



**STAFF REPORT  
INFORMATION ONLY**

**Request for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, for one ground sign and five signs on five tower steel structures at 1399 Kennedy Road.**

CITY CLERK'S OFFICE  
SECRETARIAT SECTION  
2007 APR 17 A 10:51

<b>Date:</b>	April 16, 2007
<b>To:</b>	Chair and Members, Scarborough Community Council
<b>From:</b>	Director, Toronto Building, Scarborough District
<b>Wards:</b>	Scarborough Centre – Ward 37
<b>Reference Number:</b>	2007SC007

**SUMMARY**

To review a request by Mark Fralick, of Metal Form Signs & Graphics Ltd., on behalf of Kennedy Road Leaseholds Inc., for variances from the former City of Scarborough Sign By-law No. 22980, as amended, to permit one main property ground sign and five other signs attached to steel tower structures at the above location.

The variances for all six signs were covered in the January 2, 2007 report from the Director of Building, submitted to the January 16, 2007 meeting of Scarborough Community Council. In that report, staff recommended refusal of the requested variances for the ground sign but recommended the approval of the five other signs on the tower structure. These five signs were reviewed based on the bylaw requirements for facial signs. The Scarborough Community Council deferred consideration of that report until its meeting of May 1, 2007 and requested the Director of Building to report on the variances that would be required if the five signs were considered as “ground” signs under the by-law. This report deals with that request.

**FINANCIAL IMPACT**

There are no financial implications resulting from this report.

## **DECISION HISTORY**

(Item SC. 10, January 16, 2007)

Scarborough Community Council deferred consideration of the report (January 2, 2007) from the Director of Building and Deputy Chief Building Official until its meeting of May 1, 2007 and requested the Director of Building and Deputy Chief Building Official to report at that time on the variances that would be required if the five signs were considered as “ground” signs under the by-law, such report to include the City’s legal options in this regard.

## **ISSUE BACKGROUND**

The applicant, on behalf of the property owner, submitted on May 12, 2006, an application for a sign permit to install a ground sign for the subject property and five additional signs attached to five existing steel tower structures at the front of the building. The application was not approved because the proposed signs did not comply with the requirements of the Sign By-law. Consequently, the applicant submitted an application requesting variances from the requirements of the Sign By-law.

The five steel tower structures are spaced along the west wall of the building facing Kennedy Road. Each tower is 6.2m wide by 2m deep by 10.8m high and is erected 1.3m away the face of the wall. A 3.4 m high canopy is also incorporated into each tower.

The tower structures were constructed based on a building permit which was issued in February, 2006. These structures were reviewed on the basis that they form part of the main building. A revision to the permit to connect the towers to the main building has been submitted but is not yet issued.

## **COMMENTS**

This report examines the compliance of the proposed signage with the provisions in the Scarborough Sign By-law applicable to Group Use 4.

If the five signs that are proposed to be attached to the towers were considered as ground signs, then the number of ground signs on this property, including the single ground sign proposed near the driveway off Kennedy Road, will total six. The number of proposed ground signs, their aggregate sign area, the height of each sign from the ground and the distance between the signs would not be in compliance with the requirements of the Sign By-law. The following table describes in greater detail the by-law requirements, the requested variances and the extent of the non-compliance.

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
<p>2.3.5(2)(a) Not more than one identification or business or promotional advertising ground sign shall be erected per premises per street frontage.</p>	<p>To erect six ground signs per premise per street frontage.</p>	<p>To allow the erection of six ground signs per premise per street frontage, while only one ground sign is permitted.</p> <p>The number of proposed signs is greater than the permitted number of signs by 5 or 500%.</p>
<p>2.3.5(4)(d) The maximum area per sign face, with respect to ground sign identification or business or promotional advertising sign faces only, shall not exceed, for Group 4 Use premises, the greater of 7m<sup>2</sup> or 1m<sup>2</sup> for each 15m of street frontage.</p>	<p>To erect six ground sign having an overall sign area of 70.33m<sup>2</sup>.</p>	<p>To allow the erection of six ground signs having an overall sign area of 70.33m<sup>2</sup>, while the permitted sign area is 11.48m<sup>2</sup>.</p> <p>Proposed sign area is 58.85m<sup>2</sup> or 512.63%, larger than the permitted area.</p>
<p>2.3.5(5) (a) (ii) The maximum permitted height of a sign face above grade shall not exceed 1m for each 1.5m<sup>2</sup> of permitted sign face area, for permitted areas in excess of 10m<sup>2</sup></p>	<p>To erect five ground signs with each having an overall height of 8.38m</p>	<p>To allow the erection of five ground signs with having an overall height of 8.38m., while the permitted overall sign height is 7.65m.</p> <p>The proposed sign height is 0.73m, or 9.54% greater than the permitted height</p>

