

Attachment 1: Description of Sign & Required Variances

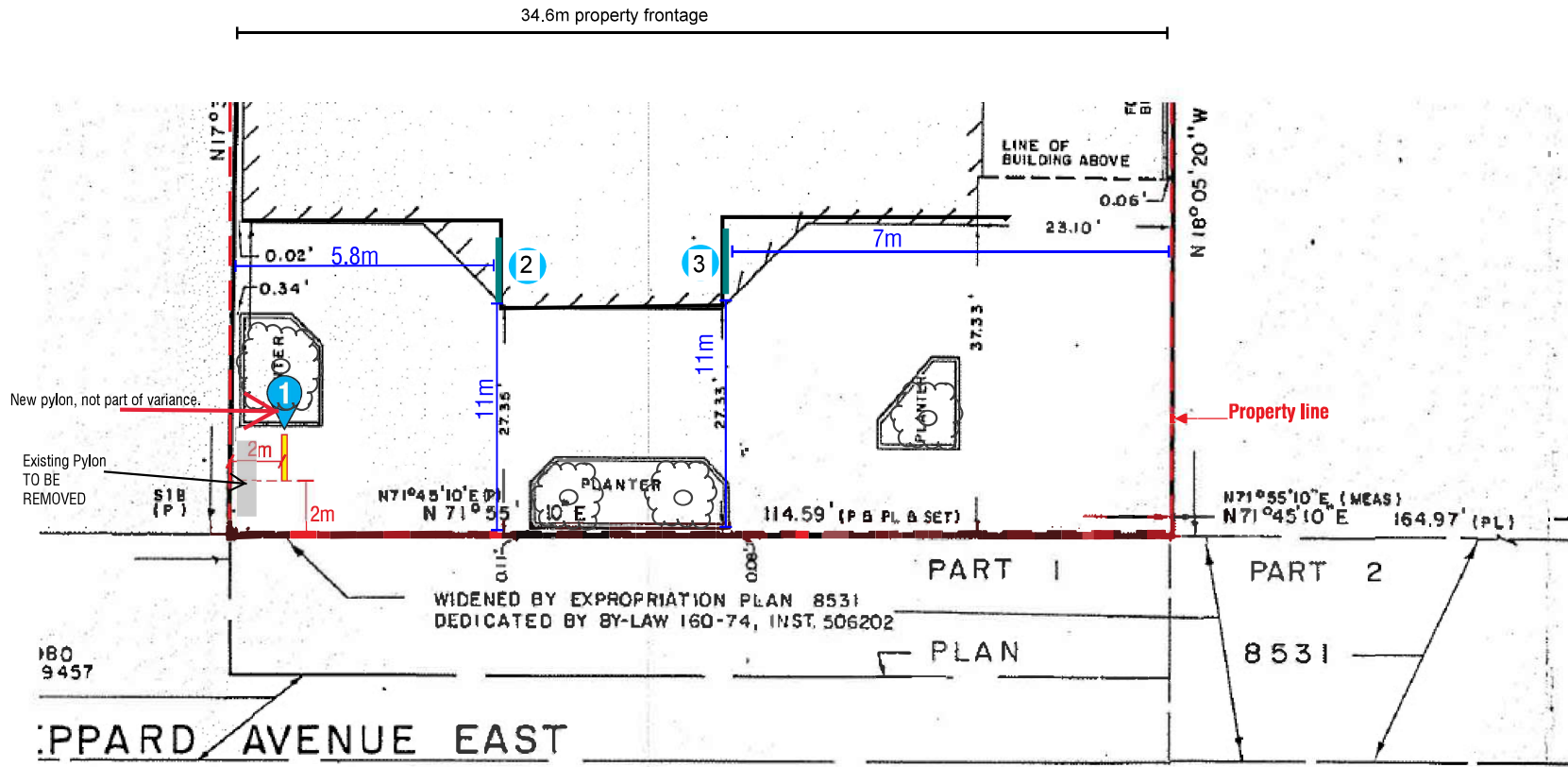
Sign Description

Proposal is to erect and display two illuminated first party wall signs at the fourth storey. Both Signs measure 1.73m vertically by 4.57m horizontally, at a height of 14.58m. Sign 2 is proposed at the west elevation, and Sign 3 is proposed at the east elevation. (Sign 1 is a ground sign which is not part of this variance proposal).

