



# TORONTO STAFF REPORT

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Date: August 24, 2006

To: Chair and Members, Scarborough Community Council

From: Bruce Ashton, Director of Building and Deputy Chief Building Official

Subject: Request for Approval of Variances from the Former City of Scarborough Sign By-law 22980, as amended, for Two Ground Signs at 1900 Eglinton Avenue East Ward 37 – Scarborough Centre

Purpose:

To review and make recommendations on a request by Branko Kordic, of Smart Centres on behalf of Eglinton Shopping Centres Limited, for approval of variances from the former City of Scarborough Sign By-law 22980, as amended, to permit two ground signs at the above-noted location. Refer to attachments for details.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendation:

It is recommended that the request for variance be denied for the reasons outlined in this report.

Background:

The subject property is located on the north side of Eglinton Avenue East, between Pharmacy Avenue and the new extension of Lebovic Avenue north of Eglinton Avenue East. The land is presently under development for the construction of six commercial buildings and is located in a Mixed Employment Zone (ME), in the Golden Mile Employment Area, By-law 24982.

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

- North: “Institutional-Public Services Zone” (I-PS) and Institutional-Educational Zone (I-E).
- South: “Industrial Zone (M) and Mixed Employment Zone (ME).
- East: “Industrial Zone (M) and Mixed Employment Zone (ME).
- West: Mixed Employment Zone (ME) and Industrial District Commercial Zone (MDC).

The applicant is proposing to erect two illuminated ground signs. The one, sign ‘A’, would be erected at the west end of the property with the sign face perpendicular to Eglinton Avenue. The other, sign ‘B’ would be erected at the east end of the property facing the new extension of Lebovic Avenue north of Eglinton Avenue East.

Comments:

The subject property is classified as Group Use 4 in the Sign By-law of the former City of Scarborough. The by-law allows one ground sign per premise per street frontage and the permitted overall sign area per street frontage is based on the length of that street frontage. The permitted height for a ground sign is based on the sign area of the ground sign.

The proposed height for signs ‘A’ and ‘B’ is 12.5 m, which is less than the permitted heights of 15.0 m and 14.71 m respectively. The height of the proposed signs is in compliance with the by-law.

The proposed sign area for sign ‘A’ is 41.0 m<sup>2</sup> and for sign ‘B’ is 41.0 m<sup>2</sup>. These areas are not in compliance with the requirements of the Scarborough Sign By-law 22980, as amended, as explained in detail in the following table:

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
<p><b>Sign ‘A’ (Eglinton Avenue)</b>                      2.3.5(4) (d) (v):                      The maximum area per sign face, with respect to identification or business or promotional advertising sign faces only, shall not exceed in Group 4 Use premises, the greater of 7 m<sup>2</sup> or 1 m<sup>2</sup> for each 15 m of street frontage.</p>	<p>To erect ground sign ‘A’ having an overall sign area of 41.0 m<sup>2</sup>.</p> <p>Permitted sign area is 25.37 m<sup>2</sup> based on street frontage.</p>	<p>To allow the erection of one ground sign having an overall area of 41.0 m<sup>2</sup>.</p> <p>Proposed sign area is larger than the permitted area by 15.63 m<sup>2</sup> or 61.61%.</p>

<p><b>Sign 'B'</b> (Lebovic Avenue) 2.3.5(4) (d) (v): The maximum area per sign face, with respect to identification or business or promotional advertising sign faces only, shall not exceed in Group 4 Use premises, the greater of 7 m<sup>2</sup> or 1 m<sup>2</sup> for each 15 m of street frontage.</p>	<p>To erect ground sign 'B' having an overall sign area of 41.0 m<sup>2</sup>.</p> <p>Permitted sign area is 22.07 m<sup>2</sup>.</p>	<p>To allow the erection of one ground sign having an overall sign area of 41.0 m<sup>2</sup>.</p> <p>Proposed sign area is 18.93 m<sup>2</sup> or 85.77%, larger than the permitted area.</p>
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The Ward Councillor has been notified of this request and has been provided with a copy of this report.