<p>2.3.5(2)(d) The number of auxiliary identification or business or promotional advertising ground signs is not restricted in any Group 4 Use premises provided:</p> <ul style="list-style-type: none"> <li>(i) the message on one sign is not repeated on another sign adjacent or facing the same street, and</li> <li>(ii) the aggregate area of all ground signs on the premises is not increased beyond that permitted in Paragraph 2.3.5(4), and</li> <li>(iii) the clear distance between permitted ground signs located on Group 4 Use premises is not less than 150m.</li> </ul>	<p>To erect ground signs with a distance separation between signs of 10m to 14m</p>	<p>To allow the erection of ground signs with a distance separation between signs of 10m to 14m., while the required distance separation is 150m</p> <p>The proposed distance separation is 140m to 136m or 93% to 91% less than the required separation</p>
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This report is submitted for information only.

## CONTACT

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## SIGNATURE




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

Applicant's Information:

Mark Fralick  
Metal Form Signs & Graphics Ltd.  
1550 Bayly Street, Unit 40  
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Fax: (905) 420-2896  
E-mail: [mark@metalformsigns.com](mailto:mark@metalformsigns.com)

**ATTACHMENTS**

Attachment 1 - Site Plan  
Attachment 2 - Zoning map  
Attachment 3 - Sign Elevations  
Attachment 4 - Wall Elevations