Required Variances

Row #	Sign ID#	Sign By-law Section	Requirement	Proposal
1	2 & 3	§ 694-21.D(5)(a)	A CR – Commercial Residential sign district may contain a wall sign, provided that the sign shall not be erected above the second storey.	Both of the Proposed Signs (at east and west elevations) are proposed to be erected and displayed at the fourth storey.

Attachment 2: Applicant's Submission Package



<https://zipsigns01.sharepoint.com/Sales/Customers/D/DFSIN/SO035929 - 3410 Sheppard Ave/Design>

www.zipsigns.com
5040 North Service Rd. Burlington, ON
Ph. 905-332-8332 Fax 905-332-9994

Client Sheppard
 Address 3410 Sheppard Ave
 Scarborough, ON.

Dwg No. So035929
 Designer YS
 Sales Chris Lampman

Date Feb 04, 2021
 Rev. June 08, 2021
 Rev. June 04, 2021

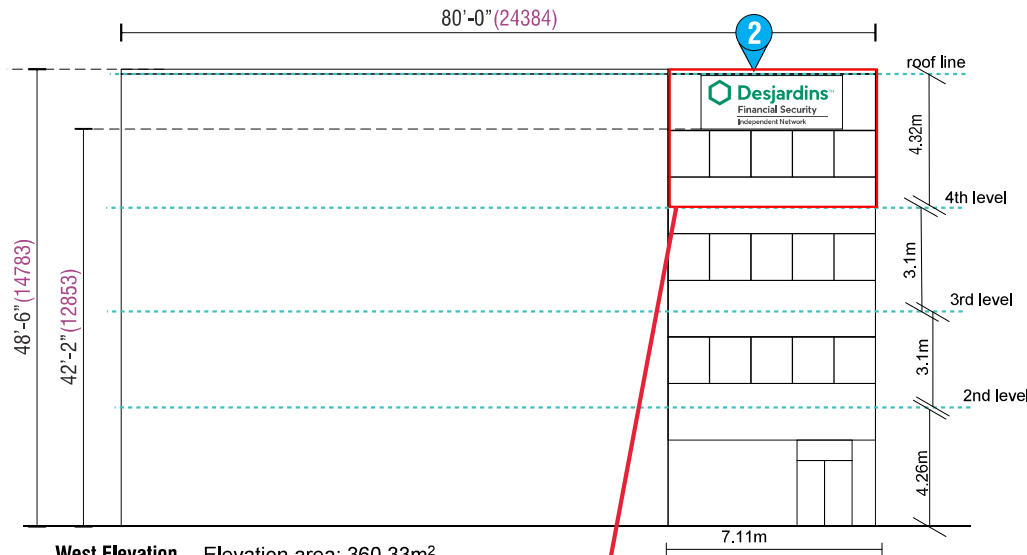
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 NOT FOR CONSTRUCTION

