



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 145 Milner Ave.

Date:	May 14, 2008
To:	Chair and Members, Scarborough Community Council
From:	Director, Toronto Building, Scarborough District
Wards:	Scarborough Rouge River – Ward 42
Reference Number:	2008SC012 File number : 08-121355 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 Isabella Cerelli, of Pride Signs Ltd., on behalf Sealy Canada Ltd., 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 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 minor in nature. Staff recommends the requested variances be modified and approved.

RECOMMENDATIONS

Director of Building and Deputy Chief Building Official

It is recommended that:

- (1) The requested variance for the area of the sign be approved; and
- (2) The height of sign be approved but to a maximum height of 6.0 m only.

FINANCIAL IMPACT

There are no financial implications resulting from this report.

ISSUE BACKGROUND

The applicant submitted on Feb 25th, 2008, an application for a Preliminary Project Review for the installation of a new ground sign. Examination of the submitted plans revealed that the area and the height of the proposed ground sign will not comply with the Scarborough Sign Bylaw. In 2004, a sign variance application was approved for Yamaha at 135 Milner Ave (adjacent to 145 Milner Ave) for the sign height of 6.0 m whereas 5.0 m is permitted.

The subject property is located on the south side of Milner Avenue, between McCowan Road and Markham Road, and is occupied by a one storey warehouse building for Sealy Canada Ltd. The property is zoned Industrial (M) and Office Uses Zone (OU) in the Malvern Employment District, By-law No. 24982 of the former City of Scarborough.

The applicant is proposing to erect an illuminated ground sign at the south side of the property, facing Highway 401.

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

North: "Industrial (M)" (Milner Ave)
South: "Industrial (M)" (HWY 401)
East: "Industrial (M)"
West: "Industrial (M)"

COMMENTS

The subject property is classified as Group 3 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(4)(d) Maximum area per sign face, with respect to identification or business or promotional advertising sign faces only, shall not exceed: (iv) for Group 3 Use premises the greater of 5m² or 1m² for each 25m of street frontage.</p>	<p>To erect a new ground sign with a sign face area of 6.94m² (74.7 ft²)</p>	<p>To allow the erection of a ground sign with an aggregate sign face area of 6.94m² (74.7ft²), whereas the permitted sign area is 5.0m² (53.82ft²)</p> <p>The proposed sign area, is larger than the permitted sign area by 1.94m² (20.88 square feet) or 38.8% greater than the permitted area.</p>
<p>2) 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 9.14m (29.98 ft).</p>	<p>To allow the erection of a ground sign with an overall height of 9.14m. (29.98ft), whereas the permitted sign height is 3.66m (12ft).</p> <p>The proposed sign height is greater than the permitted sign height by 5.48m (17.97 feet) or 149.7% higher than the permitted height.</p>

The variance relating to the sign area of the proposed sign is necessary to improve the visibility of the sign for drivers travelling on Highway 401.

The elevation of the land, where the proposed sign would be located, is the same as that of the approved sign for 135 Milner Ave. It is appropriate to approve the proposed sign with the same height as the existing sign in the vicinity of the subject property. This will create consistency in sign height along the north side of Highway 401 in that location.

For the above reasons staff recommends that the proposed variance regarding the sign face area be approved and the variance regarding the height of the sign be modified as

follows: “To allow the erection of a ground sign with an overall height of 6.0m. whereas the permitted sign height is 3.66m (12ft). (This will be 2.34 metres (7.68 ft) or 63.9% higher than the permitted height)”.

Staff has informed the applicant of the proposed modification to the requested variance and she and her client have accepted the suggested change.

Prior to the issuance of the sign permit, the Ministry of Transportation of Ontario’s approval must be obtained.

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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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Cambridge , ON
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ATTACHMENTS

Attachment 1 – Site Plan
Attachment 2 – Sign Elevation
Attachment 3 – Zoning Map
Attachment 4 – Copy of the applicant’s e-mail regarding the height of the sign
Attachment 5 – Elevation of adjacent sign located at 135 Milner Ave.