Conclusions:

The sign areas of the proposed ground signs are larger than the sign areas permitted by the Sign By-law, by 15.63 m<sup>2</sup> or 61.61% for sign 'A' and by 18.93 m<sup>2</sup> or 85.77% for sign 'B'. The requested variances are not minor in nature and are not in compliance with the basic purpose of the by-law, to regulate the sign area of ground signs on the basis of the length of the street frontage rather than the number of tenants. This property is fronting on three streets and is allowed to have at least three ground signs for a total sign area of approximately 73 m<sup>2</sup> (786 ft<sup>2</sup>). It is recommended the request for the variances not to be approved.

Contact:

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Bruce Ashton, P.Eng.  
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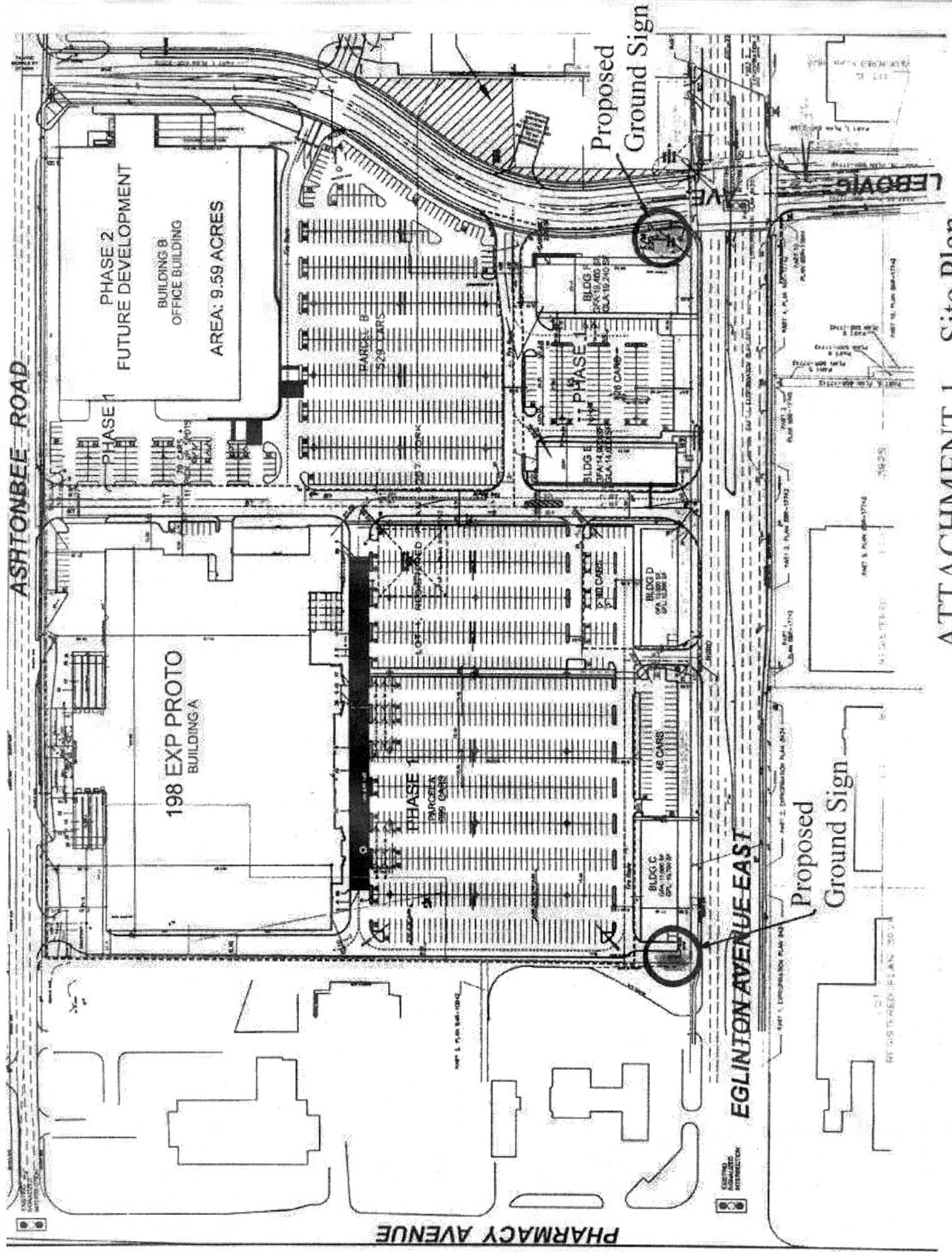
Copy to: Councillor Michael Thompson