☐ SHOP READY
 CONSTRUCTION CAPABLE

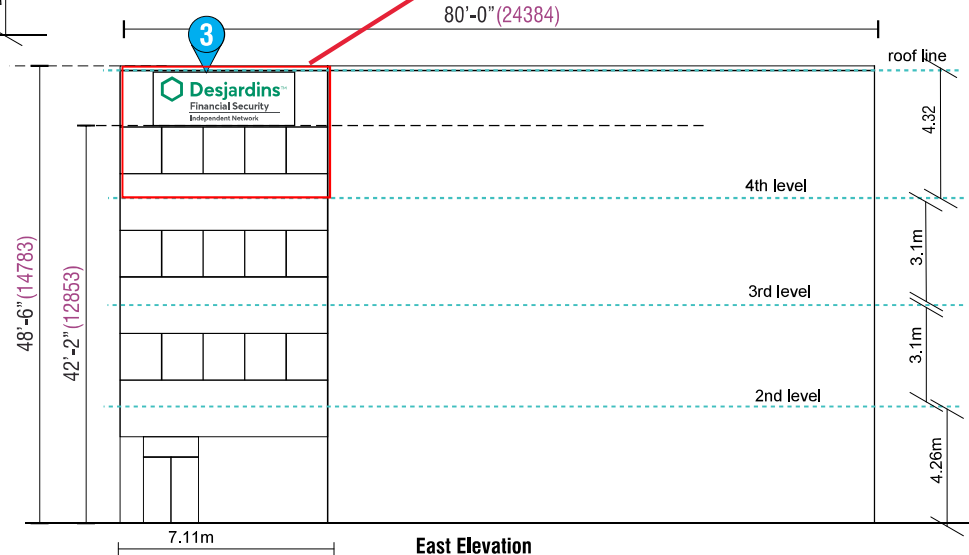
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ZIP SIGNS

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West Elevation
Scale: 1/16"=1'
 Elevation area: 360.33m²
 Sign area: 7.89m²
 Sign percentage of elevation area: 2.19%
 Elevation area up top level: 105.33m²
 Sign percentage of top level: 7.49%
 Wall area of level sign to be placed: 30.71m²
 Sign percentage of that area: 25.69%



Elevation area: 360.33m²
 Sign area: 7.89m²
 Sign percentage of elevation area: 2.19%
 Elevation area up top level: 105.33m²
 Sign percentage of top level: 7.49%
 Wall area of level sign to be placed: 30.71m²
 Sign percentage of that area: 25.69%

East Elevation
Scale: 1/16"=1'

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Client	Sheppard
Address	3410 Sheppard Ave
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Dwg No.	So035929
Designer	YS
Sales	Chris Lampman

Date	Feb 04, 2021
Rev.	June 08, 2021
Rev.	June 04, 2021

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Scale:	Page: 4 of 6

ZIP SIGNS
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Sign 2-3

Supply (2) new face-lit channel letters & cutout letters on backer panel

Graphics / Substrate

3M Light Kelly Green 3630-146 vinyl (TBD)
White SG-05 acrylic faces
3/8" tk cutout aluminum letters
Paint PMS 2275 Green & Process Black

Illumination

White LEDs
Power supplies behind wall

Construction

1" vinyl trim retainers
3"-.050 aluminum returns
.080" White aluminum back

Structure

.125" aluminum face
3" x 3" x 3/16" aluminum angle
2 1/2" x 2 1/2" x 3/16" aluminum angle

Paint

Trim cap & can painted to PMS 7725 Green
Aluminum panel paint to White

Notes

- 1) 120V power by others.
- 2) Drain holes needed



- ☐ White acrylic face
- ☒ Light Kelly Green 3630-146 vinyl
- ☒ PMS 2275 Green
- ☐ White Paint
- ☒ Process Black Paint

<https://zipsigns01.sharepoint.com/Sales/Customers/D/DFSIN/SO035929> - 3410 Sheppard Ave/Design

