



STAFF REPORT ACTION REQUIRED

Request for approval of variance from the former City of Scarborough Sign By-law No. 22980, as amended, for nine facial wall signs at 665 Markham Road.

Date:	August 24, 2007
To:	Chairs and Members, Scarborough Community Council
From:	Director, Toronto Building, Scarborough District
Wards:	Scarborough Centre – Ward 38
Reference Number:	2007SC019

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 Heinz Mertins, of Mertins Architect, on behalf La Prima Investments, for approval of a variance from the former City of Scarborough Sign By-law No. 22980, as amended, to permit the installation of nine facial wall signs.

The total area of the proposed signs is not in compliance with the requirements of the by-law and this report deals with the required variance to allow the installation of the proposed signs.

The requested sign variance, in staff's opinion, is minor in nature. Staff recommends the requested variance to be approved.

RECOMMENDATIONS

Director of Building and Deputy Chief Building Official

It is recommended that:

- (1) The requested variance be approved.
- (2) The applicant be informed to submit an application, along with the required documents, to update the existing Sign Uniformity Plan.

FINANCIAL IMPACT

There are no financial implications resulting from this report.

ISSUE BACKGROUND

The applicant submitted on May 23, 2007, an application for a Preliminary Project Review for the installation of nine facial wall signs to be installed on all sides of a newly constructed one storey retail building. Examination of the submitted plans revealed that the total area of the proposed signs exceeds the maximum permitted by the Scarborough Sign By-law.

The subject property is located in the Cedar Heights Plaza on the east side of Markham Road, north of Lawrence Ave East. The plaza consists of two older buildings located on the back of the property and two newer buildings at the front, facing Markham Road. The building where the proposed signs are to be installed is one of the buildings located at the front. The two front buildings are very similar in appearance.

The area is designated as a Community Commercial Zone (CC), in the Woburn Community District, of Zoning By-law No. 9510 of the former City of Scarborough. The abutting lands are designated, in the above zoning by-law, as follows:

North: "Community Commercial (CC)" (Part of Cedar Heights Plaza)
South: "Community Commercial (CC)" (Part of Cedar Heights Plaza)
East: "Residential (S)" (Greenholm Circuit)
West: "Highway Commercial (HC)" (Markham Road)

COMMENTS

The permitted wall sign area of a building is based on the group classification of the premises and the percentage of the area of certain walls. In this case, the subject property is classified as Group 4 use and the permitted percentage of sign face area is 20% of the

area of the wall facing Markham Road in the west plus the area of the east elevation that contains the main entrances of the units.

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>2.3.6(4)(c) The total area of all identification or business or promotional advertising sign faces on the building shall not exceed that determined by considering only those walls facing a street and by applying Sentences (a), (b) and (d) hereof and the storey height capable of giving the maximum calculated area. Notwithstanding, in a multiple occupancy building where the main entrance to an occupancy does not face a street, for each such occupancy the wall through which the main entrance passes may be used to determine the permitted sign face area for that occupancy, provided an approved uniformity plan as set out in Sentence 2.3.1(8)(c) is in effect for the premises and the subject occupancy signage is in compliance with this plan.</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 4 Use premises 20 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 102.67 square metres (1105.16 square feet).</p>	<p>To allow the installation of wall signs with an aggregate area of 102.67 square meters (1105.16 square feet), whereas the permitted sign area is 86.77 square meters (934.01 square feet).</p> <p>The proposed signs area is larger than the permitted sign area by 15.9 square meters (171.15 square feet), or 18.3%.</p>

The signs and the building where these signs are to be installed are very similar in appearance to the existing adjacent building facing Markham Road. However, since that existing building faces more than one street, it was allowed to have a greater area of signs. This variance will allow the appearance of the recently constructed building to

match that of the adjacent building. A previously filed sign uniformity plan will need to be updated accordingly.

For the above reasons, staff recommends that the requested variance be approved.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1 – Site Plan.
Attachment 2 – Wall Sign Elevations
Attachment 3 – Zoning map.