



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 1455-1457 McCowan Road.

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| Date: | November 8 th , 2007 |
| To: | Chairs and Members, Scarborough Community Council |
| From: | Director, Toronto Building, Scarborough District |
| Wards: | Scarborough Rouge River – Ward 42 |
| Reference Number: | 2007SC031 File Number : 07-262786 |

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 Vincent Crisanti of Knight Signs, on behalf of Desjardins Financial Security Life Assurance Company, for approval of variances from the former City of Scarborough Sign By-law No. 22980, as amended, to permit the erection of one new ground sign.

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

The requested sign variances, in staff's opinion, are not minor in nature. Staff recommends the requested variances to be refused.

RECOMMENDATIONS

Director of Building and Deputy Chief Building Official

It is recommended that:

- (1) The requested variances be refused.

FINANCIAL IMPACT

There are no financial implications resulting from this report.

ISSUE BACKGROUND

The subject property is comprised of three properties namely 1455 Mc Cowan Road, 41-47 Milner Avenue and 55-59 Milner Avenue, located on the south east quadrant of the intersection of Mc Cowan Road and Milner Avenue. The two first properties are under the same ownership, while the third property is under another ownership. The combined site is occupied by three commercial buildings with a common parking area and is accessible from Milner Avenue only.

The subject property is zoned Industrial (M) and Industrial District Commercial Zone (MDC) in the Malvern Employment District, By-law No. 24982. The immediate area to the north and east is zoned Industrial (M), on the south the property faces Highway 401, on the west the area is zoned Industrial (M), Place(s) of Worship (PW), Institutional (I) and Agricultural zone (AG).

The applicant proposes to erect one new ground sign at the intersection of Mc Cowan Road and Milner Avenue facing Mc Cowan Road. There are four existing ground signs on the property. One sign is located at the most south east corner of the property, facing Highway 401. One sign is located at the west side of the property, facing McCowan Avenue. The third sign is located at the North West corner of the property and faces Milner Avenue and the fourth sign is located 15m south of the intersection on McCowan Road.

The third and fourth signs were approved based on the approval of a sign variance application on July 2006.

The applicant proposes to erect an illuminated ground sign on the north-west side of the property facing McCowan Road.

COMMENTS

The proposed ground sign faces Mc Cowan Road, has a total sign area of 10.31m² and a height of 5.7m.

The subject property is classified as Group 4 Use, in accordance with section 1 of the Scarborough Sign Code. The Sign By-law allows one ground sign, per premise per street frontage, except that additional ground signs may be allowed provided the messages on the signs are not repeated, and the total sign area of the ground signs does not exceed the permitted area and the clear distance between the signs is not less than 150 metres.

The proposed ground sign is not in compliance with the requirements of the Scarborough Sign By-law No. 22980, as amended, as indicated in the following table.

| Sign By-law Section & Requirements | Applicant's Proposal | Required Variance |
|--|---|---|
| <p>1 and 2)</p> <p>2.3.5(2)(d)(iii) The clear distance between permitted ground signs located on Group 4 Use premises is not less than 150m</p> | <p>To erect a ground sign, with a distance of less than 150m from another ground sign on the same side of a street.</p> <p>The distances between the proposed sign and two existing ground signs facing Mc Cowan Road, are approximately 4m and 109m.</p> | <p>To allow the erection of a ground sign, with a distance of 4m from another ground sign on the same side of a street.</p> <p>This distance is 146m or 97% less than the distance required.</p> <p>To allow the erection of a ground sign, with a distance of 106m from another ground sign on the same side of a street.</p> <p>This distance is 44m or 29.33% less than the distance required.</p> |

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|--|--|---|
| <p>3)</p> <p>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: (v) for Group 4 Use premises the greater of 7m² or 1m² for each 15m of street frontage;</p> | <p>To erect a ground sign with a sign face area of 10.31m² (110.98 ft²)</p> | <p>To allow the erection of one ground sign with an aggregate sign face area of 10.31m² (110.98ft²), whereas the permitted sign area is 4.24m² (45.64ft²)</p> <p>(The proposed sign area, is larger than the permitted sign area by 6.07m² (65.33ft²), or 143%)</p> |
| <p>4)</p> <p>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 5.7m (18.70ft).</p> | <p>To allow the erection of a ground sign with an overall height of 5.7m. (18.70ft), whereas the permitted sign height is 3.41m (11.18ft).</p> <p>(The proposed sign height is 2.29m (7.51ft) or 40.17% greater than the permitted height)</p> |
| <p>5)</p> <p>2.3.5(2)(c) In respect to a street intersection adjoining the premises, only one identification or business or promotional advertising ground sign shall be erected per premises per adjoining street intersection if any such ground sign on the premises is located closer than 30m to any property line defining the premises at the intersection.</p> | <p>To add one new ground sign to the existing two ground signs located closer than 30m to the point of intersection of the property lines.</p> <p>The by-law permits only one ground sign closer than 30m to any property line defining the premises at the intersection. Proposed sign is located at the intersection and there are two existing signs within 30 m of the intersection (facing Millner Ave and McCowan Road)</p> | <p>To allow three ground signs, located closer than 30m to any property line defining the premises at the intersection.</p> <p>This variance would exceed the non-conformity of the existing situation with the Sign Code.</p> |

