



STAFF REPORT ACTION REQUIRED

Request for Approval of Variances from the Former City of Scarborough Sign By-law No. 22980, as amended, for a Pylon Ground Sign at 3250 Midland Ave.

Date:	September 24, 2009
To:	Chair and Members, Scarborough Community Council
From:	Director, Toronto Building, Scarborough District
Wards:	Ward 41 - Scarborough-Rouge River
Reference Number:	2009SC015 File No: 09-128137

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 Doug Jackett of Knight Signs Ltd. on behalf Reisman & Associates 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 pylon ground sign at the above address.

The requested variances, for maximum sign area and height of the proposed ground sign are considered by staff to be significant and the variances are recommended not to be approved.

RECOMMENDATIONS

Toronto Building, Scarborough District, recommends that:

1. The requested variances not be approved; and
2. The applicant be informed to revise the design of the proposed ground sign to conform to the provisions in Sign By-law 22980.

FINANCIAL IMPACT

There are no financial implications resulting from this report.

ISSUE BACKGROUND

The subject property, known as 3250 Midland Avenue, is located on the west side of Midland Avenue between Silver Star Boulevard and Finch Avenue East. The area is designated partly as a Mixed Employment Zone (ME) at the front and partly Special Industrial Zone (MS) at the rear portion, in the Milliken Employment District, of Zoning By-law No. 24982 of the former City of Scarborough.

The abutting lands are designated as follows:

- North: “Mixed Employment, Industrial, General Industrial and Special Industrial (ME, M, MG & MS)”;
- South: ”Employment, Community Commercial, Recreational, and Industrial Commercial and Industrial (E, CC, RU & M)”;
- East: “Two-Family Residential and Street Townhouse Residential (T & ST)” on the east side Midland Avenue under the Agincourt North Community By-law 12797;
- West: “Employment, Community Commercial, Recreational, Industrial, General Industrial and Special Industrial (E, CC, RU, M, MG & MS)”.

The applicant proposes to erect one four sided ground sign at the street yard of the property facing Midland Avenue. The sign consists of forty sign slots for a retail development consisting of over a hundred individual businesses.

COMMENTS

The subject property is classified as Group 4 Use in the former City of Scarborough Sign By-law 22980. 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. The bylaw further allows the maximum area to be doubled where the edges of the sign are joined together such as a four sided sign proposed here. The maximum area allowed is 14.58 m² (156.94 ft²). The by-law allows a maximum sign height of 2 m plus 1 m for each 3 m² of permitted sign face area. The maximum height allowed for the proposed sign is 4.43 m (14.53 ft.). The applicant proposes to erect a 4-sided pylon ground sign with a total face area of 46.08 m² (496 ft²) and a height of 7.47 m (24.5 ft.).

The proposed ground sign does not comply with the maximum area and height requirements of the sign by-law. The following table describes in greater detail the extent of the non-compliances.

Sign By-law Section and 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 2.3.1.(4)(b) A double faced sign, or a sign having a cylindrical or spherical shaped sign face, or a sign face joined with another sign face for the full length of their edges such that all sign faces on the sign are similarly joined together, may have the total area of all sign faces double the permitted for any one sign face.</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 lesser of 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, for permitted area of 10 m² (107.64 ft²) or less, and for permitted areas in excess of 10 m² when (i) would provide for a height greater than (ii) following, where Clause 2.3.5(4)(f)(ii) applies;</p>	<p>The applicant proposes to erect a new ground sign with a joined sign face area of 46.08 m² (496 ft²) and a sign height of 7.47 m (24.5 ft.) in the street yard of the premises facing Midland Avenue.</p>	<p>To allow the erection of a new ground sign with a joined sign face area of 23.04 m² (248 ft²) and a height of 7.47 m (24.5 ft.) whereas the maximum permitted ground sign face area is 7.29 m² (78.47 ft²) and a maximum sign height is 4.43 m (14.53 ft.).</p> <p>The proposed ground sign face area is larger than the permitted sign area by 15.75 m² (169.53 ft²) or 216.05%; and the proposed sign height is greater than the permitted height by 3.04 m (9.97 ft.) or 68.62%.</p>

Based on the above table, the proposed total sign face area and height are significantly larger than the permitted maximums. The variances are not minor in nature and staff recommends refusal their refusal.

CONTACT

Gene Lee, P.Eng.
Manager, Plan Review
Tel: (416) 396-4300
Fax: (416) 396 5231
E-Mail: glee@toronto.ca

SIGNATURE

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

Applicant's Information:

Doug Jackett, Knight Signs Ltd.,
23-131 Whitmoore Road, Unit# 23
Woodbridge, ON L4L 6E4
Tel: 905-265-8410 Ext. 203
Fax: 905-265-8433

ATTACHMENTS

Attachment 1 – Site/Survey Plan
Attachment 2 – Zoning Map
Attachment 3 – Ground Sign Details