

2611 Eglinton Avenue West - Sign Variance Application

Date:	January 30, 2007
To:	Etobicoke York Community Council
From:	Director, Community Planning, Etobicoke York District Director of Building and Deputy Chief Building Official
Wards:	Ward 12 – York South-Weston
Reference Number:	File No. 06 198755 WET 12 TM

SUMMARY

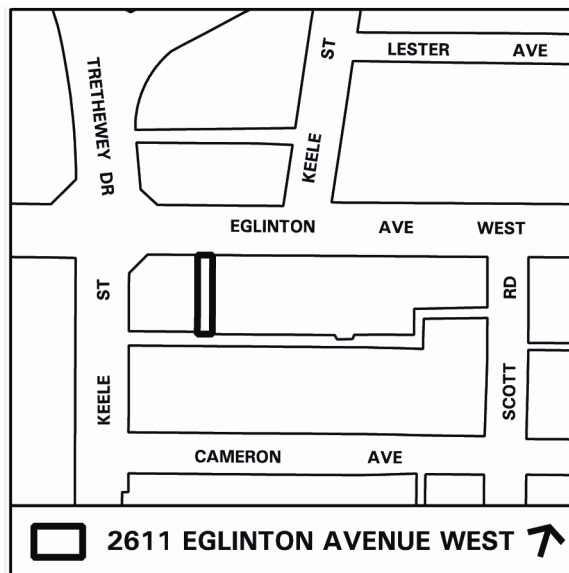
An application has been submitted to request a variance from Sign By-law No. 3369-79. The variance is to permit the installation of two illuminated business identification wall signs that will be on a building wall not fronting onto a street.

This report reviews and recommends approval of the variance to amend the former City of York Sign By-law No. 3369-79, as amended, subject to conditions relating to encroachments.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the requested variance to permit two illuminated signs on the west elevation of the building, subject to:
 - a) the owner submitting to the satisfaction of the Director of Building and Chief Building Official, Etobicoke York District, an encroachment agreement that has been executed between the owner of



the land and the adjacent owner at 2615 Eglinton Avenue West, to permit the sign encroachment for a minimum period of ten years; and

- b) the signs permits being obtained and the signs being installed in accordance with the application plans filed with Toronto Building, Etobicoke York District;
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 proposing to install two illuminated signs on the west side wall of the two-storey building, facing the parking lot serving the commercial property at the southeast corner of Eglinton Avenue West and Keele Street.

The sign By-law requires business identification fascia signs to be located only on the street frontage wall of the building.

The building is located approximately 3 cm away from the west property line, abutting the parking lot. As one of the proposed signs will have a depth of 43.2 cm, it will be encroaching onto the adjacent property located at 2615 Eglinton Avenue West.

Site and Surrounding Area

The subject property is located on the south side of Eglinton Avenue West and east of Keele Street.

The property contains a two-storey commercial and residential building abutting a parking lot, and it is zoned Mixed Commercial Zone (MCR), which permits the service commercial use on the site.

Uses along Eglinton Avenue West are commercial and the properties at the rear are low density residential.

COMMENTS

The proposed signs along the west wall of the building will be fronting the parking lot of the commercial area.

The west elevation of the building functions as a corner element, and the signs provide a visual indication of the nature of the business to pedestrians, vehicles, and transit along Eglinton Avenue West and Keele Street, as well as customers using the parking lot.

Eglinton Avenue and Keele Street are main commercial streets; therefore the proposed signs do not create an additional impact to the surrounding area.

Although staff has no objection to the variance requested, approval should be conditional to the owner entering into an Encroachment Agreement with the property located at 2615 Eglinton Avenue West for a minimum period of ten years, that is acceptable to the Director of Building and Chief Building Official, Etobicoke York District, and the Agreement being submitted to Toronto Building, prior to the issuance of a Sign Permit.

