Supplemental Report:
Appeal Concerning Two First Party Wall Signs on the Fifth Storey South and East Elevations and One First Party Ground Sign on the South Property Frontage – 88 Scott Street

<table>
<thead>
<tr>
<th>Date:</th>
<th>July 5, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ward:</td>
<td>Toronto Centre-Rosedale (28)</td>
</tr>
<tr>
<td>File No.:</td>
<td>FP-16-00050</td>
</tr>
<tr>
<td>IBMS File No.:</td>
<td>16-134251</td>
</tr>
</tbody>
</table>

SUMMARY

This supplemental staff report concerning two first party wall signs on the fifth storey south and east elevations and one first party ground sign on the south property frontage at the premises municipally known as 88 Scott Street is required to establish the requested variance in the appropriate format of a Signage Master Plan.

RECOMMENDATIONS

The Chief Building Official and Executive Director, Toronto Building, recommends that:

1. The Sign Variance Committee refuse to grant the requested variances to §§ 694-21D(5)(a) and 694-21D(3)(f) required to allow the issuance of permits for the erection and display of the Proposed Signs required to implement the Signage Master Plan for the portions of the premises municipally known as known as 88 Scott Street, as described in Attachment 1 to this report.

COMMENTS

A Signage Master Plan application is required where an application for variances relates to three or more signs, a roof sign, an electronic roof sign, or a projected image sign. The subject application relates to three signs that require variances, and as such an application for a Signage Master Plan is required. This supplemental staff report is required to establish the requested variances in the appropriate format of a Signage Master Plan.
CONTACT

Brody Paul
Sign Building Code Examiner Inspector
Tel: (416) 392-3537
E-mail: bpaull@toronto.ca

Robert Bader
Supervisor, Sign By-law Unit
Tel: (416) 392-4113
E-mail: rbader@toronto.ca

SIGNATURE

Ted Van Vliet
Manager, Sign By-law
ATTACHMENT 1: DESCRIPTION OF SIGNS AND REQUIRED VARIANCES

Proposed Signage Master Plan

Three signs described below as Signs #1, 2 and 3, on the portion of the premises described as the fifth storey of the south and east elevations of the building on the premises, and the portion of the premises described as the area between the building and streetline along the south frontage of the premises, at the premises municipally known as 88 Scott Street.

**Sign 1:** A first party wall sign, identifying a primary commercial tenant within the building, to be located, to be located on the fifth storey of the southerly elevation containing:

a) One sign face, described as follows:
   1. Having a total sign face area of 5.93 square metres;
   2. Having a horizontal measurement of 4.74 metres;
   3. Having a vertical measurement of 1.25 metres;
   4. Displaying static copy;
   5. Illuminated; and
   6. Oriented to be in a southerly direction.

![Diagram of the building with proposed signage locations]

**REQUIRED VARIANCE:**

1. The requirement contained at §694-21D(5)(a) states, "A CR-Commercial Residential sign district may contain the following: a wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection D(4), provided the sign shall not be erected above the second storey."
Sign 2: A first party wall sign, identifying a primary commercial tenant within the building, to be located at the fifth storey of the east elevation, containing:

a) One sign face, described as follows:
   1. Having a total sign face area of 5.93 square metres;
   2. Having a horizontal measurement of 4.74 metres;
   3. Having a vertical measurement of 1.25 metres;
   4. Displaying static copy;
   5. Illuminated; and
   6. Oriented to be in an easterly direction.

**REQUIRED VARIANCE:**

1. The requirement contained at §694-21D(5)(a) states, "A CR-Commercial Residential sign district may contain the following: a wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection D(4), provided the sign shall not be erected above the second storey."
Sign 3: A first party ground sign, for the purposes of a tenant directory, to be located on the southerly property frontage containing:

a) Two sign faces in a back-to-back configuration, each sign face described as follows:
   1. Having a total sign face area of 2.60 square metres;
   2. Having a horizontal measurement of 1.11 metres;
   3. Having a vertical measurement of 2.34 metres;
   4. Displaying static copy;
   5. Illuminated; and
   6. Located to be on the south frontage, oriented to be in the easterly and westerly direction.

REQUIRED VARIANCE:

1. The requirement contained at §694-21D(3)(f) states, "A CR-Commercial Residential sign district may contain the following: a ground sign, other than a sign providing direction permitted by Subsection D(2), provided the sign shall not be erected within 2.0 meters of any property line."