



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 at 3105-3131 Sheppard Avenue East.

Date:	May 14, 2007
To:	Chair and Members, Scarborough Community Council
From:	Director, Toronto Building, Scarborough District
Wards:	Scarborough Agincourt – Ward 40
Reference Number:	2007SC014

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 Charles Daniels of Danco Signs, on behalf of Kerzner 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 at the above address.

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.

Staff does not consider the requested variances for sign face area, readograph section area and height to be minor, and recommends the variances to be not approved.

RECOMMENDATIONS

Director of Building and Deputy Chief Building Official

It is recommended that:

- (1) requested variances be not approved.

FINANCIAL IMPACT

There are no financial implications resulting from this report.

ISSUE BACKGROUND

The applicant, on behalf of the owner of the property, submitted in March, 2007 an application for a preliminary project review and an application to request variances from the provision of the Sign By-law. This report is a result of these applications.

The subject property is located east of Pharmacy Avenue, on the south side of Sheppard Avenue. The land is occupied by a two storey building of the Wishing Well Plaza. The area is designated as a Neighbourhood Commercial Zone (NC), in the Sullivan Community Zoning By-law No. 10717 of the former City of Scarborough.

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

North: "Apartment Residential" (A) and "Multiple-Family Residential" (M).

South: "Single-Family Residential" (S).

East: "Single-Family Residential" (O).

West: "Neighbourhood Commercial" (NC) on the west side of Pharmacy Avenue.

The applicant proposes to erect an illuminated double face ground sign in the south east quadrant of the intersection of Pharmacy Avenue and Sheppard Avenue. The sign will be located approximately 7.6 m (19 feet) east and 1 m (3 feet-3 inches) south of the property lines and 5.8 m (28 feet -10 inches) away from the traffic light at that intersection.

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The by-law allows only one ground sign per premises, per street frontage. To comply with this requirement, the owner intends to remove the existing ground sign prior to the installation of the proposed sign. Staff from Traffic Operations in Transportation Services has reviewed the proposal and indicated that they have no objections to the proposed location of the ground sign in relation to the traffic light.

COMMENTS

The subject property is classified as Group 4 Use 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: (v) for non-residential Group 4 Use premises the greater of 7m² or 1m² for each 15m of street frontage.</p>	<p>To erect a ground sign with a sign face area of 8.92m² (96.00ft²)</p>	<p>To allow the erection of a ground sign with a sign face area of 8.92m² (96.00ft²), whereas the permitted sign face area is 7.00m² (75.35ft²) (The proposed sign face area, is larger than the permitted sign face area by 1.92m² (20.65ft²), or 27.39 %)</p>
<p>2) 2.3.5(4)(d) Except that if the sign incorporates a readograph section, the permitted area of sign face may be increased by the lesser of 20 percent or that portion thereof used for such section, which additional area may be included to determine sign height under Clause 2.3.5(5)(a)(i) only.</p>	<p>To erect a ground sign with a readograph section with an area of 3.34m² (36.00ft²).</p>	<p>To allow the erection of a ground sign with a readograph section with an area of 3.34m² (36.00ft²), whereas the permitted area of the readograph section is 1.4m² (15.07ft²) (The proposed readograph section area, is larger than the permitted area by 1.94m² (20.93ft²), or 138.57 %)</p>
<p>3) 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 a sign face height above grade of 5.28m (17.33ft).</p>	<p>To allow the erection of a ground sign with a sign face height above grade of 5.28m. (17.33ft), whereas the permitted sign face height is 4.80m (15.75ft). (The proposed sign face height is 0.48m (1.58ft) or 10.00% greater than the permitted height)</p>

The requested variances for sign face area, readograph section area and sign face height are not considered by staff to be minor. Staff does not recommend approval of the variances.

CONTACT

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SIGNATURE

Bruce Ashton, P.Eng
Director of Building and
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Applicant's Information:

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ATTACHMENTS

Attachment 1 - Site Plan
Attachment 2 – Zoning Map
Attachment 3 – Sign Elevation