



**STAFF REPORT  
ACTION REQUIRED**

**Request for Approval of Variances from the Former City of Scarborough Sign By-law 22980, as amended, for Erection of a New Ground Sign at 2100 Ellesmere Road.**

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|--------------------------|--|
| <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 38 – Scarborough Centre                       |
| <b>Reference Number:</b> | 2009SC010<br>File No: 09-147430                    |

**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 Vincent Crisanti of Knight Signs on behalf of Aldgate Construction(1988) Ltd., 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 applicant is proposing to erect a new ground sign that has an area of 13.14 m<sup>2</sup> (141.40 ft<sup>2</sup>), a height of 7.11 m (23.33 ft.) and is located 141m away from an existing ground sign. The proposed sign area exceeds the maximum area allowed by the Sign By-law. The proposed distance between the signs is less than the minimum distance required by the Sign By-Law. This report deals with the required variances to allow the erection of this new ground sign.

The requested variances for area and distance between signs are recommended by staff to be approved.

## **RECOMMENDATIONS**

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### **Toronto Building, Scarborough District, recommends that Scarborough Community Council:**

1. Approve the requested variances; and
2. Inform the applicant 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 2100 Ellesmere Road, is located on the northwest corner of Markham Road and Ellesmere Road. The land is currently designated as a Industrial District Commercial Zone (MDC), in the Progress Employment District of Zoning By-law No. 24982 of the former City of Scarborough.

The abutting lands are designated, as follows:

North: "Industrial (M) Zone";

South: "Apartment Residential (A), Highway commercial (HC) and Place(s) of Worship (PW) Zone" on the south side of Ellesmere Road under the Woburn Community (North) By-Law No. 9510

East: "Highway Commercial (HC) Zone on the east side of Markham Road" under the Woburn Community (North) By-Law No. 9510

West: "City Centre Office (CCO) Zone".

The applicant proposes to erect a new ground sign in the landscaped area of the property facing Ellesmere Road in order to accommodate the large multi tenant commercial development.

### **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, and a maximum sign height not to exceed 2 m, plus 1 m for each 3 m<sup>2</sup> of permitted sign face area.

The proposed ground sign adds a third ground sign to the existing two ground signs on the property.

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><br/>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)(d)(iii)</b><br/>Notwithstanding Sentences (a) and (b) 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:<br/>(iii) the clear distance between permitted ground signs located on Group 4 Use premises is not less than 150m (492.15 ft), and 50m (164.05 ft) for Group 5 Use premises electric signs</p> | <p>The applicant proposes to erect a new ground sign with sign face area of 13.14 m<sup>2</sup> (141.40 ft<sup>2</sup>) in the landscaped area of the premises facing the Ellesmere Road street frontage.</p> <p>The applicant proposes to locate the new sign at a clear distance of 141m (462.62 ft) from the existing ground sign at the southeast corner of the property.</p> | <p>To allow the erection of a new ground sign with sign face area of 13.14 m<sup>2</sup> (141.40 ft<sup>2</sup>) whereas the maximum permitted ground sign face area is 4.14 m<sup>2</sup> (44.54 ft<sup>2</sup>)</p> <p>The proposed ground sign face area is larger than the permitted sign area by 9 m<sup>2</sup> (96.84 ft<sup>2</sup>) or 217.4%;</p> <p>To allow the erection of a new ground sign at a distance of 141m (462.62 ft) from the existing sign whereas the minimum required distance between the signs is 150m (492.15 ft).</p> <p>The proposed distance between the new and existing ground signs is less than the minimum required distance by 9m (29.53 ft) or 6%.</p> |

There are two existing ground signs on this property. Sign No. 1 is located at the Markham Road entrance and Sign No. 2 is located at the South East corner of the property. The proposed sign, located in close proximity to the Ellesmere Road entrance, identifies this entrance and provides better visibility to the public. The sign is also located 141m away from Sign No. 2. The proposed sign will have a height which is similar to the other ground signs located on this and adjacent properties. Because of the similarity in height, the proposed area which will be in proportion to the sign height is required to advertise the names of the many businesses on the site at this entrance.

Based on the above, the fact that the proposed ground sign provides better identification of the uses on the premises, staff recommends approval of the variance.

## **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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131 Whitmore Road, Unit 23  
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## **ATTACHMENTS**

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