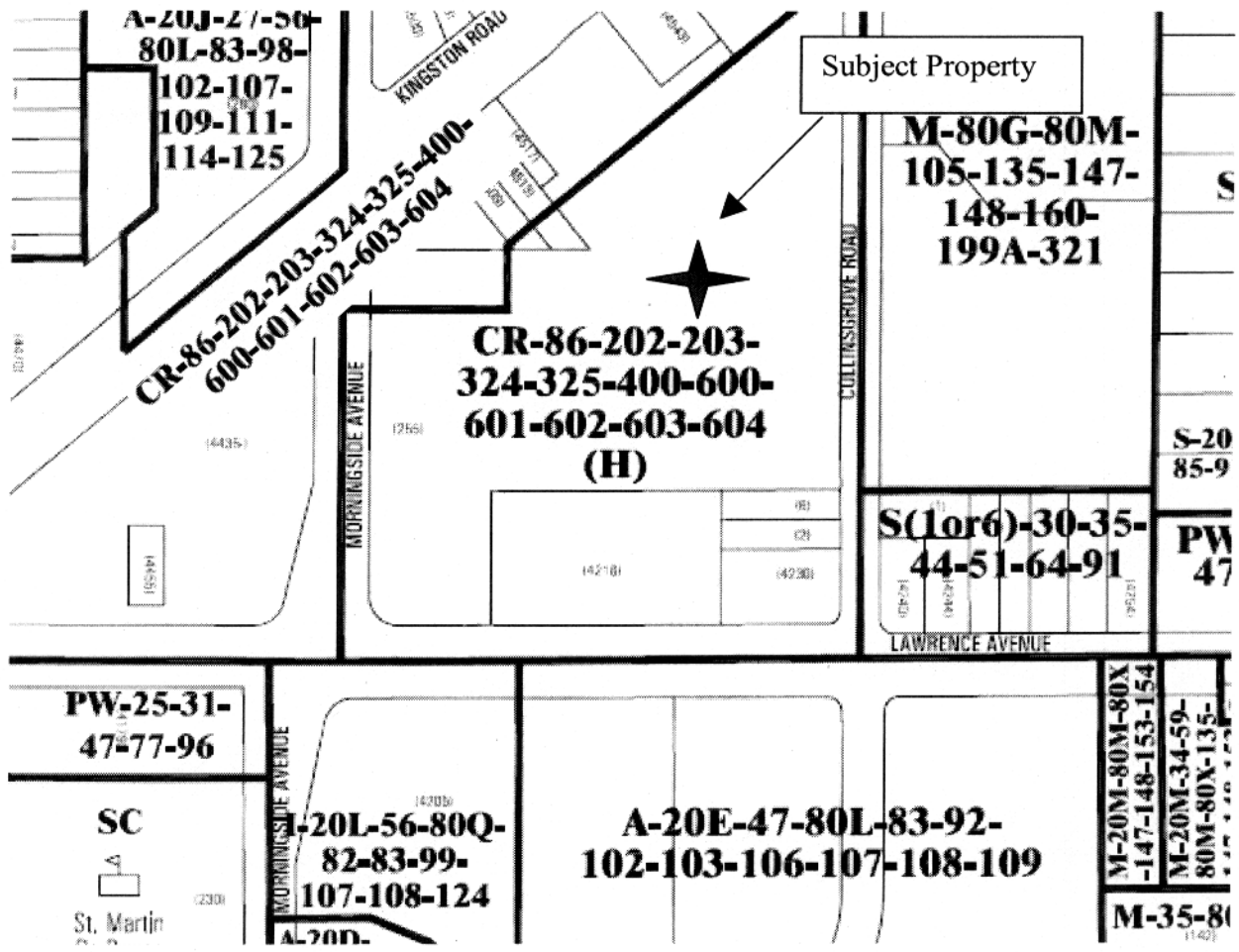
Subject Building

CITY OF TORONTO
 DEPARTMENT OF PLANNING AND DESIGN
 100 KING STREET WEST, 10TH FLOOR
 TORONTO, ONTARIO M5X 1C3
 TEL: (416) 392-3100
 WWW.CITYOFTORONTO.CA

