

2343 Eglinton Avenue West - Sign Variance Application

Date:	January 29, 2007
To:	Etobicoke York Community Council
From:	Director, Community Planning, Etobicoke York District Director of Building and Deputy Chief Building Official, Etobicoke York District
Wards:	Ward 17 - Davenport
Reference Number:	File No. 06 198747 WET 17 TM

SUMMARY

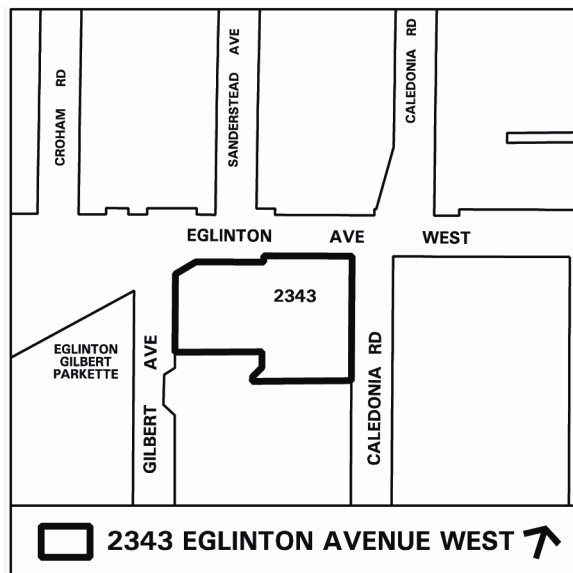
This is an application to permit the installation of four additional illuminated fascia signs on the front elevation of the one and two storey commercial building, operating as a car dealership business.

This reports reviews and recommends approval of the application to amend the former City of York Sign By-law No. 3369-79, as amended.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the requested variance to permit installation of four additional illuminated wall signs along the north side of the building, subject to sign permits being obtained and the signs being installed in accordance with the plans filed with Toronto Building, Etobicoke York District; and



2. City Council authorize and direct the appropriate City Officials to take the necessary action to give effect thereto.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

Proposal

The applicant is requesting relief from the provisions of former City of York By-law No. 3369-79, as amended, to permit installation of five illuminated signs along the north elevation of the building, fronting onto Eglinton Avenue West.

Section 15.2.1 of Sign By-law No. 3369-79, as amended, permits the erection of only one sign for each street frontage, resulting in a variance of four additional wall signs.

Site and Surrounding Area

The subject property is located on the south side of Eglinton Avenue West, extending from Caledonia Road on the east, to Gilbert Avenue on the west. The site and existing building have been used as a new and used car dealership establishment for many years.

The proposed variances are required to accommodate the current style of “branding” for dealerships carrying the HONDA product line.

The site is zoned Mixed Commercial Zone (MCR), which permits the car dealership use. Uses to the north and west of the site, along Eglinton Avenue West are commercial, and uses to the east and south are low density residential.

COMMENTS

The five signs will be distributed along the entire frontage of the building, which occupies more than half of the block (approximately 55 metres). A free standing pylon sign is also proposed at the northwest corner of the site, but a variance for this sign is not required.

The proposed signage includes the dealership name identification sign and four additional signs consisting of two small service centre identification signs, one logo sign, and one word mark sign (see Attachment 1: Site Plan, and Attachment 2: Elevation and proposed signs).

The signs do not dominate the building elevation and will be directed towards Eglinton Avenue West, away from the residential uses to the east. Therefore the proposed signs will not create a visually negative impact to the surrounding area.

