



## STAFF REPORT ACTION REQUIRED

### Request for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, for one ground sign and five facial wall signs at 1399 Kennedy Road.

<b>Date:</b>	January 2, 2007
<b>To:</b>	Chair and Members, Scarborough Community Council
<b>From:</b>	Bruce Ashton, Director of Building and Deputy Chief Building Official
<b>Wards:</b>	Scarborough Centre – Ward 37
<b>Reference Number:</b>	2007SC002

#### SUMMARY

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

The height of the ground sign is 1.57% over what is permitted, but due to sloping ground at the base of the sign, staff considers this variance minor. However, the aggregate area of the ground sign for this property is 27.18% over what is permitted by the Sign By-law. This variance is not minor and the sign does not meet the intent of the by-law. Staff recommends refusal of the requested variances for the ground sign.

The facial wall signs project 13.33% higher than what is permitted in the Sign By-law. Due to the sloping ground surrounding the building, staff considers this variance minor and recommends approval of the requested sign variance for the five facial wall signs.

#### RECOMMENDATIONS

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**The Director of Building and Deputy Chief Building Official recommends that:**

- (1) the request for variances for the ground sign to be denied for the reasons outlined in this report; and
- (2) the request for variances for the five facial wall signs be approved for the reasons outline in this report.

## **FINANCIAL IMPACT**

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There are no financial implications resulting from this report.

## **ISSUE BACKGROUND**

On May 12, 2006, the applicant, on behalf of the property owner, submitted an application for a permit to install a ground sign for the subject property and five facial wall signs at the front façade of the building. This application was not approved because the proposed signs did not comply with the requirements of the Sign By-law. Subsequently, the applicant has submitted an application for variances to the Sign By-law. This report is related to that variance application.

The subject property is located on the east side of Kennedy Road, approximately 150m (492 feet) south of Ellesmere Road. The land is occupied by a one storey building with multiple occupancies and is located in a "Mixed Employment Zone" (ME) and "Industrial Commercial Zone" (MC) in the Dorset Employment Area, By-law No. 24982.

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

North: "Mixed Employment Zone" (ME).

South: "Mixed Employment Zone" (ME) and "Industrial Commercial Zone" (MC).

East: "Mixed Employment Zone" (ME) and "Industrial Commercial Zone" (MC).

West: "Commercial Zone" (C) on the west side of Kennedy Road.

The applicant proposes to construct a new ground sign, facing Kennedy Road, to replace the existing ground sign which also faces Kennedy Road. In addition, the applicant proposes to erect five signs attached to five newly constructed steel tower structures at the front façade of the building which also face Kennedy Road.

The five steel tower structures are spread unequally along the most westerly façade of the building. The towers are 6.2m wide by 2m deep by 10.8m high. The structures extend 3.12m above the parapet wall of the existing building and are located 1.3m westerly from the face of the existing wall. A sign box is proposed to be erected on each tower facing Kennedy Road. These signs are functionally considered as facial wall signs.

## **COMMENTS**

### 1. Ground Sign:

The by-law allows one ground sign per property, per street frontage. The permitted overall sign area for the ground sign, per street frontage, is based on the length of that

street frontage. The permitted height for the ground sign is based on the permitted sign area.

The proposed ground sign does not comply with the requirements of the Sign By-law, No. 22980 as amended, of the former City of Scarborough. The following table describes these requirements in greater detail.

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
<p><u>2.3.5(4) (d)(v)</u> The maximum area per sign face, with respect to 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 a premises ground sign with a sign area of 14.60 m<sup>2</sup></p> <p>Permitted sign area, based on the length of the street frontage, is 11.48 m<sup>2</sup></p>	<p>To allow the erection of a premises ground sign with a sign area of 14.60 m<sup>2</sup></p> <p>The proposed sign area is 3.12m<sup>2</sup>, or 27.18% greater than the permitted sign area</p>
<p><u>2.3.5(5) (a) (ii)</u> 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 a premises ground sign with an overall height of 7.77m</p> <p>Permitted overall sign height, based on the permitted sign area, is 7.65m</p>	<p>To allow the erection of a premises ground sign with an overall height of 7.77m</p> <p>The proposed sign height is 0.12m, or 1.57% greater than the permitted height</p>

2. Facial Wall Signs.

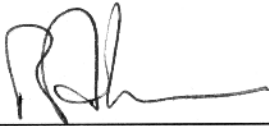
The permitted aggregate area of the five facial wall signs would be in compliance with the Sign By-law. However, the projection of these signs above the roof of the building would not be in compliance. The table below explains in greater detail this requirement.