CONCLUSIONS:

The proposed ground sign will be installed at the intersection of Millner Ave and McCowan Road and approximately 15m and 115m from two existing ground signs on the same side of the street. Staff is of the opinion that all of these non-compliances would have a great impact on the signage at this location due to the large size of the sign and small distances between the signs.

For the above reasons staff recommends that the requested variances be refused.

CONTACT

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SIGNATURE

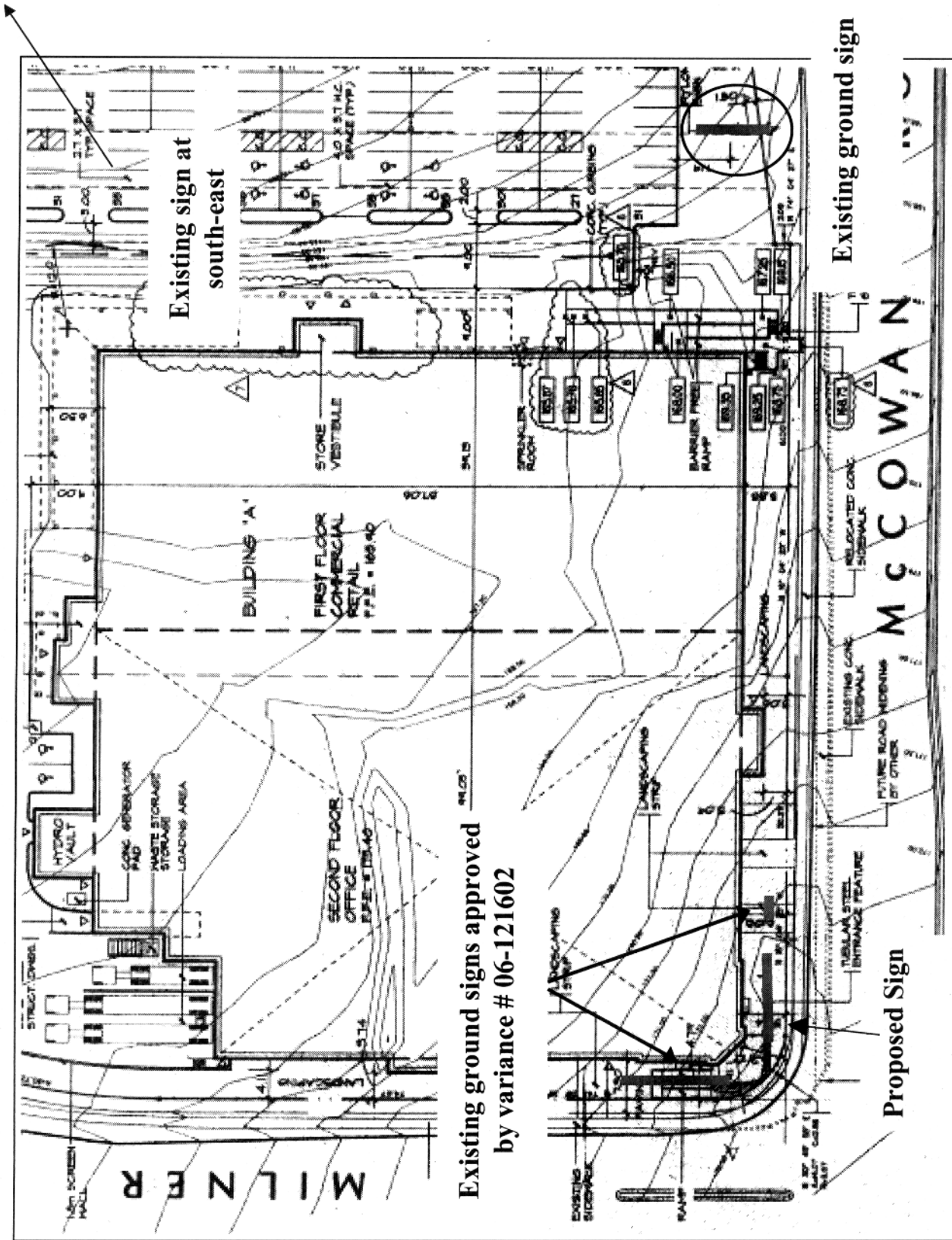
Bruce Ashton, P.Eng
Director of Building and
Deputy Chief Building Official
Scarborough District

