



CITY CLERK'S OFFICE

SECRETARY'S OFFICE
STAFF REPORT
ACTION REQUIRED

2007 MAR 15 A 4:41

Request for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, for one ground sign at 941 Progress Avenue.

Date:	March 9, 2007
To:	Chair and Members, Scarborough Community Council
From:	Director, Toronto Building, Scarborough District
Wards:	Scarborough Centre – Ward 38
Reference Number:	2007SC006

SUMMARY

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 Nicole Paul, of WSI Sign Systems Ltd., on behalf of Centennial College, for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, to permit the erection of one ground sign at the above address.

The by-law allows only one ground sign. To comply with this requirement the owner proposes to remove the existing ground sign prior to the installation of the proposed sign. The sign area and the height of the proposed sign are not in compliance with the requirements of the by-law and this report deals with the required variances to allow the erection of the proposed sign.

The proposed sign will be erected 22.2 meters (72'-10") away from a traffic light in the immediate area. Transportation Services, Traffic Operations staff of the Scarborough District reviewed the proposal and indicated that they have no objections to the proposed location of the ground sign.

The requested variances, for sign area and height, are considered by staff to be minor and necessary, due to the terrain conditions, and recommend the variances to be approved.

RECOMMENDATIONS

Director of Building and Deputy Chief Building Official

It is recommended that:

- (1) requested variances be approved, subject to the removal of the existing ground sign prior to the installation of the proposed ground sign; and
- (2) the applicant be informed to obtain a sign permit prior to the installation of the proposed sign.

FINANCIAL IMPACT

There are no financial implications resulting from this report.

ISSUE BACKGROUND

The subject property is located east of Markham Road, on the east side of Progress Avenue, just south of Highway 401. The land is occupied by a three storey building of the Centennial College. The area is designated as an Institutional Zone (I), in the Progress Employment District, of Zoning By-law No. 24982 of the former City of Scarborough.

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

North: "Highway Zone" (HWY).

South: "Open Space Zone" (O) and "Industrial Zone" (I).

East: "Open Space Zone" (O).

West: "Highway Commercial" (HC) on the west side of Progress Avenue.

The applicant proposes to erect an illuminated ground sign on the east side of Progress Avenue approximately 30.5m (100 feet) north of the road leading to the Centennial College campus and 22.2m (72'-10") away from the traffic light at that intersection.

There is an existing ground sign in the north east quadrant of the intersection erected under a sign permit issued March 21, 2006. The owner proposes to remove this sign prior to the installation of the proposed sign.

COMMENTS

The subject property is classified as Group-Use 2 in the former City of Scarborough Sign By-law. The by-law allows one ground sign per street frontage per property.

The permitted area of the sign is calculated using the length of the property's street frontage, while the permitted height of the sign is calculated using the above calculated permitted sign area.

The proposed sign does not comply with the requirements of the sign by-law. The following table describes in greater detail the areas and extent of the non-compliance.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p>1) 2.3.5(4)(d) Maximum area per sign face, with respect to identification or business or promotional advertising sign faces only, shall not exceed: (iii) for non-residential Group 2 Use premises the greater of 4m² or 1m² for each 40m of street frontage.</p>	<p>To erect a ground sign with a sign face area of 7.45m² (80.20ft²)</p>	<p>To allow the erection of one ground sign with an aggregate sign face area of 7.45m² (80.20ft²), whereas the permitted sign area is 5.50m² (59.20ft²) (The proposed sign area, is larger than the permitted sign area by 1.95m² (21.00ft²), or 35.45%)</p>
<p>2) 2.3.5(5) (a) The maximum permitted height of a sign face above grade shall not exceed: (ii) 2m, plus 1m for each 3.0m² of permitted sign face area, for permitted areas of 10m² or less.</p>	<p>To erect a ground sign with an overall height of 6.60m (21.65ft).</p>	<p>To allow the erection of a ground sign with an overall height of 6.60m. (21.65ft), whereas the permitted sign height is 3.83m (12.57ft). (The proposed sign height is 2.77m (9.09ft) or 72.32% greater than the permitted height)</p>

The variances relating to the sign area and height of the proposed sign are considered by staff as necessary to improve the visibility of the sign for drivers travelling south on Progress Avenue and are looking for the Centennial College and its parking area.

The visibility of the sign is affected by the difference between the grade elevation at the highway 401 overpass and the grade elevation at the location of the proposed sign. The proposed sign is at a lower grade elevation than the grade elevation at highway 401 overpass.

If the proposed sign were to comply with the permitted height of 3.83m (12.57ft), drivers unfamiliar with the area who are looking for the College and who are travelling southbound would see the sign only after passing over highway 401, being a short distance from the College entrance. This would not allow them enough time and distance to safely change lanes and to make a left turn at the road leading to the Centennial College and its parking area.

