



STAFF REPORT ACTION REQUIRED

Request for Approval of Variance from the Former City of Scarborough Sign By-law No. 22980, as Amended, for Additional Wall Facial Signs at 5975 Steeles Ave. East

Date:	August 19, 2008
To:	Scarborough Community Council
From:	Acting Director of Toronto Building, Scarborough District
Wards:	Ward 41 – Scarborough Rouge River
Reference Number:	2008SC017

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 Murray Evans of Evans Planning on behalf of Imperial Oil Ltd., for approval of variance from the former City of Scarborough Sign By-law No. 22980, as amended, to permit the erection of additional wall facial signs to the car wash building at the above address.

A number of permit application of facial signs on the premises have been issued. The signs are in compliance with the requirements of the Sign By-law. The applicant is proposing the erection of additional facial signs with total area of 14.64 m² (157.58 ft²). This area, when added to those being proposed under the issued permits, 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 to the Car Wash building.

The requested variance for wall sign face area is considered by staff to be minor and the variance is recommended to be approved.

RECOMMENDATIONS

The Acting Director of Building recommends that:

1. the requested variance be approved; and
2. the applicant be informed to obtain a sign permit prior to the installation of the proposed additional facial wall signs.

Financial Impact

There are no financial implications resulting from this report.

ISSUE BACKGROUND

The subject property, at 5975 Steeles Ave. East, is located on the south side of Steeles Ave. East west of Markham Road. The land is currently occupied by a Gas Bar operated by Imperial Oil Ltd. The area is designated as a Special District Commercial and Industrial Uses (SDC) in the Tapscott Employment District, of Zoning By-law No. 24982 of the former City of Scarborough.

The abutting lands are designated as follows:

North: Town of Markham land;

South: “Agricultural Zone (AG)”;

East: Partly “Special District Commercial Zone (SDC)” and partly “Agricultural Zone (AG)”;

West: Partly “Special District Commercial Zone (SDC)” and partly “Industrial Zone (M)”.

The applicant proposes to erect 2 additional facial wall signs on the west and south walls of the Car Wash building.

COMMENTS

The subject building on this property is classified as Group 5 Use in the former City of Scarborough Sign By-law. The By-law allows a maximum wall sign face area of 25% of the area of wall of the building facing a street.

The proposed additional facial wall 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>Sign By-law 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>Sign By-law 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 5 Use premises 25 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 14.64 m² (157.58 ft²) facial wall signs to the facial signs which have been approved under a separate permit application. The total area of all facial signs will be 19.28 m² (207.53 ft²)</p>	<p>To allow the installation of a total of 14.64 m² (157.58 ft²) facial wall signs on the west and south walls of the Car Wash building to an aggregate total of 19.28 m² (207.53 ft²) whereas the maximum permitted aggregate wall sign face area shall not exceed 7.08 m² (76.21 ft²).</p> <p>The proposed aggregate wall sign area is larger than the permitted sign area by 12.20 m² (131.32 ft²) or 172.32%.</p>

Based on the above and based on the fact that the proposed west and south facing signs are oriented internally and will have very limited exposure to the adjacent Steeles Avenue East, staff recommends approval of the variance.

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SIGNATURE

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ATTACHMENTS

Attachment 1 – Site Plan
Attachment 2 – Zoning Map
Attachment 3 – Elevation Plan
Attachment 4 – Sign Details (Sign “D”)
Attachment 5 – Sign Details (Sign “K”)