



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 two Facial wall signs at 28 Estate Drive.

Date:	May 2, 2007
To:	Chairs and Members, Scarborough Community Council
From:	Director, Toronto Building, Scarborough District
Wards:	Scarborough Centre – Ward 38
Reference Number:	2007SC009

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 Cy Clark, of Five Star Permits, on behalf of Public Storage Canadian Properties, 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 and installation of two facial wall signs, in addition to one additional facial wall sign that complies with the By-law, at 28 Estate Drive.

The area and the height of the proposed signs 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 ground sign and wall signs.

The requested sign variances, in staff's opinion, are not minor in nature. Staff recommends the requested variances to be refused.

RECOMMENDATIONS

Director of Building and Deputy Chief Building Official

It is recommended that:

- (1) The requested variances be refused.

FINANCIAL IMPACT

There are no financial implications resulting from this report.

ISSUE BACKGROUND

The applicant submitted on February 26, 2007, an application for a sign permit for the erection of one illuminated ground sign and three illuminated facial wall signs facing Highway 401. This application was not approved because the proposed signs did not comply with the requirements of the Sign By-law. As a result, the applicant applied for one wall sign with a sign area in compliance with the By-law. Issuance of the permit for this sign is pending upon approval of the sign by Ministry of Transportation of Ontario. The applicant submitted also an application for sign variances for the other signs.

The subject property is located on the west side of Markham Road, just south of Highway 401. The land is occupied by three public storage buildings described as building A, B and C (of different heights). The area is designated as an Institutional Zone (M), 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-East: "Industrial Zone (M)"
East: "Industrial Zone (M)".
West: "Industrial Zone (M)".

The applicant proposes to erect an illuminated ground sign on the north side of the property facing Highway 401 and two additional illuminated facial wall signs on Building A, facing Highway 401.

COMMENTS

The subject property is classified as Group-Use 2 in the former City of Scarborough Sign By-law.

For the ground sign, the permitted sign area is calculated using the length of the property's street frontage, while the permitted sign height is calculated using the above calculated permitted sign area. The subject property has 157.91m (518.1 feet) street frontage on Highway 401.

For the wall signs, the permitted wall sign area for a building is based on the Group classification of the premises in the Sign by-law and on a percentage, applicable to that Group, of the area of the walls facing the street. The subject property is Group 2 classification and the applicable percentage is 5% of the area of the wall facing Highway 401.

The proposed signs do 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 an illuminated ground sign with a sign face area of 11.38m² (122.49 square feet).</p>	<p>To allow the erection of one ground sign with an aggregate sign face area of 11.38m² (122.49 square feet), whereas the permitted sign area is 4.0m² (43.05 square feet). (The proposed sign area, is larger than the permitted sign area by 7.38m² (79.44 square feet) or 185%)</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 an illuminated ground sign with an overall height of 7.31m (23.98 feet).</p>	<p>To allow the erection of a ground sign with an overall height of 7.31m (23.98 feet), whereas the permitted sign height is 2.33m (7.64 feet). (The proposed sign height is 4.98m (16.33 feet) or 214% greater than the permitted height)</p>

<p>2.3.6(4)(d) When signs are related to an occupancy, the total sign face area of all occupancy related signs on a building shall not exceed, for Group 2 Use premises 5 percent of the area of the walls facing a street, applied to the storey whose height would provide the maximum sign face area</p>	<p>To install a total wall sign area of 30.6 square metres.</p>	<p>To allow the installation of wall signs with an aggregate area of 30.6 square meters (329.38 square feet), whereas the permitted sign area is 13.52 square meters (145.6 square feet).</p> <p>The proposed signs area is larger than the permitted sign area by 17.08 square meters (183.85 square feet), or 126%.</p>
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For the above reasons staff recommends that the requested variances be refused.

CONTACT

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SIGNATURE

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

Applicant's Information:

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ATTACHMENTS

Attachment 1 – Site Plan.

Attachment 2 – Ground sign's elevation.

Attachment 3 – Wall signs' elevation.

Attachment 4 – Zoning map.