This request for variances has been reviewed by staff in Transportation Services and reported that there are no concerns with the proposed location of the ground sign in relation to the near-by traffic light.

For the above reasons staff recommends approval of the variances.

CONTACT

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Manager, Plan Review
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E-mail: lue@toronto.ca

SIGNATURE



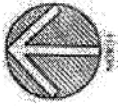
Bruce Ashton, P.Eng
Director of Building and
Deputy Chief Building Official
Scarborough District

Applicant's Information:

Nicole Paul, WSI Sign Systems Ltd.
29 Mc Ewen Drive
Bolton, ON L7E 1H4
Tel: (416) 606-7761
E-mail: npaul@wsisign.com

ATTACHMENTS

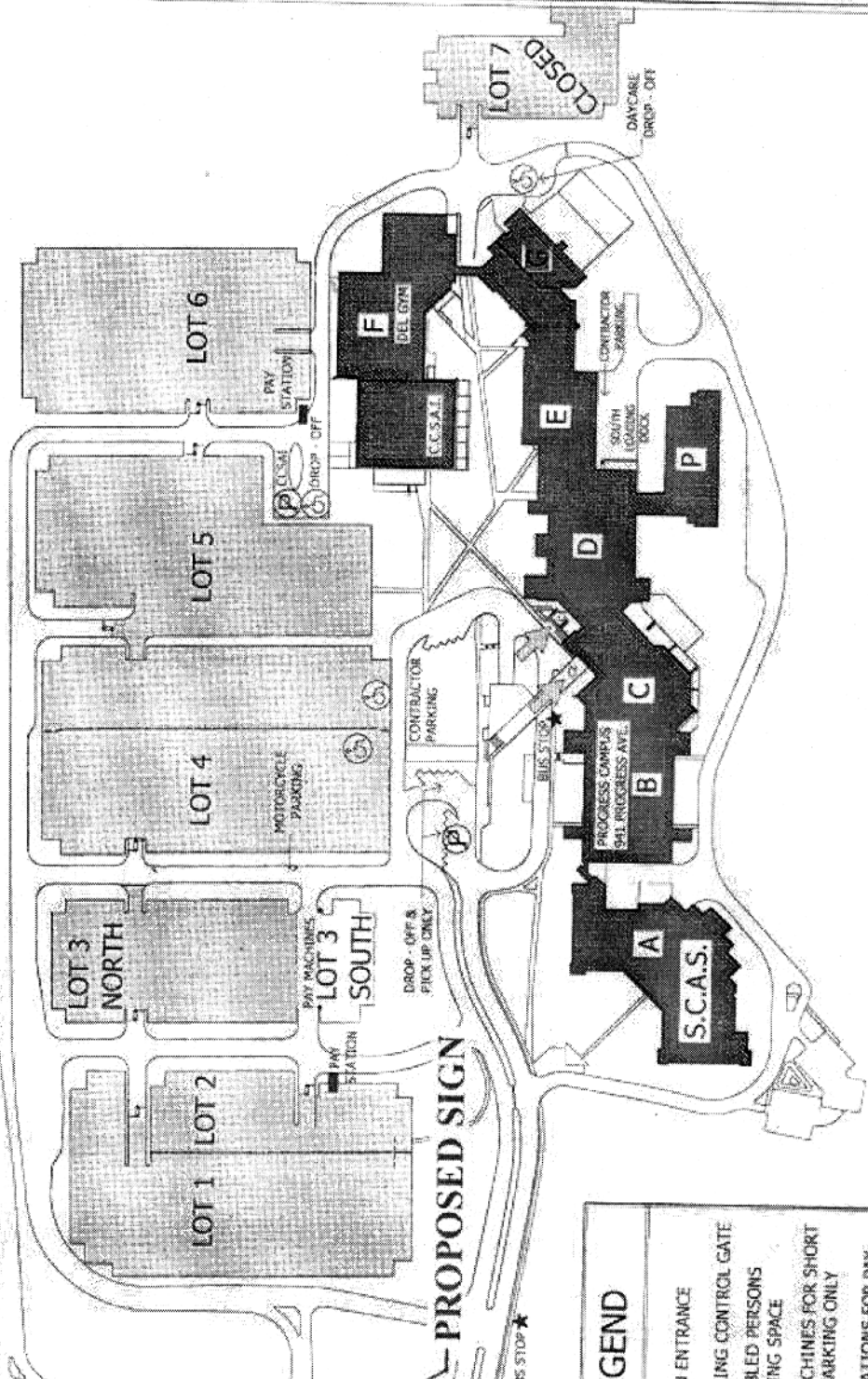
Attachment 1 - Site Plan and Parking area
Attachment 2 – Detail Location
Attachment 3 – Zoning Map
Attachment 4 – Sign Elevations