Applicant's Information:

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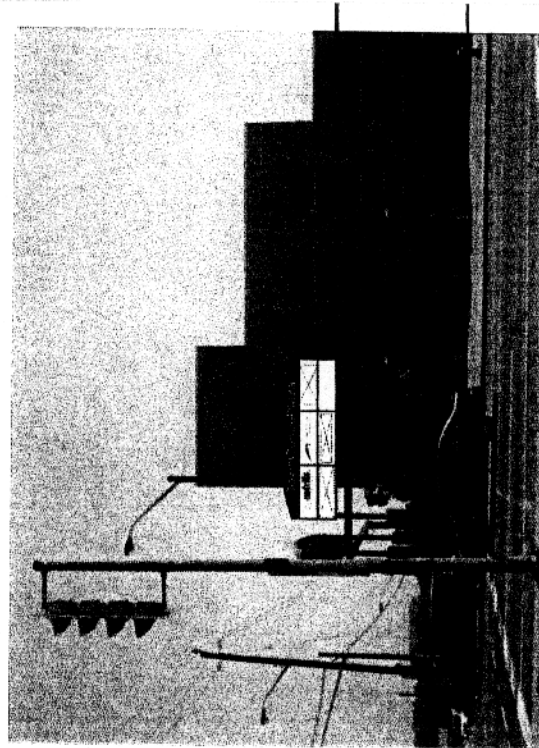
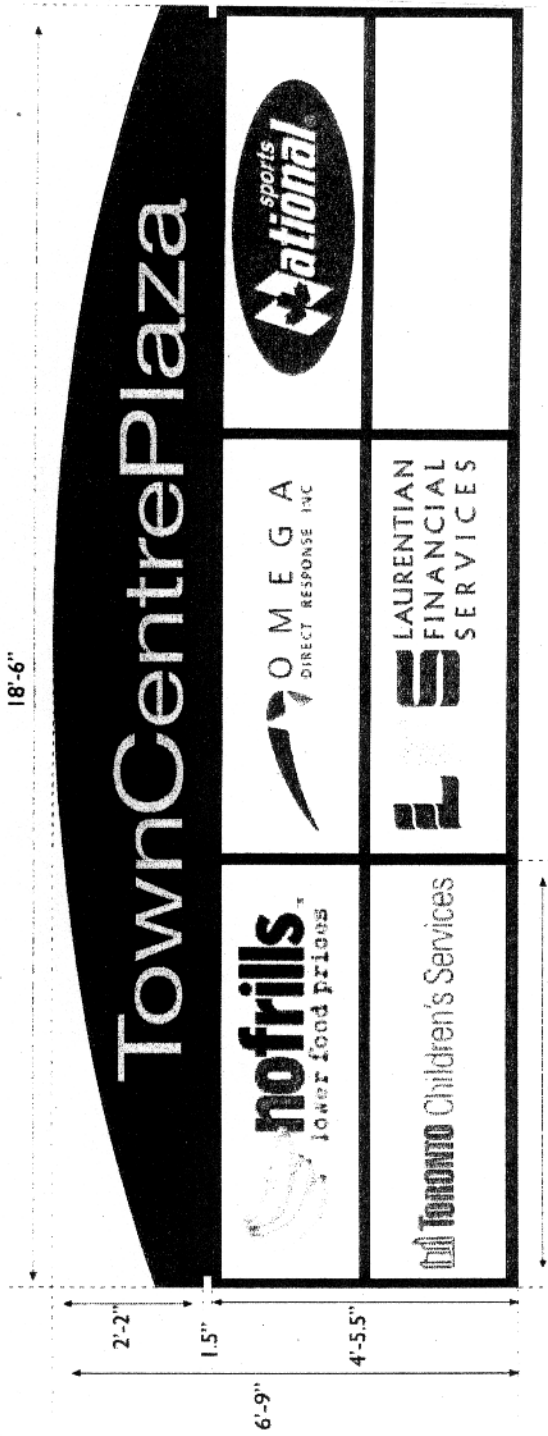
ATTACHMENTS

Attachment 1 – Site Plan.
Attachment 2 – Sign's elevation.
Attachment 3 – Zoning map.



Existing ground signs approved
by variance # 06-121602

Attachment 1: Site Plan



Attachment 2: Sign's elevation