KEY MAP

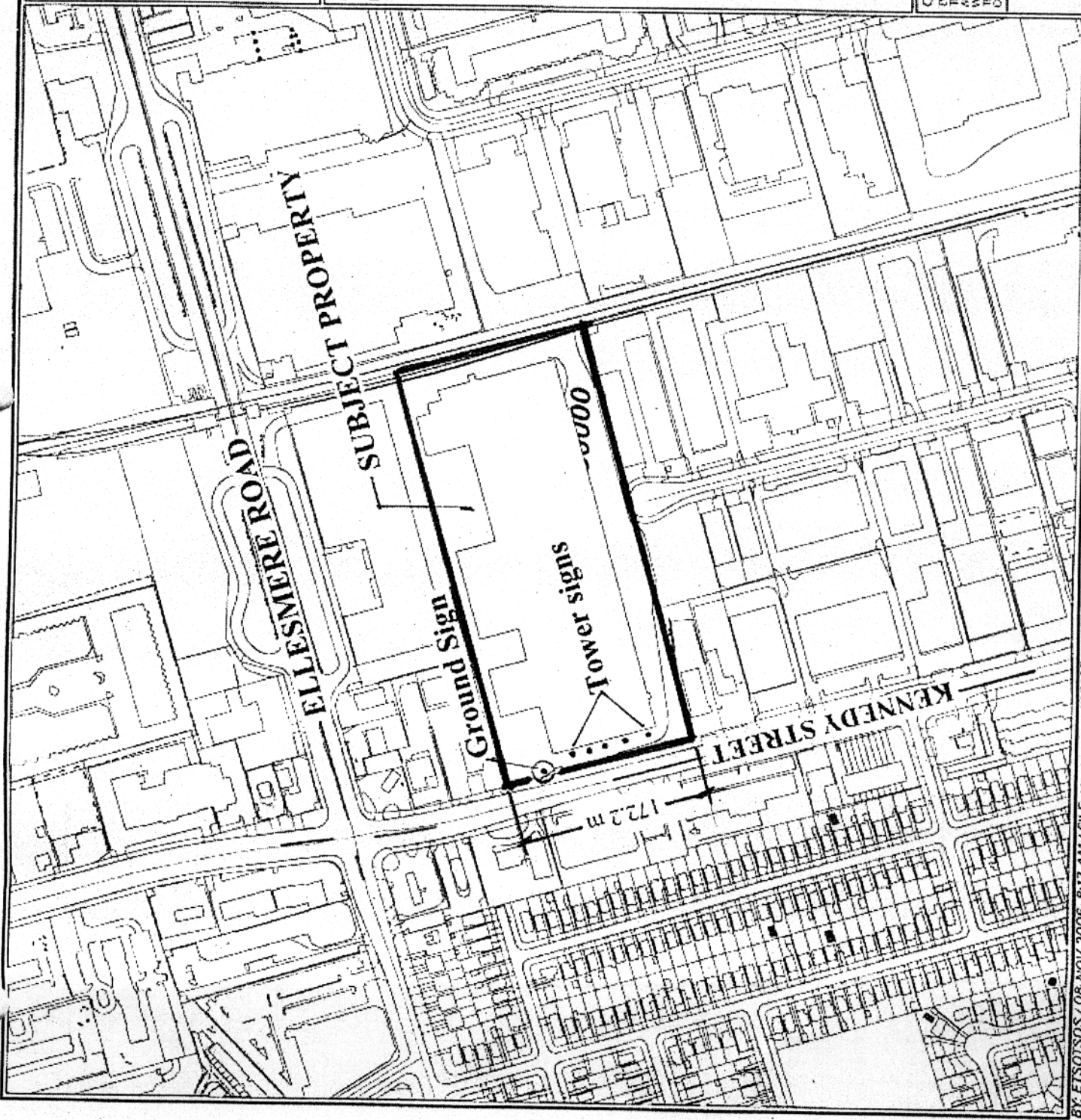


CITY OF TORONTO  
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SCALE 1 : 5000

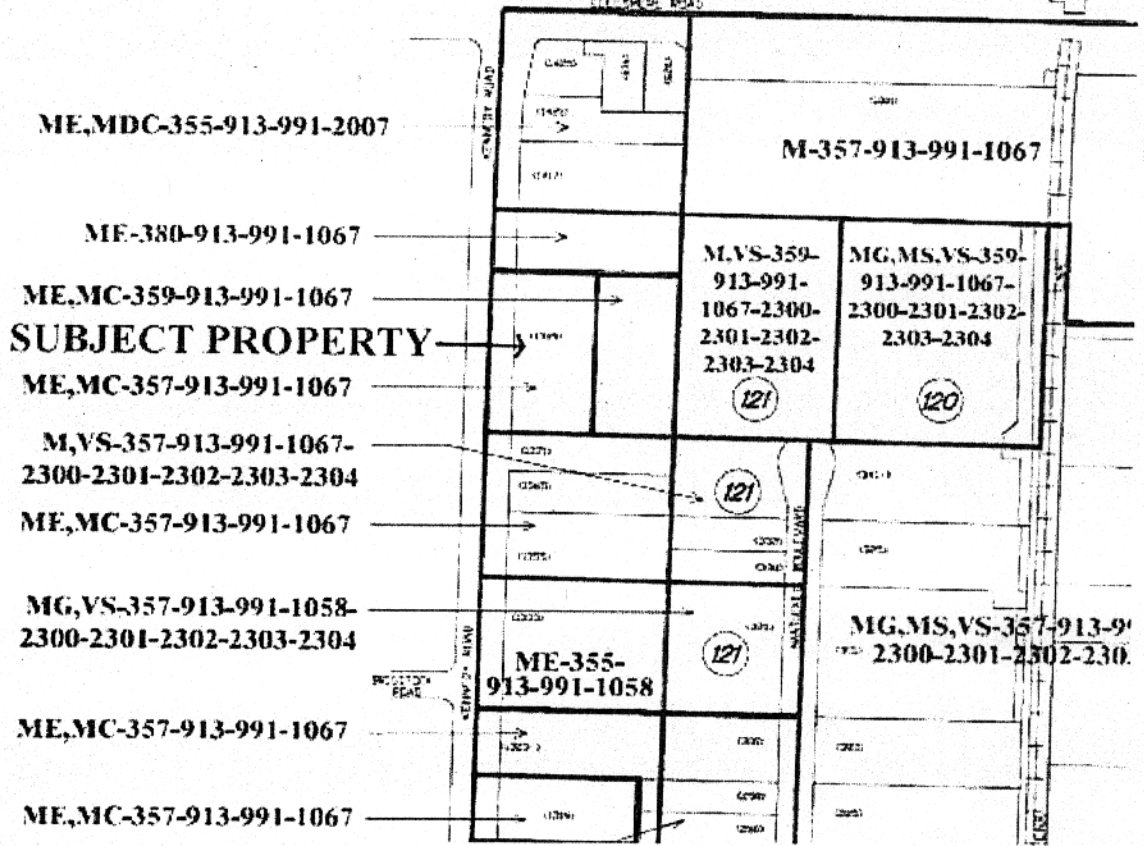
CAVEAT:  
EVERY REASONABLE EFFORT HAS BEEN MADE TO ENSURE  
THAT THE INFORMATION APPEARING ON THIS MAP IS  
ACCURATE AND CURRENT.  
WE BELIEVE THE INFORMATION TO BE RELIABLE, HOWEVER,  
THE CITY OF TORONTO ASSUMES NO RESPONSIBILITY  
OR LIABILITY DUE TO ERRORS OR OMISSIONS.