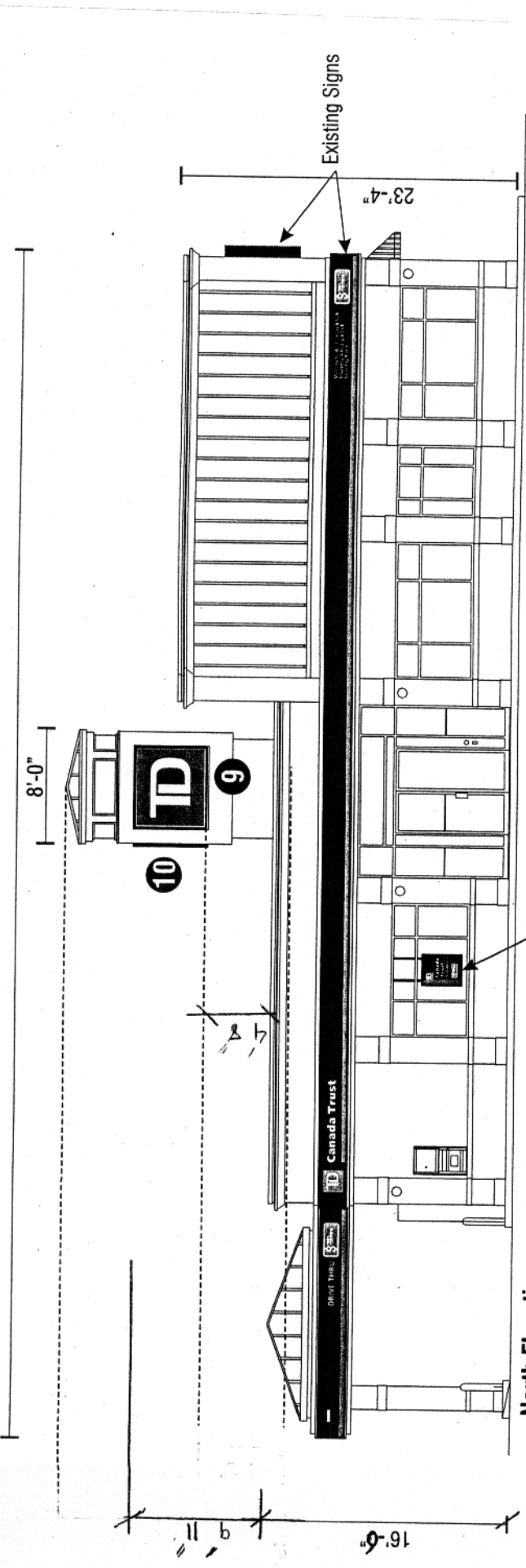
1. SITE PLAN



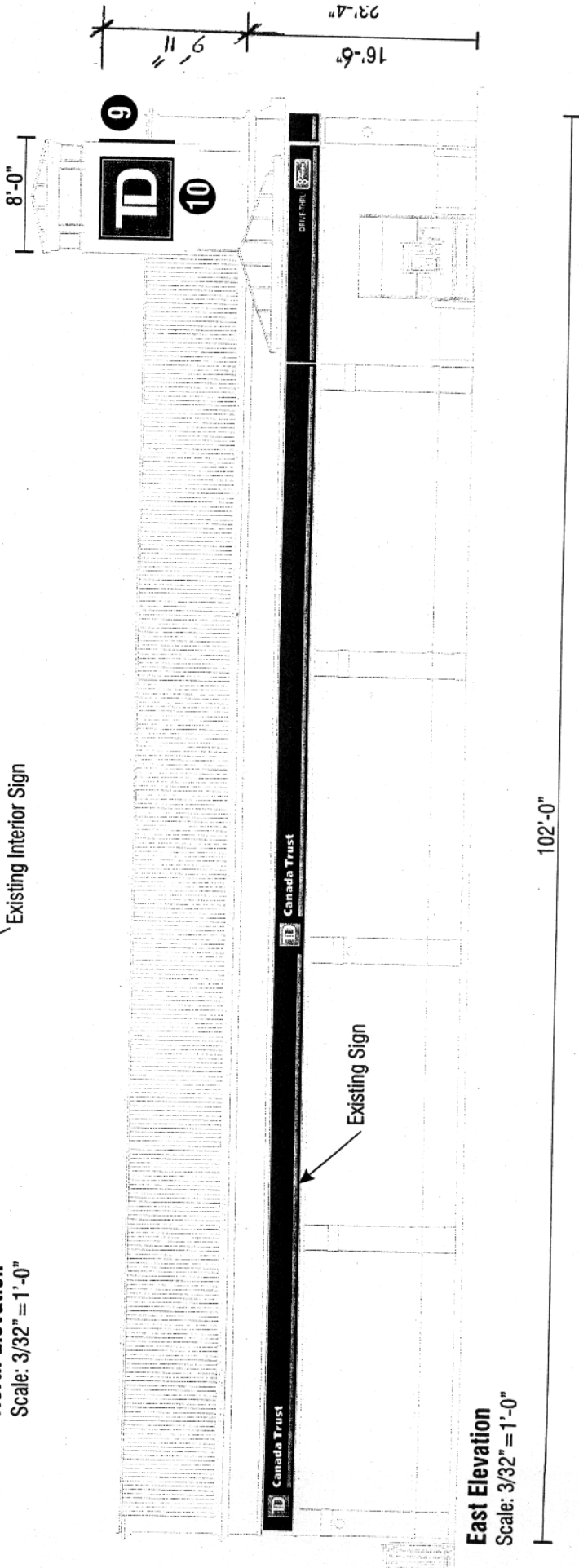
Attachment 1: Site Plan



Attachment 2: Zoning Map



North Elevation
Scale: 3/32" = 1'-0"

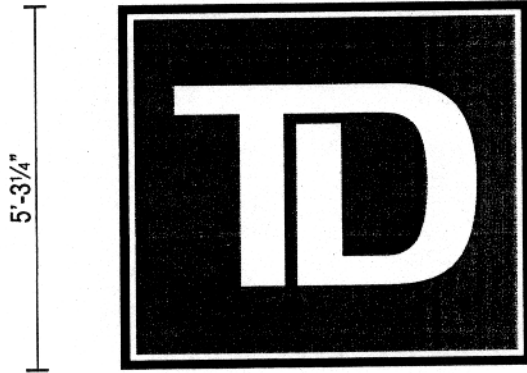