PROGRESS - PARKING PLAN

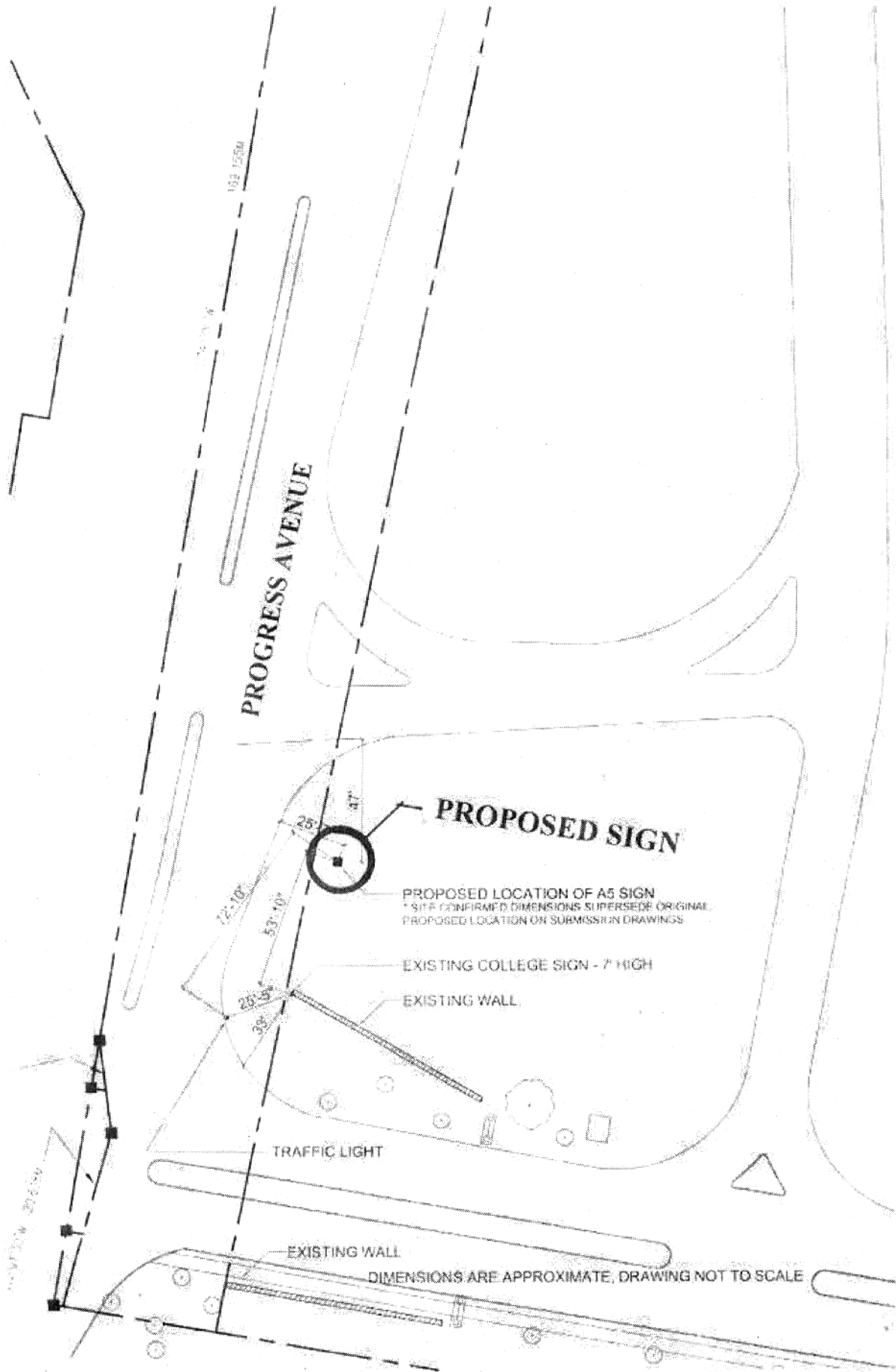
941 PROGRESS AVE. | CENTENNIAL COLLEGE

HWY 401



LEGEND	
	MAIN ENTRANCE
	PARKING CONTROL GATE
	DISABLED PERSONS PARKING SPACE
	PAY MACHINES FOR SHORT TERM PARKING ONLY
	PAY STATIONS FOR PAY PARKING LOTS 2, 5 EAST, 6
	GENERAL PERMIT AND PAY PARKING LOTS

