



**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 2030-2060 Ellesmere Road.

Date:	September 24, 2009
To:	Scarborough Community Council
From:	Director of Toronto Building, Scarborough District
Wards:	Ward 38 – Scarborough Centre
Reference Number:	2009SC012 File No: 09-147448

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 Forestwood Estates 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 17.25 m² (185.61 ft²) and a height of 7.26 m (23.83 ft.). The proposed sign area and height exceed the maximum allowed 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 height are recommended by staff to be approved.

RECOMMENDATIONS

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 2030-2060 Ellesmere Road, is located on the north side of Ellesmere Road and west of Markham Road. The land is currently designated as a City Centre Office Zone (CCO), 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: ”Park (P) Zone” and “Apartment Residential (A) Zone on the South side of Ellesmere road under the Woburn Community (North) Zoning By-Law No. 9510 of the former City of Scarborough;

East: “Industrial District Commercial (MDC) Zone”

West: “Industrial (M) Zone”.

The applicant proposes to erect a new ground sign in the landscaped area of the property facing Ellesmere Road in order to accommodate a large multi tenant industrial 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 m² or 1 m² for each 15 m of the street frontage, and a maximum sign height not to exceed 2 m, plus 1 m for each 3 m² of permitted sign face area.

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>Sign By-law 2.3.5(4)(d)(v) 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 (75.35 ft²) or 1 m² (10.76 ft²) for each 15 m (49.21 ft.) of the street frontage.</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 following: (i) 2 m (6.56 ft.) plus 1 m (3.28 ft.) for each 3 m² (32.29 ft²) of permitted sign face area,</p>	<p>The applicant proposes to erect a new ground sign with sign face area of 17.25 m² (185.61 ft²) and height of 7.26 m (23.83 ft.) in the landscaped area of the premises along the Ellesmere Road street frontage.</p>	<p>To allow the erection of a new ground sign with sign face area of 17.25 m² (185.61 ft²) and height of 7.26 m (23.83 ft.) whereas the maximum permitted ground sign face area is 9.89 m² (106.41 ft²) and maximum sign height is 5.30 m (17.38 ft.).</p> <p>The proposed ground sign face area is larger than the permitted sign area by 7.36 m² (79.19 ft²) or 74.4%; and the proposed sign height is greater than the permitted height by 1.96 m (6.43 ft.) or 37.0%.</p>

The proposed sign contains a readograph section and improves the visibility of Ellesmere Road entrance that serves six multi tenant buildings located on this property. Based on the above, the fact that the proposed ground sign is similar in height to the existing and proposed signage at adjacent properties, and that the new ground sign provides better identification of the uses on the premises, staff recommends approval of the variances.

CONTACT

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SIGNATURE

Steve Franklin, P.Eng.
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Applicant's Information:

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ATTACHMENTS

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