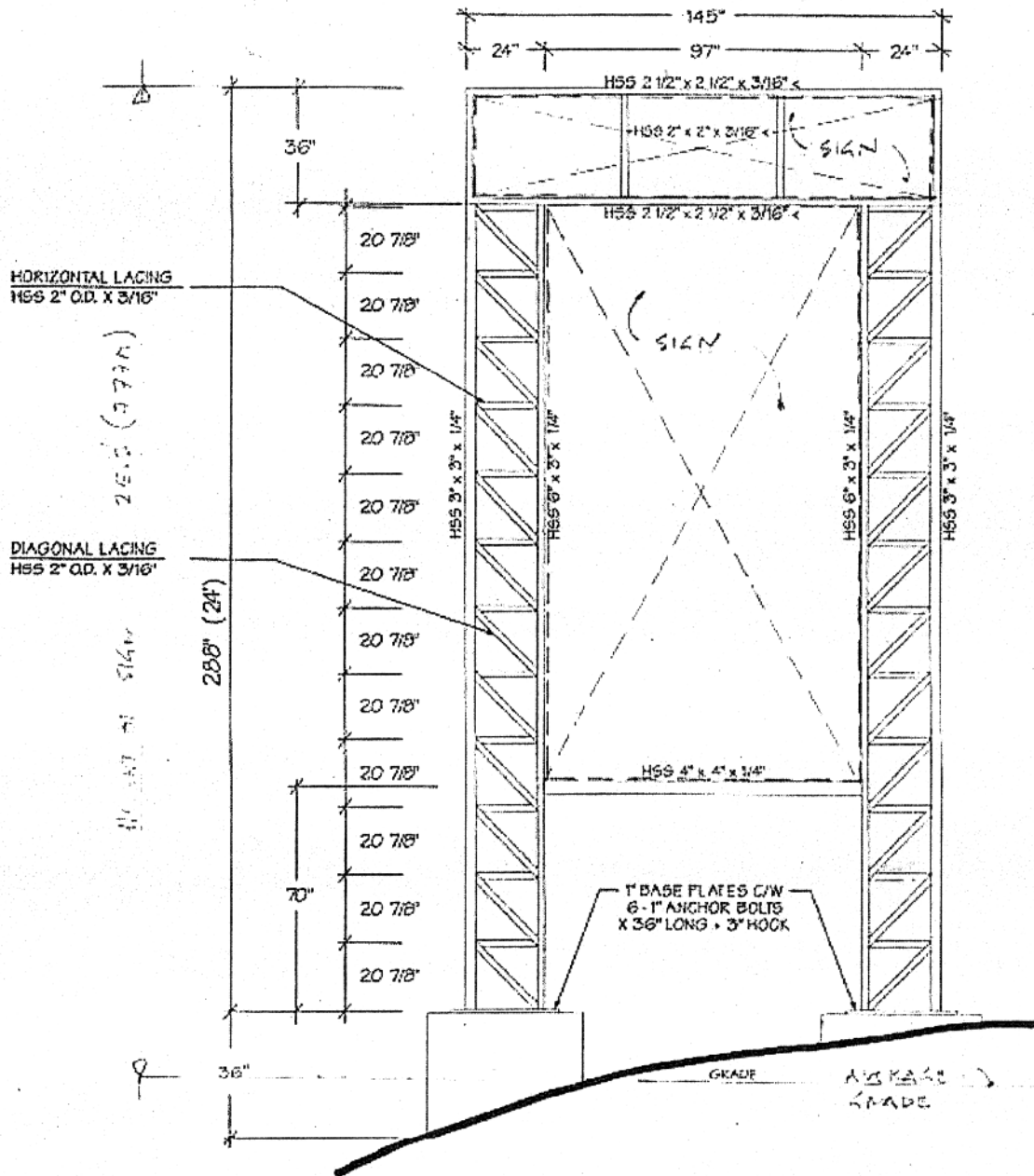



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# ATTACHMENT 1 - SITE PLAN

DORSET PARK COMMUNITY

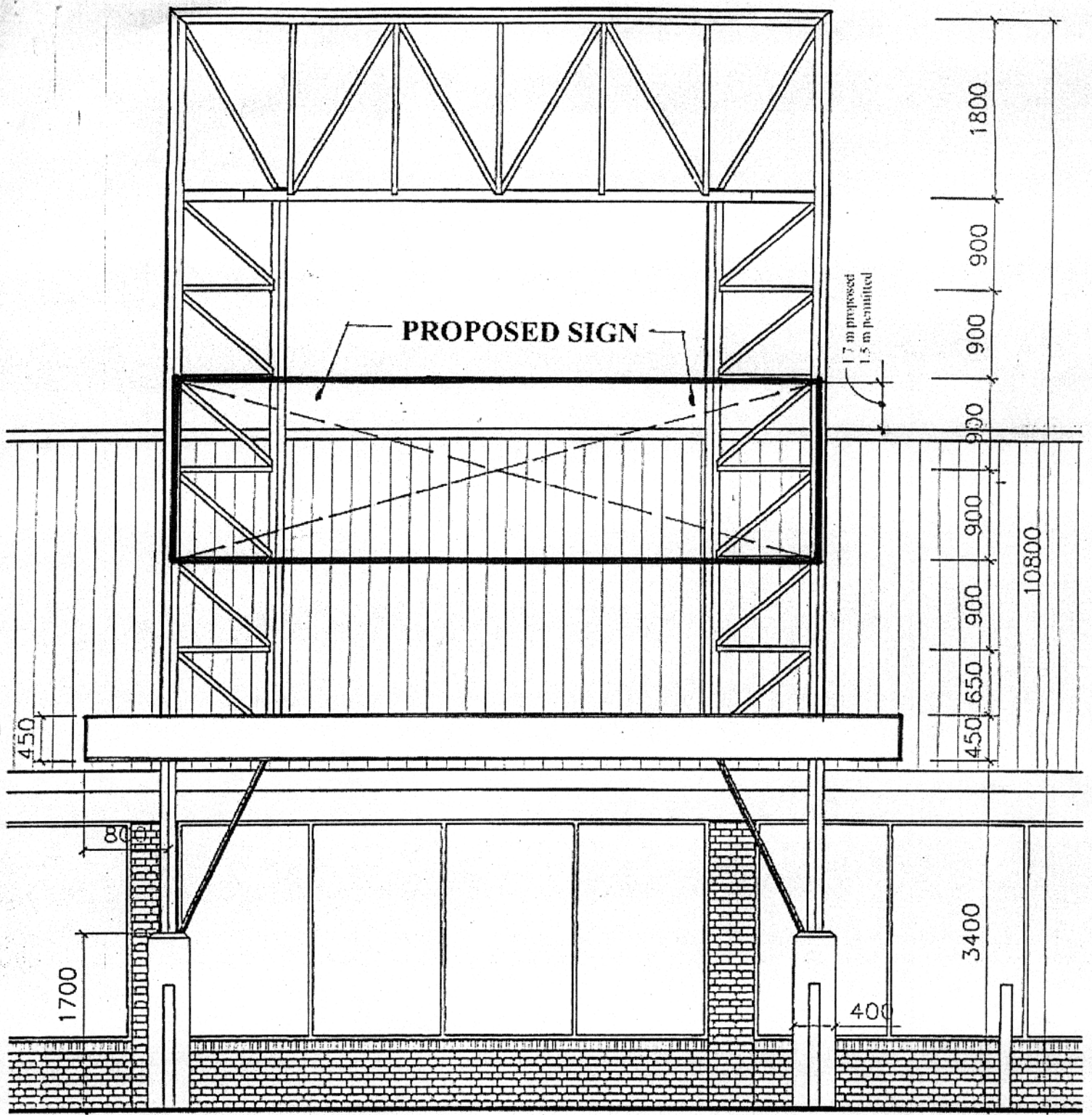




 <small>1520 Beffy Street, Unit 40 TEL: (505) 425-3799          Pickering, Ontario, M1R 2Z4 FAX: (905) 420-2867</small>	PROJECT TITLE <b>1399 KENNEDY ROAD, TORONTO</b>		DRAWING No <b>1 of 7</b>
	PYLON SIGN DETAIL		
DRAWN BY <b>M. FRALICK</b>	DATE <b>20 OCTOBER 2006</b>	PROJECT No <b>006172</b>	

# ATTACHMENT 3 - GROUND SIGN





**FRONT ELEVATION TOWER**

SCALE: 1:50

**ATTACHMENT 4 - TOWER SIGNS**