



STAFF REPORT ACTION REQUIRED

Request for approval of variances from the former City of Scarborough Sign Code, By-law No. 22980, as amended, for additional wall facial sign at 1780 Markham Road.

Date:	April 18, 2008
To:	Chair and Members, Scarborough Community Council
From:	Director, Toronto Building, Scarborough District
Wards:	Scarborough-Rouge River - Ward 41
Reference Number:	2008SC011 File No. 08-111860

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 Isabella Cerelli of Pride Signs Ltd. on behalf of Ros-Bay Developments, for approval of variances from the former City of Scarborough Sign Code, By-law No. 22980, as amended, to permit the erection of a wall facial sign at the above address.

Permit application for a commercial building and a number of facial signs on this building have been submitted and are currently under review. The signs are in compliance with the requirements of the sign by-law. The applicant is proposing the erection of an additional facial sign with an area of 20.43 m² (219.77 ft²). This area, when added to those being proposed under the permit application, will result in a total sign face area exceeding the maximum allowed by the Sign By-law. This report deals with the required variance to allow the erection of the additional facial wall sign.

The requested variance, for wall sign face area is considered by staff to be minor and the variance is recommended 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 obtain a sign permit prior to the installation of the proposed additional facial wall sign; and
- (3) issuance of all facial wall sign permits be withheld until after the permit for the proposed building at this location is issued.

FINANCIAL IMPACT

There are no financial implications resulting from this report.

ISSUE BACKGROUND

The subject property, at 1780 Markham Road, is located on the west side of Markham between Sheppard Avenue East and Nugget Avenue. The land is currently vacant and a shell building permit has been applied for the erection of a one-storey commercial building by Shoppers Drug Mart. This application is still under review. The area is designated as a Highway Commercial Use (HC), in the Marshalling Yard 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: "Highway Commercial (HC)";

South: "Highway Commercial (HC)";

East: "Residential Zones (MF and A)" under Malvern Community By-law 14402 on the east side Markham Road;

West: Partly "Mixed Employment (ME) & Industrial Commercial (MC) Zones" and partly "Highway Commercial (HC) Zone".

The applicant proposes to erect an additional illuminated facial wall sign on the east wall of the building facing Markham Road.

COMMENTS

The subject property is classified as Group 4 Use in the former City of Scarborough Sign By-law. The by-law allows a maximum wall sign face area not to exceed 20% of the area of walls of the building facing a street.

The proposed additional facial wall 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>2.3.6(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.</p> <p>2.3.6(4)(d) Maximum area per sign face, with respect to identification or business or promotional advertising sign faces only, shall not exceed: (iii) ...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>The applicant proposes to add a 20.42 m² (219.77 ft²) facial sign to facial signs which are being reviewed under a separate permit application. The total area of all facial signs will be is 56.13 m² which is approximately 25% of the area of the wall</p>	<p>To allow the installation of a 20.42 m² (219.77 ft²) facial wall sign on the east wall to an aggregate total of 56.13 m² (604.16 ft²) whereas the maximum permitted aggregate wall sign face area shall not exceed 44.74m² (481.6 ft²).</p> <p>The proposed aggregate wall sign area is larger than the permitted sign area by 11.39 m² (122.56 ft²) or 25.5%.</p> <p>The bylaw allows a maximum sign area of 20% of the wall area. The proposed aggregate sign area is 25.1% of the total wall area or 5.1% over the maximum allowed.</p>

Based on the above and based on the fact that the proposed signage is part of the Shoppers Drug Mart corporate sign package across Canada, staff recommends approval of the variance.

CONTACT

Gene Lee, P.Eng.
Manager, Plan Review
Tel: (416) 396-4300
Fax: (416) 396 5231
E-Mail: glee@toronto.ca

SIGNATURE

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

Applicant's Information:

[Isabella](#) Cerelli, Pride Signs Ltd.
280 Holiday Inn Dr.,
Cambridge, ON N3C 1Z4
Tel: (877)-551-5529 Ext. 236
Cell: (416)-518-3556
Fax: (519)-220-0606
E-mail: icerelli@pridesigns.com

ATTACHMENTS

Attachment 1 – Site Plan
Attachment 2 – Zoning Map
Attachment 3 – Sign Elevation
Attachment 4 – Sign Elevation
Attachment 5 – Sign Details