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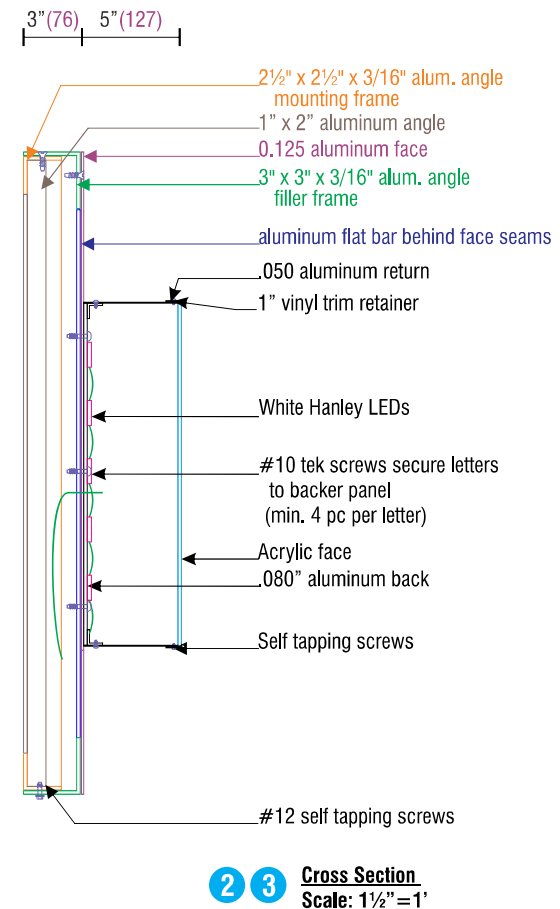
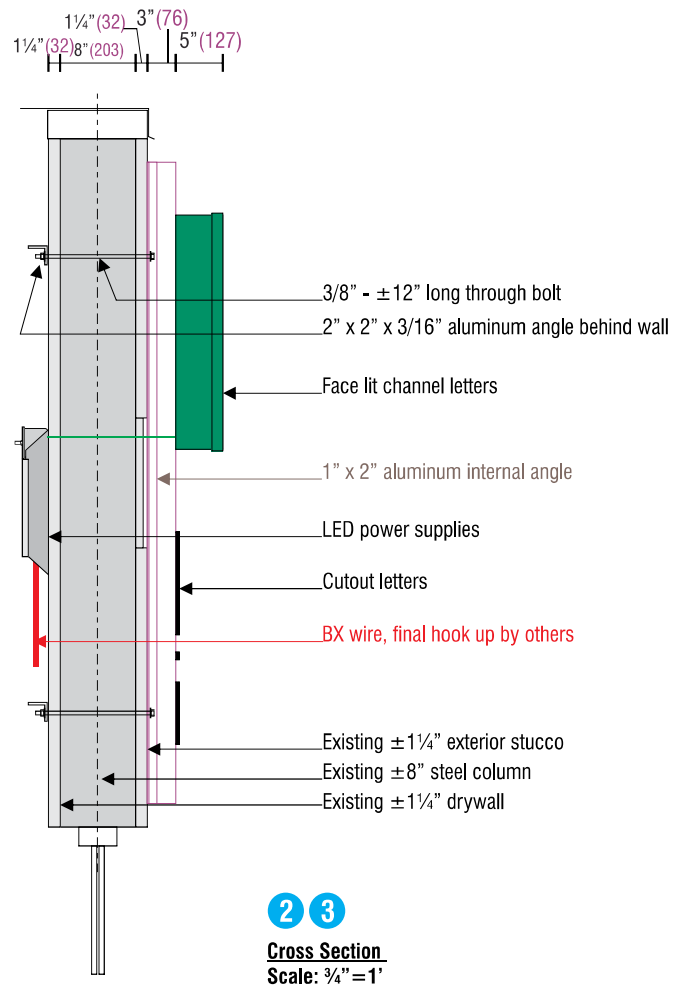
Client	Sheppard
Address	3410 Sheppard Ave Scarborough, ON.

Dwg No.	So035929
Designer	YS
Sales	Chris Lampman

Date	Feb 04, 2021
Rev.	June 08, 2021
Rev.	June 04, 2021

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www.zipsigns.com
5040 North Service Rd. Burlington, ON
Ph. 905-332-8332 Fax 905-332-9994

Client Sheppard
Address 3410 Sheppard Ave
Scarborough, ON.