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
<p>2.3.6(5)(a)(i)            Facial wall signs shall not have their sign face project above an adjacent roof a distance greater than that permitted for facial roof signs. (See below for details)</p>	<p>To erect facial wall signs projecting above an adjacent roof a distance greater than that permitted for facial roof signs. (See below for details)</p>	<p>To allow the erection of facial wall signs projecting above an adjacent roof a distance greater than that permitted for facial roof signs. (See below for details)</p>
<p>2.3.9(5)(a)            No sign shall be erected on a roof which would have its sign face project above the roof deck a distance greater than the lesser of, for facial roof signs, 25 percent and for projecting roof signs, 50 percent of the height, measured directly below the sign, of the roof deck above grade or of the average height of the first storey. If a parapet wall extends above the roof deck, the aforesaid distances may be measured from the top of the parapet wall.</p>	<p>To allow facial signs to project above the roof deck a distance of 1.7m above the parapet wall.</p> <p>Permitted projection is 1.5m</p>	<p>To allow the erection of facial wall signs projecting above the roof deck a distance of 1.7m above the parapet wall.</p> <p>The proposed projection would be 0.2m, or 13.33% higher than what is permitted in the Sign By-law.</p>

## **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  
Pickering, Ontario  
L1W 3W1  
Tel: (905) 420-2896  
Fax: (905) 420-2896  
E-mail: [mark@metalformsigns.com](mailto:mark@metalformsigns.com)

## **ATTACHMENTS**

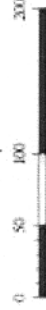
Attachment 1 - Site Plan  
Attachment 2 - Zoning map  
Attachment 3 - Sign Elevations  
Attachment 4 - Wall Elevations

