



**STAFF REPORT  
ACTION REQUIRED**

**Request for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, for a ground sign at 3750 Midland Avenue.**

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| <b>Date:</b>             | May 14, 2007                                     |
| <b>To:</b>               | Chair and Members, Scarborough Community Council |
| <b>From:</b>             | Director, Toronto Building, Scarborough District |
| <b>Wards:</b>            | Scarborough-Rouge River - Ward 41                |
| <b>Reference Number:</b> | 2007SC013  |

**SUMMARY**

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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 Rona Inc., for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, to permit the erection of a ground sign at the above address.

The location and area 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 ground sign.

Staff reviewed the requested variances for sign location and area and recommends the variances to be approved.

**RECOMMENDATIONS**

**Director of Building and Deputy Chief Building Official**

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It is recommended that:

- (1) requested variances be approved for the reasons outlined in this report; and

- (2) the applicant be informed to obtain a sign permit prior to the installation of the proposed ground sign.

## **FINANCIAL IMPACT**

There are no financial implications resulting from this report.

## **ISSUE BACKGROUND**

The applicant, on behalf of the owner of the property, submitted on April 5, 2007 an application to request variances from the provision of the Sign By-law. This report is a result of this application.

The subject property, at 3750 Midland Avenue, is located on the west side of Midland between Passmore Avenue and McNicoll Avenue. The land is currently occupied by a one storey commercial retail building . The area is designated as a Mixed Employment Zone (ME), in the Milliken 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: “Industrial Zone (M);

South: Partly “Mixed Employment Zone (ME) and partly Industrial District Commercial Zone (MDC);

East: Residential Zones (S, SD and ST) under Milliken Community By-law 17677 on the east side Midland Avenue;

West: “Industrial Zones (M, MG and MS)

On March 30, 2007, a building permit was issued for the erection of a ground sign located at the intersection of Midland Avenue and the entrance driveway leading to Rona store. This proposal is for a second ground sign with copy “Garden Centre” and is proposed to be erected north of the existing ground sign, approximately 30.5m (100 feet) away. .

## **COMMENTS**

The subject property is classified as Group 4 Use in the former City of Scarborough Sign By-law. 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 and Requirements  | Applicant's Proposal  | Required Variance   |
|---|---|---|
| <p>2.3.5(2)(a) Not more than one identification or business or promotional advertising ground shall be erected per premises per street frontage and for the purposes of this sentence premises shall include any combination of premises containing non-residential uses:</p> <p>(d) Notwithstanding Sentences (a) of this Paragraph, the number of auxiliary identification or business or promotional advertising ground signs is not restricted in any Group 4 or 5 Use premises provided:</p> <p>(iii) the clear distance between permitted ground signs located on Group 4 Use premises is not less than 150m.</p> | <p>To erect a second ground sign approximately 30.5m (100 feet) from an existing ground sign on the premises facing Midland Avenue.</p>   | <p>To allow the erection of a second ground sign only 30.5m (100 feet) apart from the existing ground sign whereas the minimum clear distance between permitted ground sign is 150m (492 feet - 1.5 inches).</p> <p>The proposed distance between these 2 ground signs is 30.5m (100 feet) or 79.67% less than the required distance.</p>   |
| <p>2.3.5.(2)(d)(ii) the aggregate area of all ground signs on the premises is not increased beyond that permitted in Paragraph 2.3.5(4), and 2.3.5.4)(d)</p> <p>The maximum area per sign face, with respect to identification or business or promotional advertising sign faces only, shall not exceed:</p> <p>(v) for Group 4 Use premises the greater of 7 m<sup>2</sup></p>   | <p>To erect a second ground sign with a sign face of 7.36 m<sup>2</sup> (79.22 ft<sup>2</sup>) in addition to that of the existing ground sign of 14.71 m<sup>2</sup> (158.34 ft<sup>2</sup>) for a total of 22.07 m<sup>2</sup> (237.56 ft<sup>2</sup>).</p> | <p>To allow the erection of a second ground sign with sign face area of 7.36 m<sup>2</sup> (79.22 ft<sup>2</sup>) to an aggregate total of 22.07 m<sup>2</sup> (238.56 ft<sup>2</sup>), whereas the maximum permitted aggregate sign face area shall not exceed 15.37 m<sup>2</sup> (165.44 ft<sup>2</sup>).</p> <p>The proposed sign area is larger than the permitted sign area by 6.70 m<sup>2</sup></p> |

| Sign By-law Section and Requirements                 | Applicant's Proposal | Required Variance                   |
|--|----------------------|-------------------------------------|
| or 1 m <sup>2</sup> for each 15m of street frontage; |                      | (72.12 ft <sup>2</sup> ) or 43.59%. |

The variances relating to the location and sign area of the proposed second ground sign are considered by staff as necessary to improve the location identification of the garden supplies provided by this retail store. The “Garden Centre” signage is part of the visual identity program for Rona for all Home and Garden locations across Canada.

For the above reasons, staff recommends approval of the variances.

## 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:

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**ATTACHMENTS**

Attachment 1 – Site Plan  
Attachment 2 – Zoning Map  
Attachment 3 – Sign Elevation  
Attachment 4 – Sign Details