Dwg No. So035929
Designer YS
Sales Chris Lampman

Date Feb 04, 2021
Rev. June 10, 2021
Rev. June 09, 2021

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Scale: Page: 6 of 6

ZIP SIGNS
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August 11, 2021

City of Toronto
100 Queen Street West
Toronto, ON M5H 2N2

Subject: Sign Variance Rationale
Object: 3410 Sheppard Ave E

To Whom It May Concern;

We respectfully ask that you consider our application for a variance to allow the proposed new wall signs to be located on the upper most level of the existing wall. One sign to be located on the East elevation and one on the West elevation. Our request is for the following variances to the bylaw.

- 2 wall signs located on the fourth storey of a four-storey building: bylaw 649-21 D (4)(a)
- Both wall signs exceed 20% of the all area of the wall that they will be installed on: bylaw 649-21 D (4)(d)

The proposed signs 2 and 3 are both static copy of the corporate name of the primary tenant of the building. Both signs do not extend beyond the wall for which they are attached, there is only one sign per elevation and the sign area is 7.49% of the level on which they are attached.

The reason we are requesting the variance for these signs' location is so the public can see the location while they travel on either direction on Sheppard Avenue. The signs will allow this building to be a beacon in the area.

Sarah Silva
Zip Signs Ltd.

Rationale Criteria

- 1) **Belong to a sign class permitted in the Sign District where the Premises is located.** The subject property is located in the Commercial Residential District with the proposed signs being first party fascia signs which are permitted in this zone.
- 2) **In the case of a third party sign, be of a sign type that is permitted in the Sign District where the Premises is located.** The proposed signage is a first party sign and therefore meets the criteria set out in criteria.
- 3) **Be compatible with the development of the Premises and surrounding area.**

There are fascia signs in the area. The proposed signage is compatible with the development of the premises and the surrounding area. The signs are face lit letters on a backer panel, this allows for the signage to have minimal illumination and a low profile. Not all the letters are illuminated, just the logo and “Desjardins” allowing to have minimal illumination in the evenings. The signs suit the architecture of the building as they are not blocking any windows or any architectural features. This building has simple design of large blank walls and small window portion at the front. The signs will not be on the large blank walls as that would draw too much attention to them. Having the signs on the top floor above the window allows for the signs to blend in to the window area.
- 4) **Support the Official Plan objectives for the Premises and surrounding area.**

The proposed signs support the Official Plan objectives for the premises. Currently this building is the tallest non-residential building in this area, but the Chapter 7, section 373 (attachment A) of the official city plan has slated that there be tall building zones beside and down the block from the property in question. Making 3410 Sheppard Avenue no longer the tallest building in the area.

This property is in a Mixed Use Area, which does not fall in the Secondary Plan Area or under the Heritage Protected Status.

The proposed signage fits the objectives of the Official Plan Office Consolidation in that the signage revitalizes an existing building in a subtle way. The signage does not attract unwanted attention, but also shows an investment in the community to keep employment close.
- 5) **Not adversely affect adjacent premises.**

The proposed signs do not adversely affect the adjacent premises as they do not have bright colours or are fully illuminated. Other signs in the area have full sign box illumination. The signs face either way down Sheppard Avenue not directly across the

street. The properties surrounding 3410 Sheppard Avenue are all commercial with no direct visibility to any residential or open space zones.

6) Not adversely affect public safety, including traffic and pedestrian safety.

The proposed signage will not adversely affect the public safety. The signs do not distract from the traffic lights and do not have distracting illumination. The signs are not in the visibility zone and meet required setbacks as they are fascia signs. They are 5.8m and 7m from the side property lines and 11m from the front property line. Both signs are also 12.85m from grade to the bottom of the signs.

7) Not be a sign prohibited by section 694-15B.

The proposed signs are not prohibited by Section 694-15B of the By-law as they are wall signs in the commercial residential district.

8) Not alter the character of the Premises or surrounding area.

