

Request for Variance From East York Sign By-law Requirements for Moores Retail Store at 3003 Danforth Avenue

(City Council on November 23, 24 and 25, 1999, adopted this Clause, without amendment.)

The East York Community Council recommends adoption of the following report, (September 27, 1999) from the Manager, Field Office, Building Division, Urban Planning and Development Services; and, further, that the applicant be requested to remove one facial sign:

Purpose:

The applicant proposes to install a facial sign, not in compliance with the Sign By-law of the community of East York. The proposed sign is for the Moores retail store at Shoppers World Plaza, 3003 Danforth Avenue at Victoria Park Avenue.

Financial Implications:

There are no financial implications.

Recommendation:

It is recommended that Council deny the variance from the Sign By-law requirements to permit the installation of more than one facial sign on the same wall elevation, for Moores store, at 3003 Danforth Avenue.

Background:

The Municipal Act authorizes Council to pass by-laws for prohibiting or regulating signs and advertising devices. The Act also authorizes Council to grant minor variances from the by-law where such variances, in the opinion of Council, would maintain the general intent of the by-law.

Comments:

The Sign By-law allows signs for buildings in accordance with the zoning designation of the area where the buildings are located and in accordance with the type of the occupancy of the buildings.

The Moores retail store is located in the Shoppers World Plaza in an area designated as Commercial zone. The Sign By-law for the community of East York allows, for commercial plazas, or shopping centres:

“One (1) facial or canopy sign for each occupant, except that where a unit has more than one facades exposed to and abutting a street or parking area in a front or side yard, one (1) facial or canopy sign for each wall thus exposed may be erected, to a

maximum of two (2) signs per establishment, provided the height of each facial or canopy sign does not exceed 1.2 metres.”

The applicant is proposing to install a second facial sign, which is not permitted by the Sign By-law.

Conclusion:

Staff is of the opinion that the request for variance to install a second facial sign on the same wall elevation for Moores retail store, at 3003 Danforth Avenue, be denied. The second sign is specifically not permitted by the Sign By-law and is beyond the parameters for minor variances from the Sign By-law requirements.

Contact Name and Telephone Number:

Iraklis (Eric) Tsotsos
967-4482

Mr. Doug Jackett, on behalf of Moores Retail Store, appeared before the East York Community Council in connection with the foregoing matter.

Insert Table/Map No. 1
north west elevation

Insert Table/Map No. 2