



**STAFF REPORT  
ACTION REQUIRED**

**Request for Approval of a Variance from the Former City of Scarborough Sign By-law 22980, as Amended, for Replacement of an Existing Ground Sign at 1872-1904 Kennedy Road.**

<b>Date:</b>	August 19, 2008
<b>To:</b>	Scarborough Community Council
<b>From:</b>	Acting Director of Toronto Building, Scarborough District
<b>Wards:</b>	Ward 40 – Scarborough-Agincourt
<b>Reference Number:</b>	2008SC016 File No. 08-103978

**SUMMARY**

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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 Sam Cini of Signage & Lighting Systems Inc. on behalf of Highglen Properties Ltd., for approval of variances from the former City of Scarborough Sign Code, By-law No. 22980, as amended, to permit the erection of a ground sign at the above address.

The applicant is proposing to replace an existing ground sign with one that has an area of 12.02 m<sup>2</sup> (129.34 ft<sup>2</sup>) and a height of 6.96 m (22.83 ft.). The proposed sign area and height exceed the maximum allowed by the Sign By-law. This report deals with the required variances to allow the erection of this new ground sign.

The requested variances are considered by staff to be minor and the variances are recommended to be approved.

## **RECOMMENDATIONS**

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### **The Acting Director of Building recommends that:**

1. the requested variances be approved; and
2. the applicant be informed to obtain a sign permit prior to the installation of the proposed ground sign.

### **Financial Impact**

There are no financial implications resulting from this report.

### **ISSUE BACKGROUND**

The subject property, at 1872-1904 Kennedy Road, is located on the north west corner of Kennedy Road and Ellesmere Road. The land is currently designated as a Commercial Use (C), in the Dorset Park Community, of Zoning By-law No. 9508 of the former City of Scarborough.

The abutting lands are designated, as follows:

North: "Apartment Residential (A) Zone";

South: "Commercial (C) Zone";

East: "Mixed Employment (ME) Zone & Industrial District Commercial (MDC) Zone" under Progress Employment By-law 24982 on the east side Kennedy Road;

West: "Commercial (C) Zone".

The applicant proposes to replace an existing ground sign in the parking area of the property facing Kennedy 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 ground sign area not to exceed the greater of 7 m<sup>2</sup> or 1 m<sup>2</sup> for each 15 m of the street frontage, and a maximum sign height not to exceed 2 m, plus 1 m for each 3 m<sup>2</sup> of permitted sign face area.

The proposed ground sign replaces an existing one that has an area of 9.9 m<sup>2</sup> and a height of 7.3 m. No record of building permit nor complaints related to the existing sign were found.

The proposed ground 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><b>Sign By-law 2.3.5(4)(d)(v)</b> The maximum area per sign face, with respect to identification or business or promotional advertising sign face only, shall not exceed: (v) for Group 4 Use premises the greater of 7 m<sup>2</sup> (75.35 ft<sup>2</sup>) or 1 m<sup>2</sup> (10.76 ft<sup>2</sup>) for each 15 m (49.21 ft.) of the street frontage.</p> <p><b>Sign By-law 2.3.5(5)(a)(i)</b> The maximum permitted height of a sign face above grade shall not exceed the lesser of the following: (i) 2 m (6.56 ft.) plus 1 m (3.28 ft.) for each 3 m<sup>2</sup> (32.29 ft<sup>2</sup>) of permitted sign face area, for permitted areas in excess of 10 m<sup>2</sup> (107.64 ft<sup>2</sup>) when (i) would provide for a height greater than (ii) following, where Clause 2.3.5(4)(f)(ii) applies.</p>	<p>The applicant proposes to erect a new ground sign with sign face area of 12.02 m<sup>2</sup> (129.34 ft<sup>2</sup>) and height of 6.96 m (22.83 ft.) in the parking area of the premises facing the Kennedy Road street frontage.</p>	<p>To allow the erection of a new ground sign with sign face area of 12.02 m<sup>2</sup> (129.34 ft<sup>2</sup>) and height of 6.96 m (22.83 ft.) whereas the maximum permitted ground sign face area is 9.06 m<sup>2</sup> (97.55 ft<sup>2</sup>) and maximum sign height is 5.02 m (16.47 ft.).</p> <p>The proposed ground sign face area is larger than the permitted sign area by 2.96 m<sup>2</sup> (31.86 ft<sup>2</sup>) or 32.67%; and the proposed sign height is greater than the permitted height by 1.94 m (6.36 ft.) or 38.65%.</p>

Based on the above, the fact that the proposed ground sign is lower than the existing sign and that the new ground sign provides better identification of the uses on the premises, staff recommends approval of the variance.

## **CONTACT**

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## **SIGNATURE**

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Gene Lee, P.Eng.  
Acting Director of Building  
Scarborough District

### Applicant's Information:

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Brampton, ON L6W 3J3  
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## **ATTACHMENTS**

Attachment 1 – Site Plan  
Attachment 1a – Part Site Plan  
Attachment 2 – Zoning Map  
Attachment 3 – Sign Details