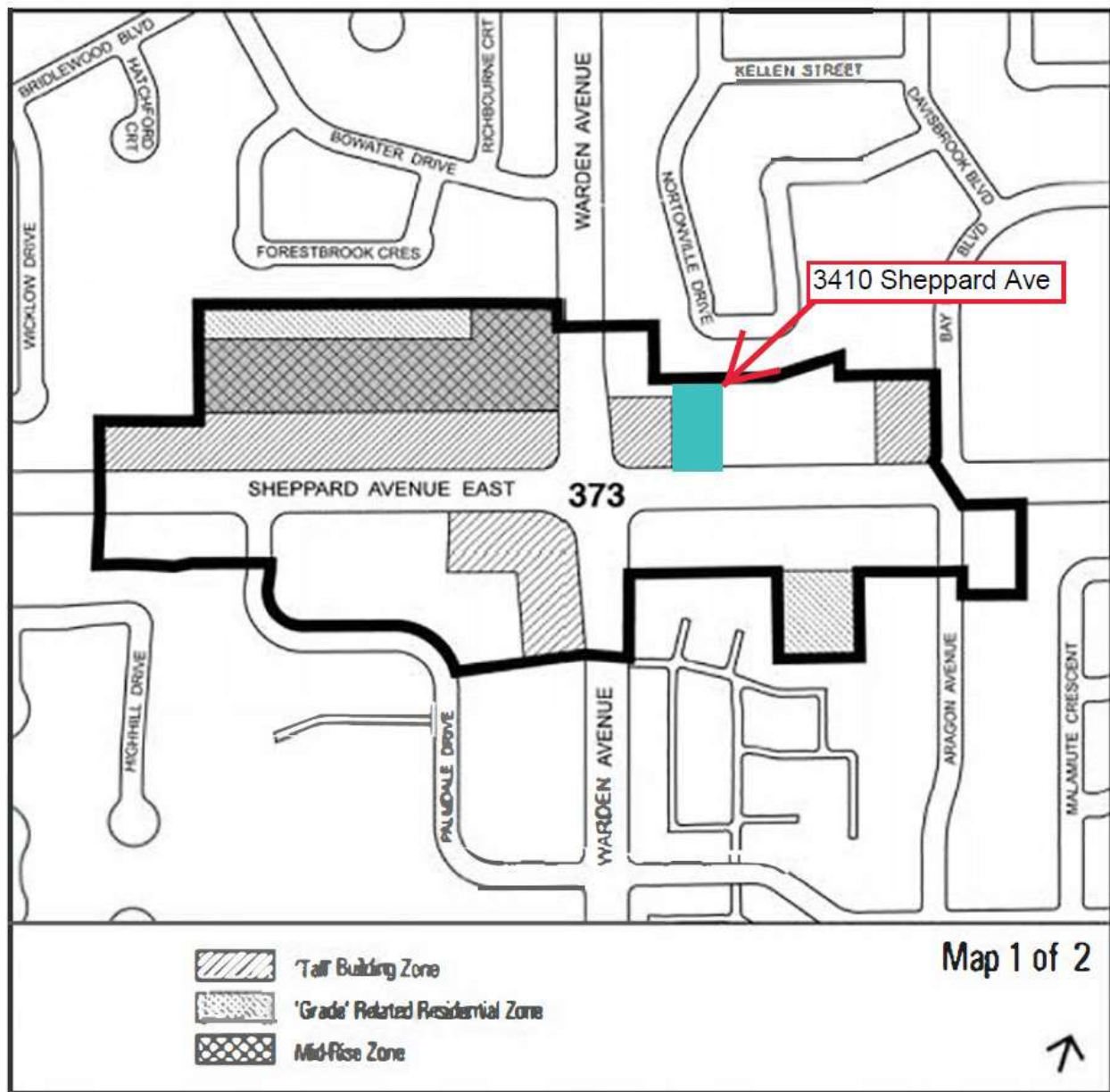
The proposed signs will not alter the character of the premise as the signs have a low profile, and do not draw extra attention to the building.

The signs are new signs, there is no existing signage on this area of the building, therefore also not creating sign clutter. The proposed signs are fascia signs that are not fully illuminated, this allows them to be not as noticeable as a fully illuminated box sign, like other signs in the neighbourhood are.

