



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 665 Markham Road.

Date:	December 10, 2007
To:	Chairs and Members, Scarborough Community Council
From:	Director, Toronto Building, Scarborough District
Wards:	Scarborough Centre – Ward 38
Reference Number:	2008SC006 File number : 07-267859 ZSV

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 variances from the former City of Scarborough Sign By-law No. 22980, as amended, to permit the installation of one ground sign.

The total number of ground signs per street frontage, the area and the height of the proposed ground sign are not in compliance with the requirements of the by-law and this report deals with the required variances to allow the installation of the proposed ground sign.

The requested sign variance, in staff's opinion, is not minor in nature. Staff recommends the requested variances 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 March 8th, 2007, an application for a Preliminary Project Review for the installation of a new ground sign to serve Cedar Height Plaza. Examination of submitted plans revealed that there is an existing ground sign located in the Cedar Height Plaza with the area of 21.3 m² and height of 9.75m. This sign was approved by the City on June 24, 1998. Based on the total frontage of Cedar Height Plaza on Markham Road, 21.3 m² of sign face area is allowed and the entire permitted sign face area was assigned to the sign that was erected in 1998.

Cedar Height Plaza consists of three individually owned properties. The existing sign is located on the northerly property and the applicant is proposing to install a new ground sign on the middle property facing Markham Road. Scarborough sign Bylaw considers all of these three properties as one group and only one ground sign is permitted for one group of properties.

The subject property is located on the east side of Markham Road, north of Lawrence Avenue East. The property in conjunction with the two other neighbouring lands forms the Cedar Height Plaza.

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)

The sign is proposed to be an illuminated ground sign facing Markham Road.

COMMENTS

The subject property is classified as Group 4 Use in the former City of Scarborough Sign By-law.

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(2)</p> <p>(a) Not more than one identification or business or promotional advertising ground sign 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>(i) in which vehicular access to any individual premises requires vehicular passage into or across any adjacent premises, or</p> <p>(ii) which are identifiable from the street more as a group than as individual premises.</p>	<p>To erect a new ground sign while there is an existing ground on the same street frontage serving the premises.</p>	<p>To allow the erection of a new ground sign while there is an existing ground sign and the Sign Bylaw allows one sign per premises per street frontage.</p>
<p>2) 2.3.5(2)</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 Use premises provided:</p> <p>(i) the message on one sign is not repeated on another sign adjacent or facing the same street, and</p> <p>(ii) the aggregate area of all ground signs on the premises is not increased beyond that permitted in Paragraph 2.3.5(4), and</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 ground sign, with a distance of less than 150m from another ground sign on the same side of a street.</p>	<p>To allow the erection of a ground sign, with a distance of 81.5m from another ground sign on the same side of a street.</p> <p>This distance is 68.5m or 45.6% less than the distance required.</p>

<p>3) 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 Group 4 Use premises the greater of 7m² or 1m² for each 15m of street frontage.</p>	<p>To erect a new ground sign with a sign face area of 22.41m² (241.22ft²)</p>	<p>To allow the erection of one additional ground sign with an aggregate sign face area of 22.41m² (241.22ft²), whereas the permitted sign area is 0.0m² (0.0ft²)</p>
<p>4) 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 an overall height of 11m (36.09ft).</p>	<p>To allow the erection of a ground sign with an overall height of 11.0m. (36.09ft), whereas the permitted sign height is 2.0m (6.56ft).</p>

The existing sign on Cedar height Plaza is located very close to the location of the proposed sign and has used the entire sign face area that is permitted for these premises. The existing sign was lawfully erected.

For the above reasons staff recommends that the requested variances be refused.

CONTACT

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SIGNATURE

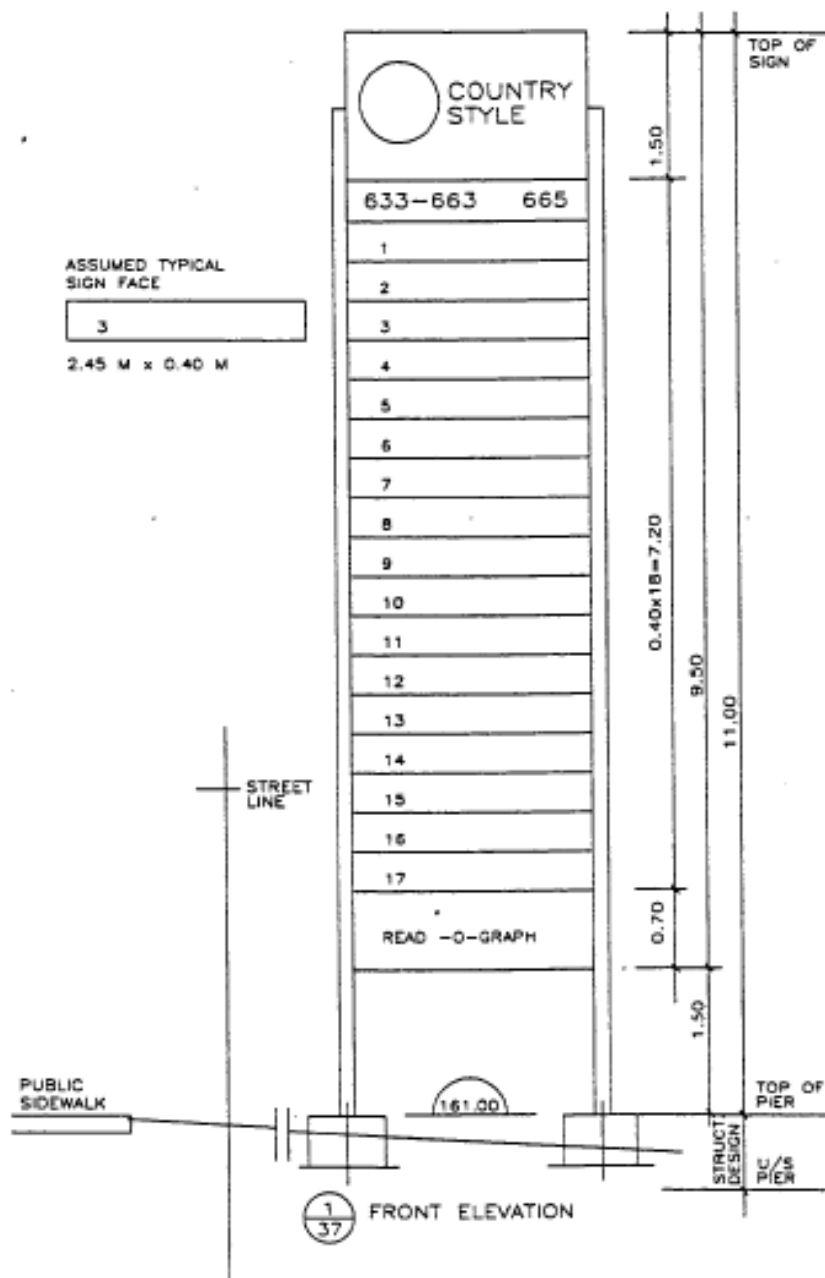
Bruce Ashton, P.Eng
Director of Building and
Deputy Chief Building Official
Scarborough District

