

Request for Approval of a Variance from the Former City of Scarborough Sign By-law 22980, as amended, for Additional Signage at 1-85 Ellesmere Road (Parkway Mall)

Date:	May 20, 2009
To:	Scarborough Community Council
From:	Director of Toronto Building, Scarborough District
Wards:	Ward 37 – Scarborough Centre
Reference Number:	2009SC005 File No: 09-118413

SUMMARY

This staff report is about a matter for which Scarborough Community Council has delegated authority to make a final decision.

The purpose of this report is to review and make recommendations on a request by Sylvia Liao, of Steel Art Signs Corp., on behalf of Colliers International for approval of a variance from the former City of Scarborough Sign By-law 22980, as amended, to permit the installation of additional tenant signage on the existing ground sign at the Parkway Mall.

The requested variance, in staff's opinion, is not minor in nature. Staff recommends the requested variance be refused.

RECOMMENDATIONS

Toronto Building, Scarborough District, recommends that:

1. The request for variance be refused for the reasons outlined in this report.

Financial Impact

There are no financial implications resulting from this report.

ISSUE BACKGROUND

The subject property is located on the south side of Ellesmere Road, between Victoria Park Avenue and Pharmacy Avenue. The property is located in a “Community Commercial Zone” (CC), in the Maryvale Community Zoning By-law #9366,.

The abutting lands are designated in the above-noted zoning By-laws as follows:

North: “Highway Commercial Zone” (HC) and “Single Family Residential Zone” (S)
South: “Highway Commercial Zone” (HC), “Place(s) of Worship Zone” (PW) and “Single Family Residential Zone” (S)
East: “Highway Commercial Zone” (HC) and “Single Family Residential Zone” (S)

The applicant is proposing to add more signage to an existing ground sign facing Victoria Park Avenue. She stated that the additional signage will direct the public to the mall and will identify the shops on the premises.

COMMENTS

The subject property is classified as Group 4 Use in the Sign By-law of the former City of Scarborough. The permitted area of the sign is calculated using the length of the property’s street frontage but can be increased where the sign incorporates a readograph.

An existing ground sign with a readograph is located on the east side of Victoria Park Avenue. The applicant is proposing to add three tenant sign faces to this sign.

The area of the proposed sign exceeds the area permitted by the By-law. The following table describes in greater detail the requirements of the By-law and the non-compliance of the proposed sign.

Sign By-law Section & Requirements	Applicant’s Proposal	Required Variance
1. Sign By-law 2.3.5(4)(d)(v) (d) The 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	To install on the existing ground sign additional signage with a total sign face area of 30.61 m ² (329.36ft ²)	To allow installation of additional signage with an aggregate sign face area of 30.61 m ² (329.36 ft ²) whereas the permitted sign face area is 18.75 m ² (201.75 ft ²). The proposed sign face area is 63.2% more than the

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p>of 7m² or 1m² for each 15m of street frontage;</p> <p>Except that if the sign incorporates a readograph section, the permitted area of sign face may be increased by the lesser of 20 percent or that portion thereof used for such section, which additional area may be included to determine sign height under Clause 2.3.5(5)(a)(i) only.</p>		permitted sign face area.

Based on the above, staff finds the requested variance is not minor and recommends refusal.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1 – Site Plan
Attachment 2 – Detail Sign Location
Attachment 3 – Zoning Map
Attachment 4 – Sign Elevation