KEY MAP



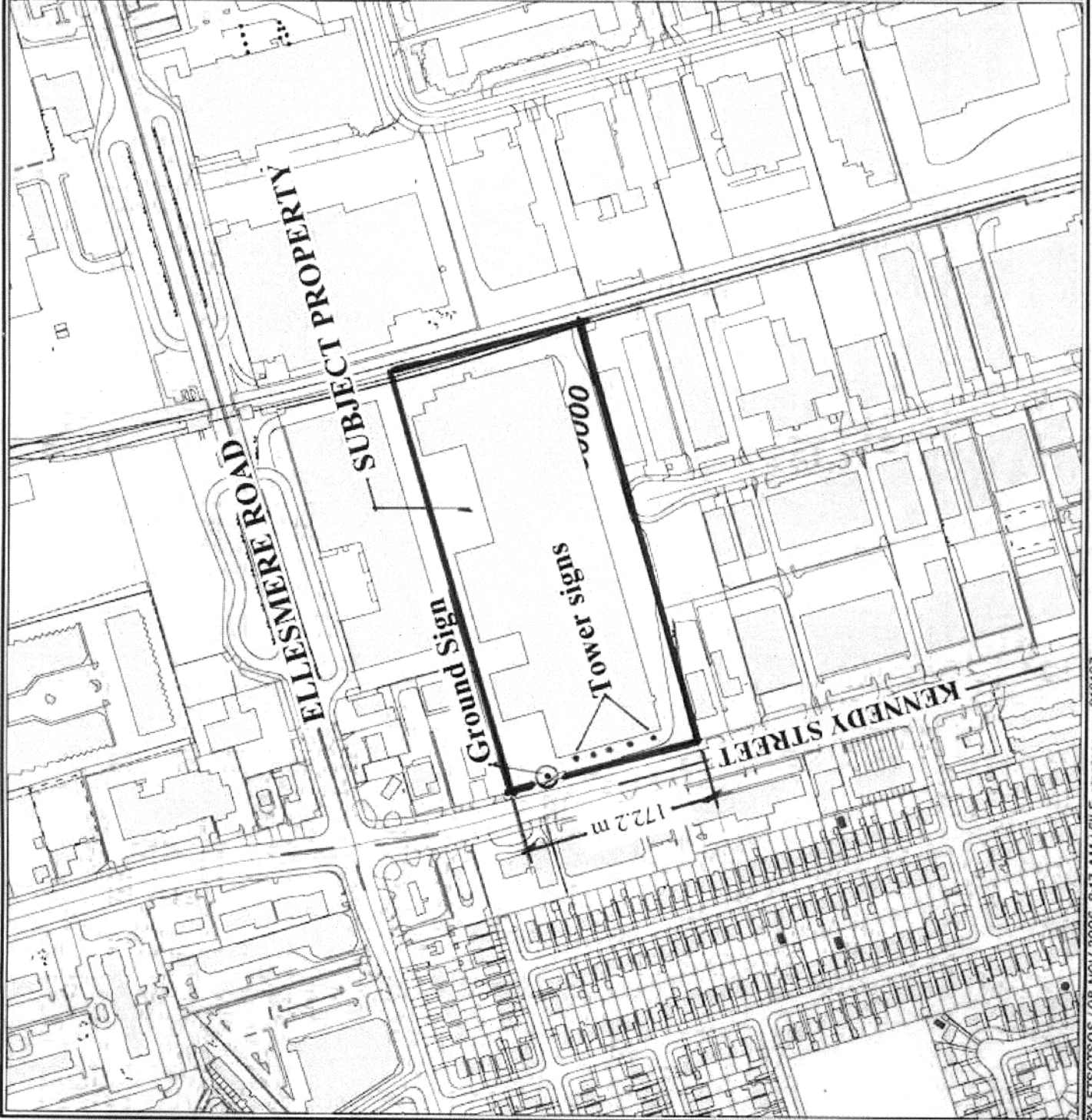
CITY OF TORONTO

PRINTED NOVEMBER 08, 2006



SCALE 1 : 5000

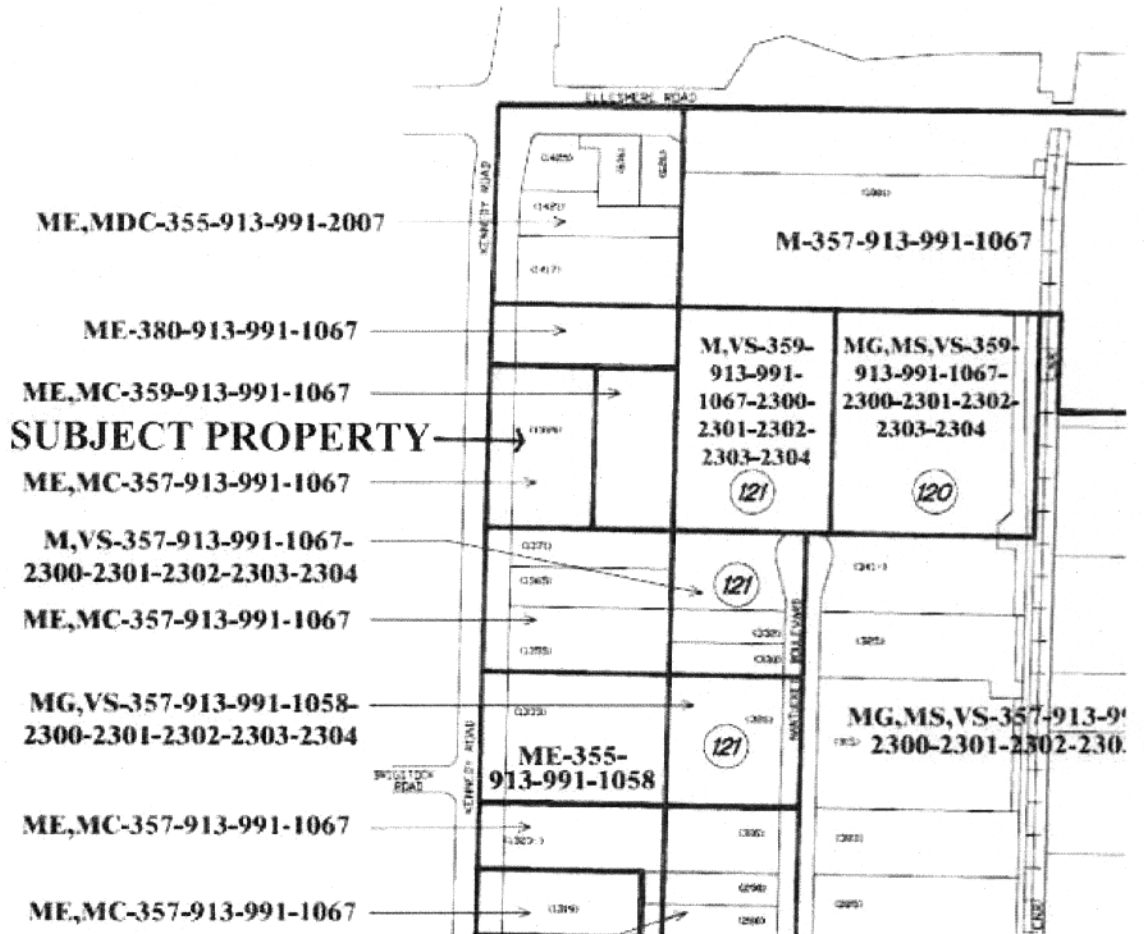
CAVEAT:  
EVERY REASONABLE EFFORT HAS BEEN MADE TO ENSURE  
THAT THE INFORMATION APPEARING ON THIS MAP IS  
ACCURATE AND UP TO DATE. HOWEVER,  
THE CITY OF TORONTO ASSUMES NO RESPONSIBILITY  
OR LIABILITY DUE TO ERRORS OR OMISSIONS.