CONTACT

Claudia La Rota, Assistant Planner

Tel. No. 416-394-6064

Fax No. 416-394-6063

E-mail: clarota@toronto.ca

SIGNATURE

Gregg Lintern, MCIP, RPP
Director, Community Planning
Etobicoke York District

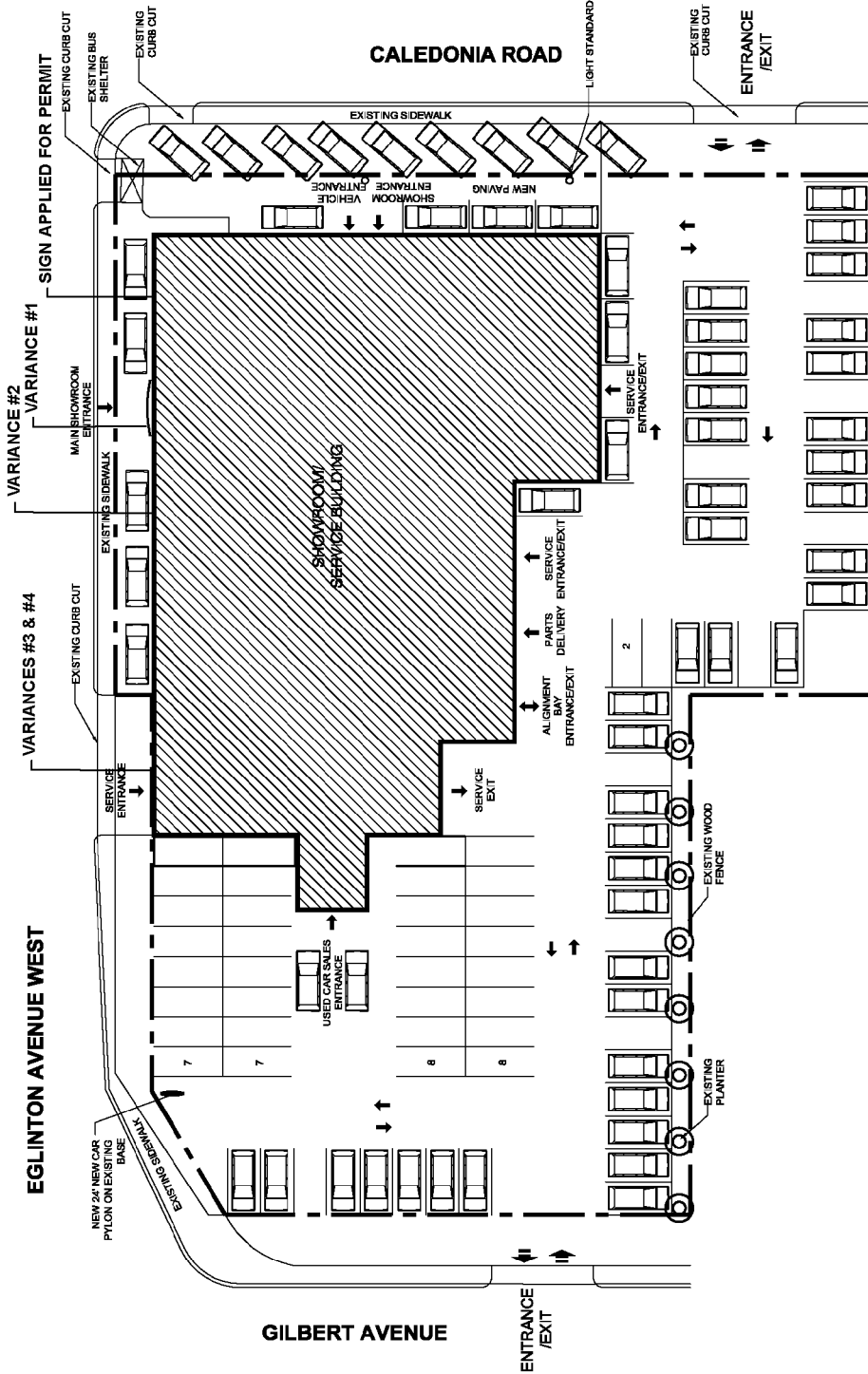
Edward Tipping
Director of Building and Deputy
Chief Building Official
Etobicoke York District

ATTACHMENTS

Attachment 1: Site Plan

Attachment 2: Elevation and proposed signs

Attachment 1: Site Plan



2343 Eglinton Avenue West

Site Plan
 Applicant's Submitted Drawing

File # 06_198747

Not to Scale
 01/18/07