9) Not be, in the opinion of the decision maker, contrary to the public interest.

We feel that the proposed signs will not be contrary to public interest. The proposed signs are located at the upper most storey of the building in order to be seen as you approach the building. The building has trees along the street front that block the other stories making signage any lower unable to be seen. The first storey already has the maximum amount of signage. The proposed signage will become a beacon in the area so that the public will know when they are getting close to this building that they will be approaching the intersection of Sheppard Avenue East and Warden Avenue. Providing plenty of time to make safe maneuver through traffic.

Attachment A



Street view of proposed signage.







Zip Signs Ltd.
5040 North Service Road
Burlington, Ontario, L7L 5R5

Toll Free | 1-800-291-0166

www.zipsigns.com
info@zipsigns.com

Creating Signs of Excellence Since 1971

Folder Number	Date (yyyy-mm-dd)
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Project Information

Street Number 3410	Street Name Sheppard Ave	Lot Number	Plan Number
Describe the variance(s) being applied for: To allow a wall sign to be erected on the fourth storey, which is the upper most level of this building. Causing the signs not to meet bylaw 694-21 D(4)(a).			
If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:			
Existing Sign Dimensions		Location	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):			

Property Owner Information

First Name Sanda		Last Name Crowe	
Company Name (if applicable) Desjardins			Telephone Number (416) 880-1589
Street Number 5070	Street Name Dixie Rd	Suite/Unit Number	Mobile Number
City/Town Mississauga	Province ON	Postal Code L4W 1C9	Fax Number
Email sandra.crowe@dfsinc.ca			

Attachment Required

• Sign Variance Data Sheet • Copies of any supporting documents • All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Applicant Information and Declaration

First Name I, Sarah		Last Name Silva	
Company Name Zip Signs Ltd			Telephone Number (905) 332-8332
Street Number of 5040	Street Name North Service Road	Suite/Unit Number	Mobile Number
City/Town Burlington	Province ON	Postal Code L7L 5R5	Fax Number
Email ssilva@zipsigns.com			
Do hereby declare the following: - That I am ☐ the Property Owner as stated above ☐ the owner's authorized agent. ☐ an officer/employee of _____, which is an authorized agent of the owner. ☒ an officer/employee of <u>Zip Signs Ltd</u>, which is the Property Owner's authorized agent. - That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. - That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law - That the information included in this application and in the documents filed with this application is correct.			
 Signature		Sarah Silva Print Name (First, Last)	2021-06-17 Date (yyyy-mm-dd)

Continue on next page

Toronto Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, 136(c) and the City of Toronto Municipal Code, Chapter 694, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-392-4235.

Folder number	Request Date (yyyy-mm-dd)
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This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street Number	Street Name	Lot Number	Plan Number
3410	Sheppard Ave East		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
2875.63sqm	34.6m	76.59m
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
1		
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
14.783m	4	708.58sqm
Building Uses(s)		
Office/Commercial		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	Residential, individual lots that back to the back of the proposed property
South	Commercial Residential
East	Commercial Residential,
West	Commercial Residential, gas station

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) Please refer to following pages.
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Continue on next page

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above
(use additional pages if necessary)

[Please refer to following pages.](#)

Sign Data Sheet

Date (yyyy-mm-dd)	Folder No.
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Sign Information

Sign No.*	Sign Type	Method of Copy Display	Sign Face Dimensions (maximum)			Sign Depth (metres)	Sign Height (metres)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (metres)	Width (metres)	Area (m ²)				
2	Wall Sign	Static Copy	4.57	1.73	7.89	0.20	12.85	Yes	No
3	Wall Sign	Static Copy	4.57	1.73	7.89	0.20	12.85	Yes	No

* Please ensure that the sign numbers listed in this sheet are indicated on all sign plans

Attachment 3: Sign Variance Decision Notice (21 – 172811)

DECISION NOTICE FIRST PARTY SIGN VARIANCE

Location: 3410 Sheppard Ave E (21-172811)

Any person who receives notice of the Chief Building Official's decision may appeal the decision to the Sign Variance committee, by filing the notice of appeal and paying the non-refundable fee (\$816.38) within 20 days of service of the notice of decision. Please contact the Sign By-Law Unit for more information.