Applicant's Information:

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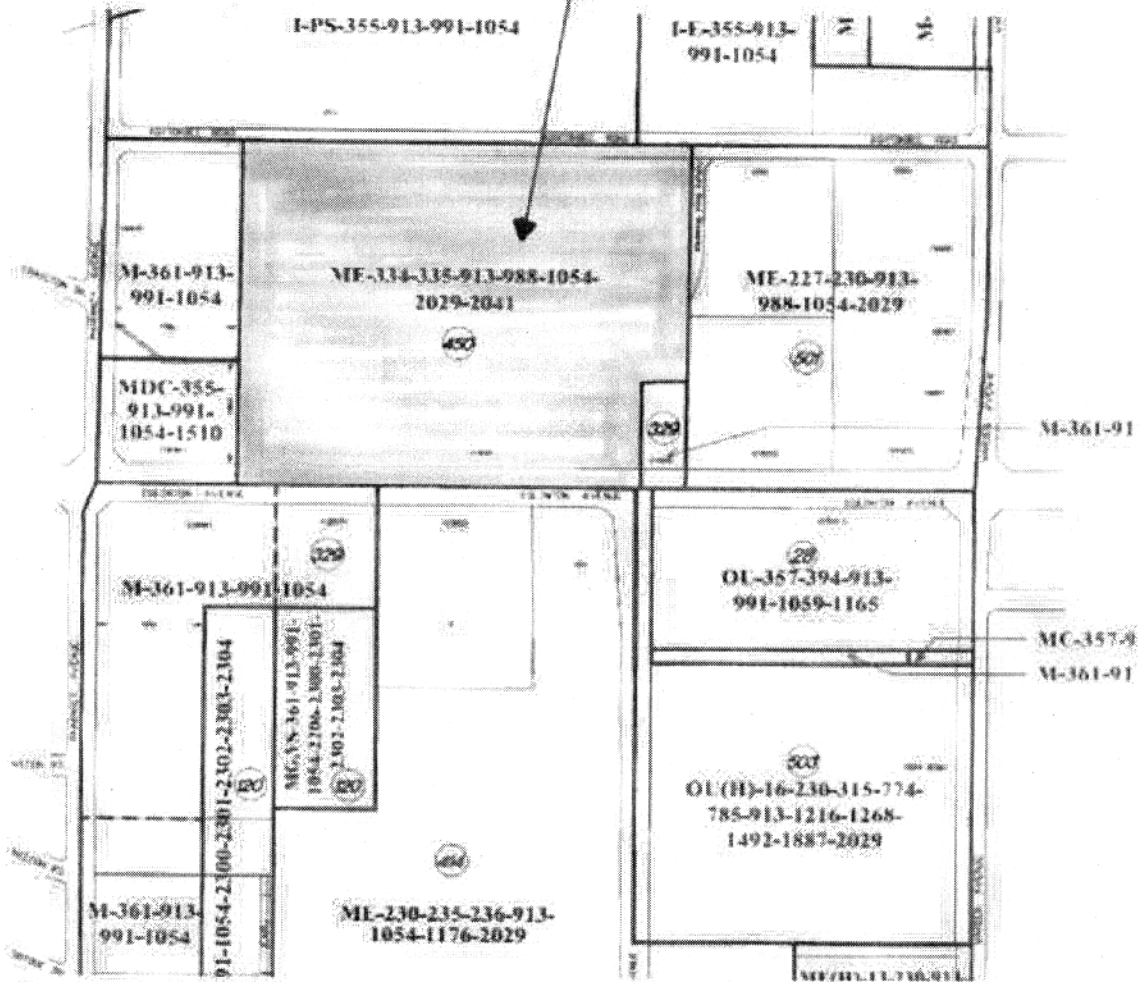
List of Attachments:

Attachment 1 - Site Plan  
Attachment 2 - Zoning map  
Attachment 3 - Sign Elevation



ATTACHMENT 1 – Site Plan

Subject Property



ATTACHMENT 3 - Sign Elevation

