



**STAFF REPORT  
ACTION REQUIRED**

**Request for Approval of Variance from the former City of Scarborough Sign Code, By-law No. 22980, as amended, for an Accessory Wall Sign at 2739 Victoria Park Avenue**

<b>Date:</b>	January 18, 2010
<b>To:</b>	Chair and Members, Scarborough Community Council
<b>From:</b>	Director, Toronto Building, Scarborough District
<b>Wards:</b>	Ward 40 – Scarborough Agincourt
<b>Reference Number:</b>	2010SC002 File No.: 09-190820

**SUMMARY**

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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 Ardavan Mozafari of Susan Spiegel Architect on behalf of Toronto Community Housing Inc., for approval of variance from the former City of Scarborough Sign Code, By-law No. 22980, as amended, to permit the erection of an accessory facial wall sign at the above address.

The requested variance in staff’s opinion, is not minor in nature. Staff recommends the requested variance be refused.

**RECOMMENDATIONS**

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**Toronto Building, Scarborough District, recommends that:**

1. The request for variance of a facia wall sign at 2739 Victoria Park Avenue be refused for the reasons outlined in this report.

## FINANCIAL IMPACT

There are no financial implications resulting from this report.

## ISSUE BACKGROUND

The subject property, known as 2739 & 2743 Victoria Park Avenue, is located between Sheppard Avenue and Huntingwood Drive on the east side of Victoria Park Ave. The property has two existing 15 storey apartment buildings that front onto Victoria Park Ave. The building on the north portion of the property is address 2743, and the subject building located on the south portion of the property is address 2739. The area is designated Apartment Residential (A) which permits Apartment Buildings, in the L'Amoreau Community of Zoning By-law No. 12466 of the former City of Scarborough.

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

North: "Place(s) of Worship (PW)" & "Multiple Family Residential (M)";

South: "Apartment Residential (A)";

East: "Single Family Residential (S)",

West: "Detached Dwellings (R4)" as per North York Zoning By-law 7625.

The applicant proposes to erect an accessory facial wall sign for the Toronto Community Housing with increased sign area at the south building facing Victoria Park Ave, stating that the increase in sign area will allow better visibility and identification.

## COMMENTS

The proposed facial wall sign is to be located on the west side of the underground parking entrance structure adjacent to building facing 2739 Victoria Park Ave. and setback 22.68m (74'-5") from the Victoria Park street line.

The following table describes in detail the extent of the non-compliance. The sign setback is in compliance with the By-law.

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
2.3.6(4)(d)(ii) The maximum permitted sign area for residential premises shall not exceed 2.5 % of the wall area to which the sign is attached in the storey in which the sign is located.	The applicant proposes to erect an accessory wall sign to a maximum area of 2.92 m <sup>2</sup> . (31.5 ft <sup>2</sup> ) or 5.8% of the wall area.	To allow the installation of an accessory wall sign with a sign area of 2.92 m <sup>2</sup> (31.5 ft <sup>2</sup> ) or 5.8% whereas the maximum permitted sign area shall not exceed 1.26 m <sup>2</sup> (13.5 ft <sup>2</sup> ) or 2.5%. The proposed sign area is

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
		approximately 231.7% greater than the maximum area permitted.

Based on the above, staff finds the requested variance is not minor and recommends refusal.

### PROPOSED NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that will come into force and effect on April 6, 2010. The following is an evaluation of this particular sign variance application against the new draft Sign By-Law requirements that would govern this particular sign. The evaluation has been done to assist Community Council in understanding how this proposed sign would compare to the new regulatory requirements contained in the proposed Sign By-law.

One of the main features of the proposed Sign By-law is that the regulations governing signs are based upon the "Sign District" in which the sign is located. These Sign Districts align with the underlying land uses as envisioned in the Official Plan and will classify every property into a "sign district" and utilizes a series of maps to identify the various sign districts throughout the City. This approach is similar to the one being utilized by the new proposed City-Wide Zoning By-law mapping.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as an "RA-Residential Apartment Sign District".

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
694-21 B Residential Apartment sign district.  694-21 B (4)(a) A wall sign identifying an apartment building shall not exceed 2.0 m <sup>2</sup> in sign face area	The applicant proposes to erect an accessory wall sign to a maximum area of 2.92 m <sup>2</sup> (31.5 ft <sup>2</sup> )	To allow the installation of an accessory wall sign with a sign area of 2.92 m <sup>2</sup> (31.5 ft <sup>2</sup> ) whereas the maximum permitted sign area shall not exceed 2.0 m <sup>2</sup> (21.53 ft <sup>2</sup> ). The proposed sign area is approximately 146% greater than the maximum area permitted.

## **CONTACT**

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## **SIGNATURE**

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Steve Franklin, P.Eng.  
Director of Building and  
Deputy Chief Building Official  
Scarborough District

### Applicant's Information:

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## **ATTACHMENTS**

Attachment 1 – Site Plan  
Attachment 2 – Zoning Map - L' Amoreaux Community  
Attachment 3 – Sign Details