For more
information:



Phone:
416-392-8000



Website:
www.toronto.ca/signs



Email:
signbylawunit@toronto.ca

Please reference the address and file number, so we can better assist you.

WHAT IT'S ABOUT – THE PROPOSAL:



The applicant has proposed to erect and display two wall signs displaying illuminated static copy at the fourth storey east and west elevations. The signs measure 1.73m x 4.57m. ****DESJARDINS****

DECISION: **REFUSED**

It is the Chief Building Official's decision to refuse the proposal for the following reasons:

- ✓ Belongs to a sign class permitted in the sign district where the premises is located;
- ✓ Is not a third party sign;
- ✓ Is not compatible with the development of the premises and surrounding area;
- ✓ Supports the Official Plan objectives for the subject premises and surrounding area;
- ✓ Will not adversely affect adjacent premises;
- ✓ Will not adversely affect public safety, including traffic and pedestrian safety;
- ✓ Is not a sign expressly prohibited by §694-15B of chapter 694;
- X Does alter the character of the premises or surrounding area; and**
- X Is, in the opinion of the Chief Building Official, not contrary to the public interest.**



Decision date: September 16, 2021

Last day to appeal: October 6, 2021

PLEASE TURN THE PAGE FOR IMPORTANT INFORMATION



Mailed on: September 16, 2021

PLEASE SEE BELOW FOR MORE INFORMATION

THE CHIEF BUILDING OFFICIAL AND SIGN VARIANCE APPLICATIONS:

The role of the Chief Building Official is to make a fair and impartial decision regarding Sign Variance Applications for proposals which deviate from the prescribed regulations of the Sign By-law (Chapter 694, Signs, General), of the City of Toronto Municipal Code. The Chief Building Official considers the submission material provided by the applicant and interested parties, in favour or against the proposal. The Chief Building Official then makes a decision on the application, weighing the submissions filed with respect to the application. The Chief Building Official may grant a variance where it has been established that the proposed sign:

- Belongs to a sign class permitted in the sign district where the premises is located;
- Is not a third party sign;
- Is compatible with the development of the premises and surrounding area;
- Supports the Official Plan objectives for the subject premises and surrounding area;
- Will not adversely affect adjacent premises;
- Will not adversely affect public safety, including traffic and pedestrian safety;
- Is not a sign expressly prohibited by §694-15B of Chapter 694;
- Does not alter the character of the premises or surrounding area; and
- Is, in the opinion of the Chief Building Official, not contrary to the public interest.

DATE DECISION MAILED ON: September 16, 2021

LAST DAY TO APPEAL THE DECISION OF THE CHIEF BUILDING OFFICIAL TO THE SIGN VARIANCE COMMITTEE: October 6, 2021

APPEALING THE CHIEF BUILDING OFFICIAL'S DECISION:

Any person who receives notice of the Chief Building Official's decision may appeal the decision of the Chief Building Official to the Sign Variance Committee, by filing the notice of appeal in the form and manner approved by the Chief Building Official and paying the non-refundable fee prescribed in Chapter 441, Fees and Charges, within 20 days of service of the notice of decision.

Please note that a decision of the Sign Variance Committee, in the case of a decision to refuse to grant a variance, is final and binding on the date the decision was issued; and in the case of a decision to grant a variance or to grant a variance with conditions, the decision is final and binding 21 days after the date the decision was issued unless an application to consider is filed by the ward councillor in accordance with Subsection 694-30S of the City of Toronto Municipal Code.

Appeal forms and other information are available at the address described below.

**Sign By-Law Unit: Toronto City Hall, Ground Floor, East Tower
100 Queen Street West, Toronto, ON, M5H 2N2**