

**Request for approval of variances from former City of Scarborough Sign By-law 22980, as amended, for two Ground signs at 1900 Eglinton Avenue East.**

<b>Date:</b>	January 2, 2007
<b>To:</b>	Scarborough Community Council
<b>From:</b>	Director of Building and Deputy Chief Building Official
<b>Wards:</b>	Ward 37 – Scarborough Centre
<b>Reference Number:</b>	2007SC004

**SUMMARY**

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To review and make recommendations on a request by Branko Kordic of Smart Centres, on behalf of Eglinton Shopping Centres Limited, for approval of variances from the former City of Scarborough Sign By-law 22980, as amended, to permit two ground signs at the above noted location.

The sign areas of the proposed ground signs are larger than the sign areas permitted by the Sign By-law, by 15.63m<sup>2</sup> or 61.61% for sign 'A' and by 18.93 m<sup>2</sup> or 85.77% for sign 'B'. The requested variances are not minor in nature and are not in compliance with the intent of the by-law to regulate the area of ground signs on the basis of the length of the street frontage.

Staff had recommended refusal of the request for the variances.

**FINANCIAL IMPACT**

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There are no financial implications resulting from the adoption of this report.

## **DECISION HISTORY**

The request for variances was first requested by Branko Kordic of Smart Centres on behalf of Eglinton Shopping Centres Limited.

At its meeting held on September 13, 2006, Scarborough Community Council deferred consideration of the staff recommendation of the report (August 24, 2006) from the Director of Building and Deputy Chief Building Official, until its meeting in January 2007 to allow the opportunity for staff and the applicant to meet to discuss the subject matter.

## **ISSUE BACKGROUND**

The subject property is located on the north side Eglinton Avenue East, between Pharmacy Avenue and the new extension of Lebovic Avenue north of Eglinton Avenue East. The land is presently under development.

The applicant proposes to erect two illuminated ground signs: sign 'A', at the west end of the property and sign 'B' at the east end of the property.

## **COMMENTS**

The subject property is classified as Group Use 4 in the Sign By-law of the former City of Scarborough. The by-law allows one ground sign per premises per street frontage and the permitted overall sign area per street frontage is based on the length of that street frontage. The permitted height for a ground sign is based on the sign area of the ground sign.

The proposed height for signs 'A' and 'B' is 12.5m, which is less than the permitted heights of 15.0m and 14.71m respectively. The height of the proposed signs is in compliance with the by-law.

The proposed sign area for sign 'A' is 41.0 square metres and for sign 'B' is 22.07 square metres. These areas are not in compliance with the requirements of the Scarborough Sign By-law 22980, as amended, and is explained in greater detail in the following table.

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
<b>Sign 'A' (Eglinton Avenue)</b> 2.3.5(4) (d) (v): The maximum area per sign face, with respect to identification or business or promotional advertising sign faces only, shall not exceed in Group 4 Use premises, the greater of 7m <sup>2</sup> or 1 m <sup>2</sup> for each 15m of street frontage.	To erect ground sign 'A' having an overall sign area of 41.0m <sup>2</sup> .  Permitted sign area is 25.37m <sup>2</sup> based on street frontage.	To allow the erection of one ground sign having an overall area of 41.0m <sup>2</sup> .  Proposed sign area is larger than the permitted area by 15.63m <sup>2</sup> or 61.61%.
<b>Sign 'B' (Lebovic Avenue)</b> 2.3.5(4) (d) (v): The maximum area per sign face, with respect to identification or business or promotional advertising sign faces only, shall not exceed in Group 4 Use premises, the greater of 7 m <sup>2</sup> or 1 m <sup>2</sup> for each 15m of street frontage.	To erect ground sign 'B' having an overall sign area of 41.0 m <sup>2</sup> .  Permitted sign area is 22.07m <sup>2</sup> .	To allow the erection of one ground sign having an overall sign area of 41.0 m <sup>2</sup> .  Proposed sign area is 18.93m <sup>2</sup> or 85.77%, larger than the permitted area.

On November 10, 2006, a permit to erect one double sided ground sign at the south west end of the property near Eglinton Avenue was issued. This sign has the same sign structure and appearance as the one proposed in the variance report except that it has a smaller area and is in compliance with the Sign By-law.

After the August 24, 2006 Scarborough Community Council, staff have contacted the applicant to discuss the variances. The applicant has not indicated whether he would proceed with the variance application or submit an alternative proposal. He is deferring his decision to a later time, most likely after the extension of Lebovic Street north of Eglinton Avenue East is completed.

Further action on this variance report is not required until the applicant decides to proceed with the variance application or submit a new proposal.

## **CONTACT**

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## **SIGNATURE**

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Bruce Ashton, P.Eng.  
Director of Building and  
Deputy Chief Building Official  
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### Applicant's Information:

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## **ATTACHEMENTS**

Attachment 1 – Site Plan  
Attachment 2 – Altered Ground Sign