



STAFF REPORT INFORMATION ONLY

Request for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, for Wall Signs at 255 Morningside Avenue and 271 Port Union Road – Supplementary Report

Date:	November 30, 2007
To:	Chairs and Members, Scarborough Community Council
From:	Director, Toronto Building, Scarborough District
Wards:	Scarborough East – Ward 44
Reference Number:	2008SC005 File Number 07-252019 & 07-268710

SUMMARY

To review and make recommendations on requests by John (David) Adam, of Zip Signs Ltd. for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, to permit two facial wall signs at 255 Morningside Avenue and four facial wall signs at 271 Port Union Road. Both buildings are TD Canada Trust banks.

The variances for the signs are covered in the November 8th, 2007 reports from the Director of Building, submitted to the November 27th, 2007 meeting of Scarborough Community Council for consideration. In those reports, staff recommended approval of the requested variances for the facial signs.

Scarborough Community Council deferred consideration of those reports until its meeting of January 15th, 2008 and requested the Director of Building and Deputy Chief Building Official to report to the Scarborough Community Council meeting of January 15th, 2008, on the TD Canada Trust “Tower” Sign Structures.

This report deals with that request.

FINANCIAL IMPACT

There are no financial implications resulting from this report.

DECISION HISTORY

SC 11.9 and 11.10

At the November 27th, 2007 meeting, Scarborough Community Council deferred consideration of both matters until its meeting of January 15th, 2008; and requested the Director of Building and Deputy Chief Building Official to report to the Scarborough Community Council meeting of January 15th, 2008, on the TD Canada Trust “Tower” Sign Structures.

ISSUE BACKGROUND

TD Canada Trust banks are built with a tower structure and these structures are used to attach the wall signs with the TD logo. The Scarborough Sign By-law has restrictions on the area and height of facial wall signs. Due to the height of the signage on the tower sign variances are required in order to comply with the Sign by-law.

COMMENTS

There are numerous TD banks throughout the Greater Toronto Area and many of the buildings are designed with a similar tower structure.

TD Canada Trust Retail Real Estate’s Project Manager has confirmed that the tower is a standard design on all TD Canada Trust’s new proto-type ground up buildings and these tower structures are intended to have the TD logo button sign applied to them, to maximize exposure of the branch to the public.

The two banks at the above addresses are the most recent ones to be built in Scarborough. These developments were subject to the Site Plan Approval process and the tower feature on each building was shown on the Site Plan Approved and Building Permit drawings. There were no concerns with the tower feature. On the issued Building Permit plans it was clearly identified that Sign permits are required for all signs.

There are at least three more proposed TD banks with the tower feature undergoing the Site Plan Review process. They are in Morningside Heights, at Midland Avenue and Lawrence Avenue; and on Warden Avenue, south of St. Clair Avenue. Planning staff will be notifying them of the need to obtain sign permits.

Each of the former municipality have it’s own sign bylaw. Depending on definitions found in those bylaws, they could either be called “roof” signs or “facial” signs. In some instances, the tower signs may comply and other instances sign variances were required in order to issue a sign permit for the erection of the signs. Staff from the other district has advised that generally the variances to allow the tower signs were approved by Council but sometimes with conditions. For example, if the bank was in a residential

neighbourhood, a condition may be added to the variance that illumination of the signs be turned off as nightfall approaches.

Similar type of buildings which included tower features have had signs erected on them. For example, a Dollarama store at Markham and Sheppard has obtained sign variances and permits for signs on the tower. A Kentucky Fried Chicken and a MacDonald's Restaurant with the similar design feature are shown in the photos which are attached.

The applicant has stated that they have obtained permits for all the tower signs that they are responsible for and all have required sign variances.

This report is submitted for information only.

CONTACT

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SIGNATURE

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

Attachment 1: Fax from TD Canada Trust dated Dec 3, 2007.

Attachment 2: Photo of typical bank and tower with TD logo

Attachment 3: Photo of Dollarama sign

Attachment 4: Photo of Kentucky Fried Chicken sign

Attachment 5: Photo of MacDonald's Restaurant sign.