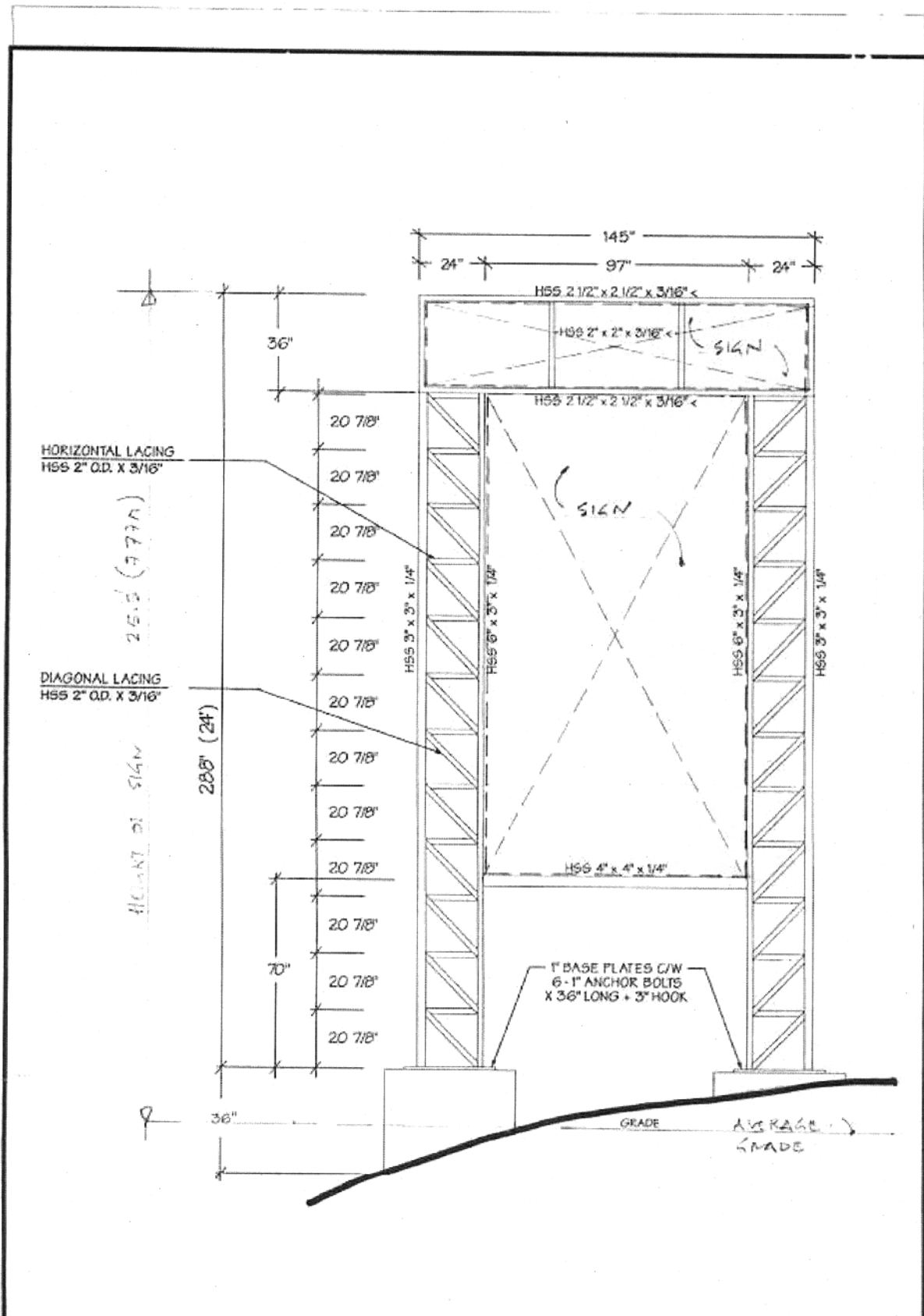



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# ATTACHMENT 1 - SITE PLAN

DORSET PARK COMMUNITY

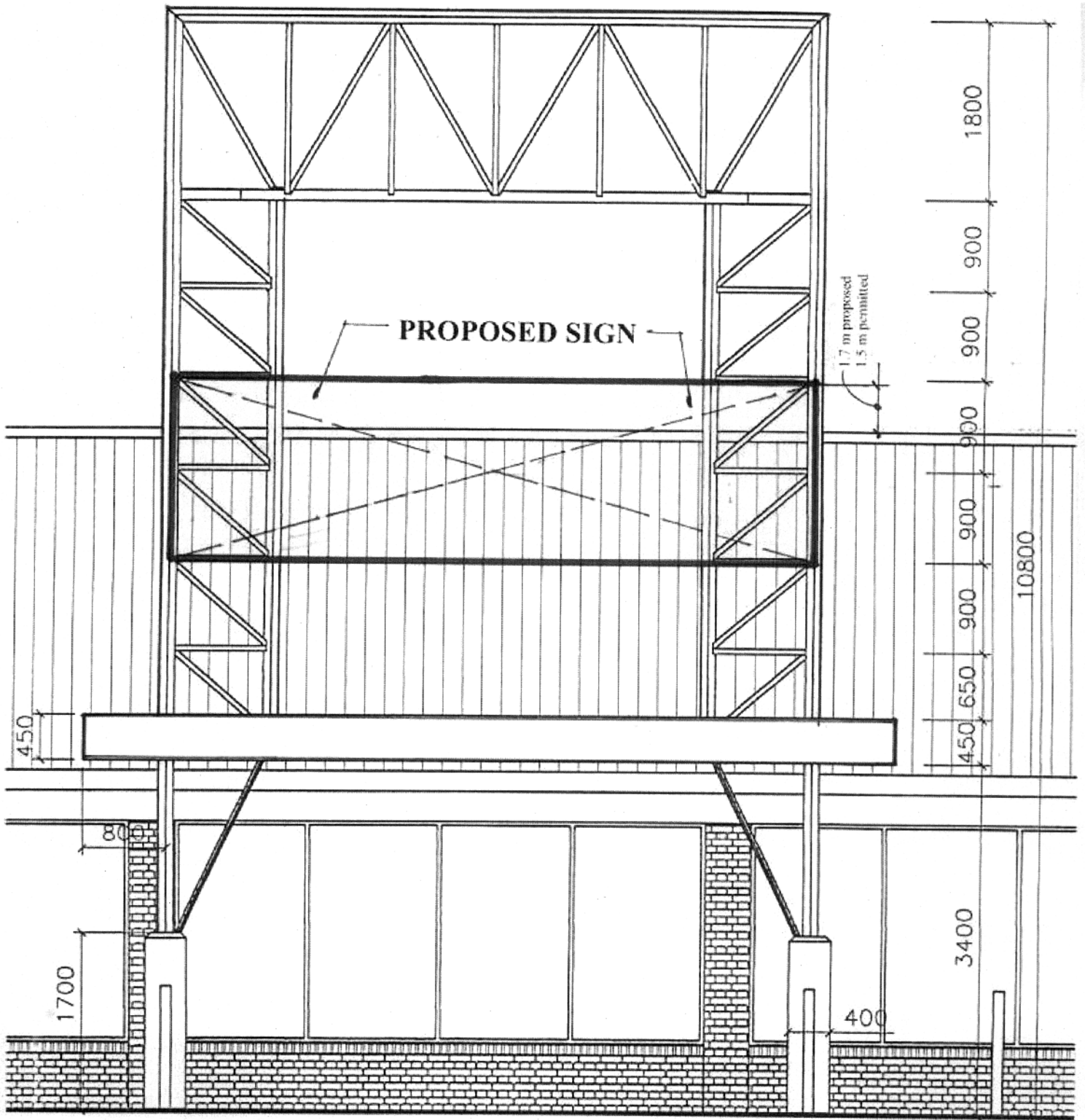




 <small>1550 Bayly Street, Unit 40 TEL: (905) 470-2799          Pickering, Ontario L3R 2Z4 FAX: (905) 430-2857</small>	PROJECT TITLE		1399 KENNEDY ROAD, TORONTO	
	DRAWN BY		DATE	PROJECT No.
	M. FRALICK	20 OCTOBER 2006	006172	1 of 7

# ATTACHMENT 3 - GROUND SIGN





**FRONT ELEVATION TOWER**

SCALE: 1:50

**ATTACHMENT 4 – TOWER SIGNS**