East Elevation
Scale: 3/32" = 1'-0"

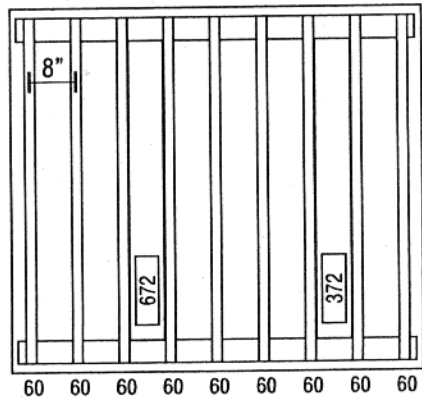
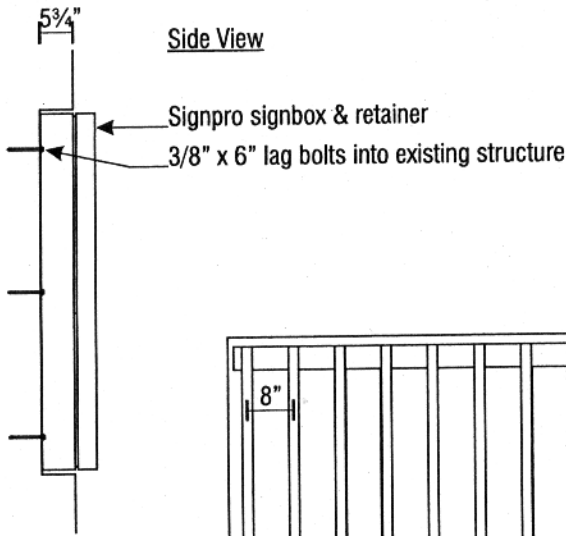
Attachment 3: Wall Elevations

9 10

5'-10½"



5'-3¼"



Attachment 4: Proposed Signs