ATTACHMENT 1 - SITE PLAN AND PARKING AREA



ATTACHMENT 2 - DETAIL LOCATION

LOT 19

LOT 18

LOT 17

205-2388

NEILSON EMPLOYMENT DISTRICT

M-10-340-341-342-
913-1054-1187-2029

L-913-991-
1141-1146

HC-359-913-1141-
1287-1353

I-E-355-913-1362-1879-2030

I-357-913-1286-
2012-2025

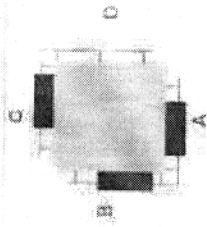
M-357-913-991-1054

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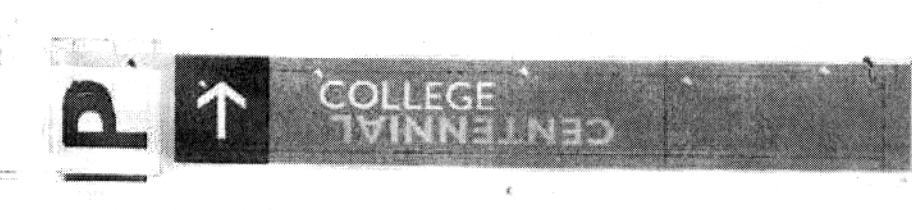
SUBJECT PROPERTY

ATTACHMENT 3 - ZONING MAP

ATTACHMENT 4 - SIGN ELEVATIONS



Top View
1:50



(3) Illuminated Channel letters w/ white neon or LED c/w 3M Dual-Color Film Black 3635-222 applied to first surface of clear acrylic face panel and 3M Diffuser Film 3635-30 applied on second surface

3mm fabricated single pinned off of pylon routed to accommodate channel letter

6mm Push through clear acrylic arrow illuminated w/ HO daylight lamps c/w applied 3M translucent white vinyl and second surface 60% diffuser vinyl

Logo Area: 203mm Cap H. push through 12mm clear acrylic, illuminated w/ HO daylight lamps c/w 3M vinyl to match translucent white and Centennial Green in addition to second surface 60% diffuser vinyl

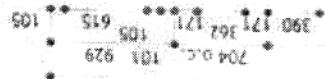
3mm thick aluminum hinged panel routed to accept letters. Panel secured via continuous piano hinge and countersunk S/S fasteners painted to match College Green.

5mm thick aluminum panel construction to skin internal aluminum structure. Secured via evenly spaced countersunk fasteners, welds and chemical adhesive as req'd. Panels painted to match College Green, Black and Centennial Green as shown.

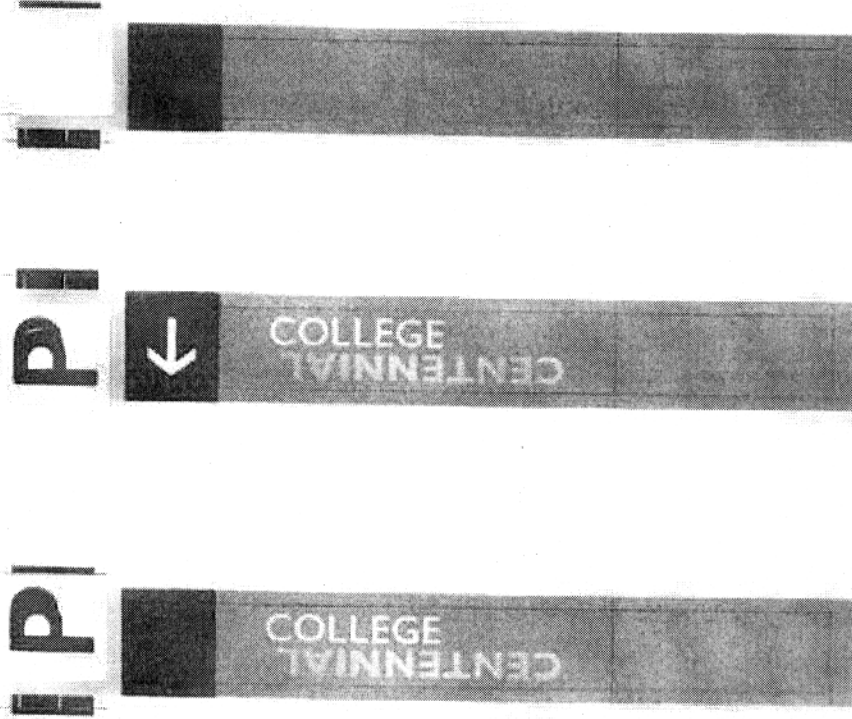
Np. 7mm reveal

Detail A

Concrete footing c/w anchors



A5 Front View
(Side A)
1:50



A5 Front View
(Side B)
1:50

A5 Front View
(Side C)
1:50

A5 Front View
(Side D)
1:50