Applicant's Information:

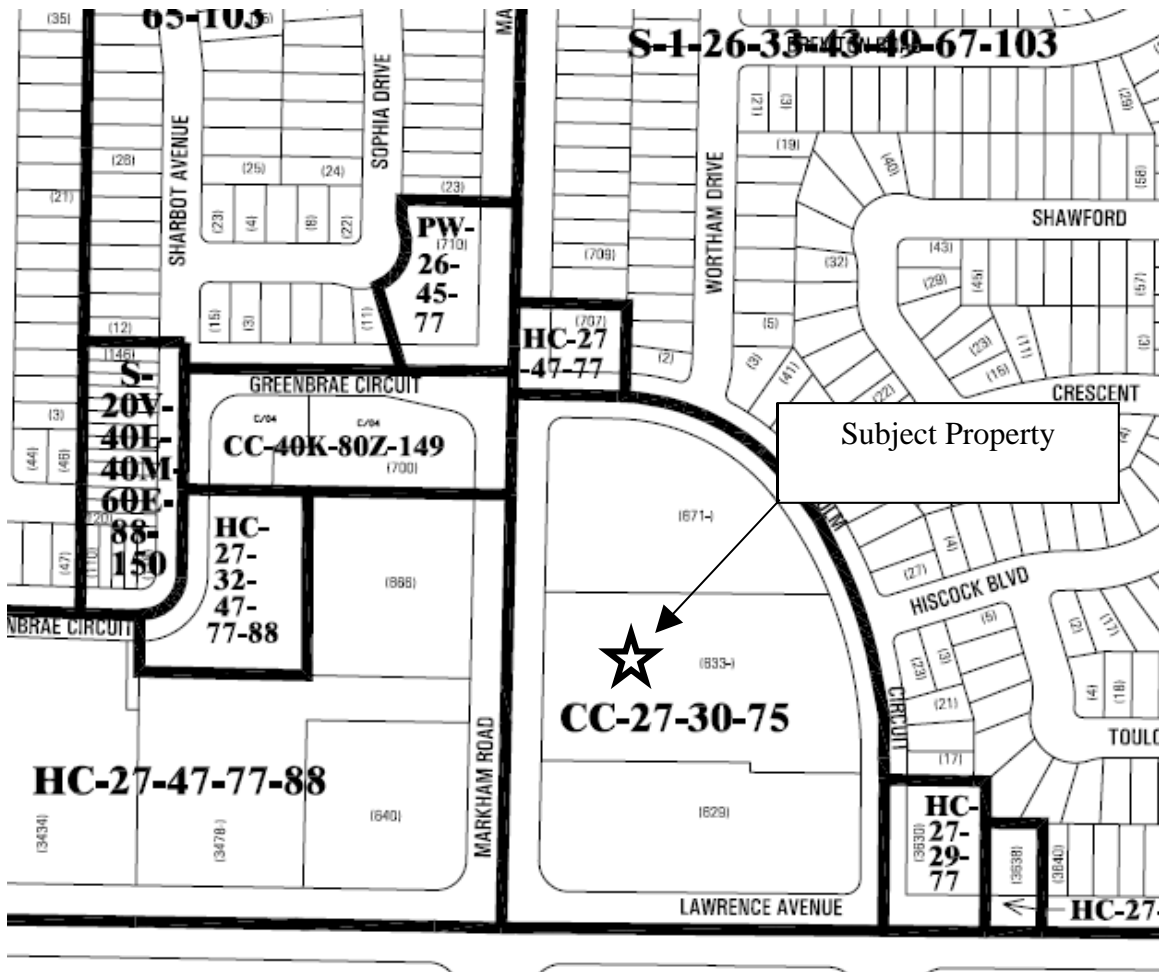
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ATTACHMENTS

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



Attachment 1: Sign Elevation



Attachment 3: Zoning Map