



STAFF REPORT ACTION REQUIRED

Request for Approval of Variances from the Former City of Scarborough Sign By-law 22980, as Amended, for a Ground Sign at 1780 Markham Road.

Date:	October 28, 2008
To:	Scarborough Community Council
From:	Acting Director of Toronto Building, Scarborough District
Wards:	Ward 41 – Scarborough-Rouge River
Reference Number:	2008SC020 File No: 08-192059

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 Goldmanco – 1525374 Ont. Inc., for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, to permit the erection of a second ground sign at the above address.

The location, message, area and height of the proposed sign are not in compliance with the requirements of the by-law. This report deals with the required variances to allow the erection of the proposed ground sign.

Staff reviewed the requested variances and recommends the variances to be refused.

RECOMMENDATIONS

The Acting Director of Building recommends that

1. the requested variances be refused.

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 Markham Road between McLevin Avenue and Sheppard Avenue East. The land is currently occupied by two one-storey commercial buildings. Two additional buildings are planned in the future. The area is designated as a Highway Commercial Zone (HC), in the Marshalling Yard Employment District, of Zoning By-law No. 24982 of the former City of Scarborough.

The abutting lands are designated, as follows:

North: “Highway Commercial Zone (HC)”;

South: “Highway Commercial Zone (HC)”;

East: Partly “Multiple-Family Residential Zone (MF) and partly “Agricultural Uses (AG)” under the Malvern Community By-law No. 14402 on the east side of Markham Road;

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

On August 21, 2008, a permit was issued for the erection of a ground sign located at the southerly entrance driveway leading to the property. This proposal is for installation of a second ground sign located north of the existing ground sign, approximately 36m (118 feet) away.

COMMENTS

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

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variances
Sign By-law 2.3.5(2)(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-	To erect a second ground sign approximately 36m (118 feet) from the existing ground sign on the premises facing Markham Road. The sign message on the existing ground sign will be repeated on the second ground sign under this application.	To allow the erection of a second ground sign only 36m (118 feet) apart from the existing ground sign whereas the minimum clear distance between permitted ground sign is 150m (492 feet 1.5 inches) with sign messages on the existing ground sign permitted to be repeated on the second

Sign By-law Section and Requirements	Applicant's Proposal	Required Variances
<p>residential uses: (d) Notwithstanding Sentence (a) of this Paragraph, the number of auxiliary identification or business or promotional advertising ground signs is not restricted in any Group 4 or 5 Use premises provided: (i) the message on one sign is not repeated on another sign adjacent or facing the same street, and (iii) the clear distance between permitted signs located on Group 4 Use premises is not less than 150m</p>		<p>ground sign which is not permitted in the by-law.</p> <p>The proposed distance between these 2 ground signs is 36m (118 feet) or 76% less than the required distance.</p> <p>The same message, "Shoppers Drug Mart" on the existing ground sign is repeated on the proposed sign.</p>
<p>Sign By-law 2.3.5(2)(d)(ii) The aggregate area of all ground signs is not increased beyond that permitted in Paragraph 2.3.5(4), and</p> <p>Sign By-law 2.3.5(4)(d) 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 m² or 1 m² for each 15m of street frontage;</p>	<p>To erect a second ground sign with a sign face of 14.99 m² (161.35 ft²) in addition to that of the existing ground sign of 8.43 m² (90.74 ft²) for a total of 23.42 m² (252.09 ft²).</p>	<p>To allow the erection of a second ground sign with sign face area of 14.99 m² (161.35 ft²) to an aggregate total of 23.42 m² (252.09 ft²), whereas the maximum permitted aggregate sign face area shall not exceed 8.54 m² (91.92 ft²).</p> <p>The proposed sign area is larger than the permitted sign area by 14.88 m² (160.17 ft²) or 174.24%.</p>
<p>Sign By-law 2.3.5(5)(a)(i) The maximum permitted height of a sign face above grade shall not exceed the lesser of the following: (i) 2m (6.56 ft.) plus 1m (3.28 ft.) for each 3 m² (32.29 ft²) of permitted sign face area, for permitted areas in excess of 10 m² (107.64 ft²) when (i) would provide for a greater than (ii) following, where Clause 2.3.5(4)(f)(ii) applies.</p>	<p>The applicant proposes to erect a second ground sign with sign height of 7.66m (25.13 ft.) in the parking area of the premises facing the Markham Road street frontage.</p>	<p>To allow the erection of a second ground sign with maximum height of 7.66m (25.13 ft.).</p> <p>The proposed ground sign height is greater than the permitted height by 2.81m (9.22 ft.) or 57.94%.</p>

The requested variances significantly exceed the limit set by the Sign By-law, are not minor in nature and are not in compliance with the purpose and intent of the by-law. Staff recommends refusal of the requested variances.

CONTACT

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SIGNATURE

Robert Lue, P.Eng.
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Applicant's Information:

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ATTACHMENTS

Attachment 1 – Site Plan
Attachment 1a – Part Site Plan
Attachment 2 - Zoning Map
Attachment 2a – Zoning Map (BLA 687-2007)
Attachment 3 – Sign Details