



## STAFF REPORT ACTION REQUIRED

### Request for Approval of Variances from the Former City of Scarborough Sign By-law 22980, as amended, for Replacement of an Existing Ground Sign at 2965-3049 Kingston Road.

<b>Date:</b>	September 24, 2009
<b>To:</b>	Scarborough Community Council
<b>From:</b>	Director of Toronto Building, Scarborough District
<b>Wards:</b>	Ward 36 – Scarborough Southwest
<b>Reference Number:</b>	2009SC008 File No: 09-141447

#### 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.

The purpose of this report is to review and make recommendations on a request by Velta Mussellam on behalf of Cliffcrest Plaza Limited, the owner of the referenced property, 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 proposed sign area exceeds the maximum allowed by the Sign By-law. Also, the proposed sign will be along the same frontage as an existing ground sign and the distance between the two ground signs will be less than that permitted by the Sign By-law. This report deals with the required variances to allow the erection of this new ground sign at the proposed location.

The requested variances for area, number of signs along a street frontage and distance from another ground sign on the same premises are considered by staff to be minor and the variances are recommended to be approved.

## **RECOMMENDATIONS**

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### **Toronto Building, Scarborough District, 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 2965-3049 Kingston Road, is located on the south east corner of Kingston Road and Cathedral Bluffs Drive. The land is currently designated as a Community Commercial Use (CC), in the Cliffcrest Community, of Zoning By-law No. 9396 of the former City of Scarborough.

The abutting lands are designated, as follows:

North: “Place(s) of Worship (PW), Office Uses (OU), and Multiple Family Residential (M)” Zones;

South: “Single Family Residential (S), and “School” (SC) Zones;

East: “Single Family Residential (S), and “Neighbourhood Commercial” (NC) Zones;

West: “Single Family Residential” (S).

The applicant proposes to replace an existing ground sign at one of the entrances to the plaza facing Kingston Road in order to enhance the plaza’s aesthetic appeal.

### **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. The by-law also prohibits more than one identification or business or promotional advertising ground sign per premise per street frontage. And if there are more than one sign on the same premises, they are required to be separated by not less than 150 metres (492.13 ft.).

The applicant, however, is proposing to replace a ground sign (which was blown down in a storm in December of 2008) with one that has an area of 22.2 m<sup>2</sup> (239 ft<sup>2</sup>) and a height of 8.53 m (28 ft.). This includes a functional sign of dimensions 5.5m (18 ft) x 4.0m (13 ft), and an address portion of 0.305m (1 ft) x 1.5m (5 ft). In addition, this sign will be

located on the same property along the same street frontage at a distance of 108 metres from an existing ground sign.

The proposed ground sign will be located approximately 11 metres (37 ft.) northwest of its original location. No record of a sign permit or 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(2)(a)(i)</b> Not more than one identification or business or promotional advertising ground sign shall be erected per premises per street frontage...</p> <p><b>Sign By-law 2.3.5(2)(d)(iii)</b> The clear distance between permitted ground signs located on Group 4 Use premises is not less than 150 metres (492.13 ft).</p>	<p>The applicant proposes to erect a new ground sign north west of the one blown away in the storm with a sign face area of 22.2 m<sup>2</sup> (239 ft<sup>2</sup>) near the entrance to the plaza on the boulevard along the Kingston Road street frontage at a distance of 108 metres from the existing ground sign.</p>	<p>To allow the erection of a new ground sign with sign face area of 22.2 m<sup>2</sup> (239 ft<sup>2</sup>) whereas the maximum permitted ground sign face area is 16.20 m<sup>2</sup> (174.4 ft<sup>2</sup>). The proposed ground sign face area is larger than the permitted sign area by 6 m<sup>2</sup> (64.6 ft<sup>2</sup>) or 37%.</p> <p>To allow an additional ground sign on the same street frontage as an existing ground sign.</p> <p>To allow the distance between the existing and the proposed ground signs to be 108 metres (approximately the same distance apart as the one blown away in the storm). This is less than the permitted distance by 42 m (137.8 ft.) or 28%.</p>

Based on the above, the fact that the proposed ground sign better identifies the premises and it is located approximately the same distance away (as the sign that was blown down) from the other existing ground sign, staff recommends approval of the variances.

## **CONTACT**

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## **SIGNATURE**

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Steve Franklin, P.Eng.  
Director of Building and  
Deputy Chief Building Official  
Scarborough District

### Applicant's Information:

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Thornhill, ON  
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## **ATTACHMENTS**

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