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

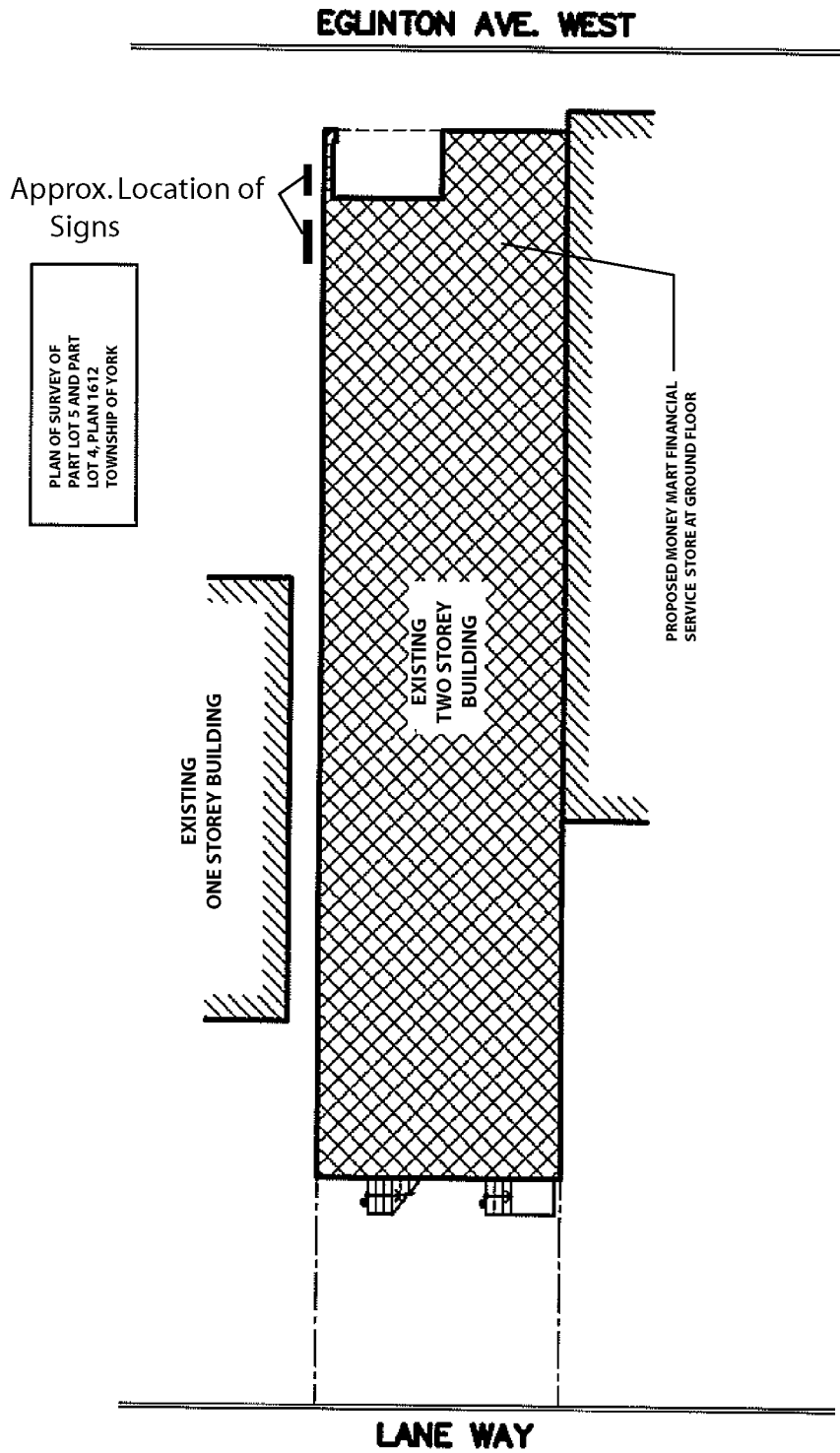
Edward Tipping
Director of Building and
Deputy Chief Building Official
Etobicoke York District

ATTACHMENTS

Attachment 1: Site Plan

Attachment 2: Elevations

Attachment 1: Site Plan



2611 Eglinton Avenue West

Site Plan

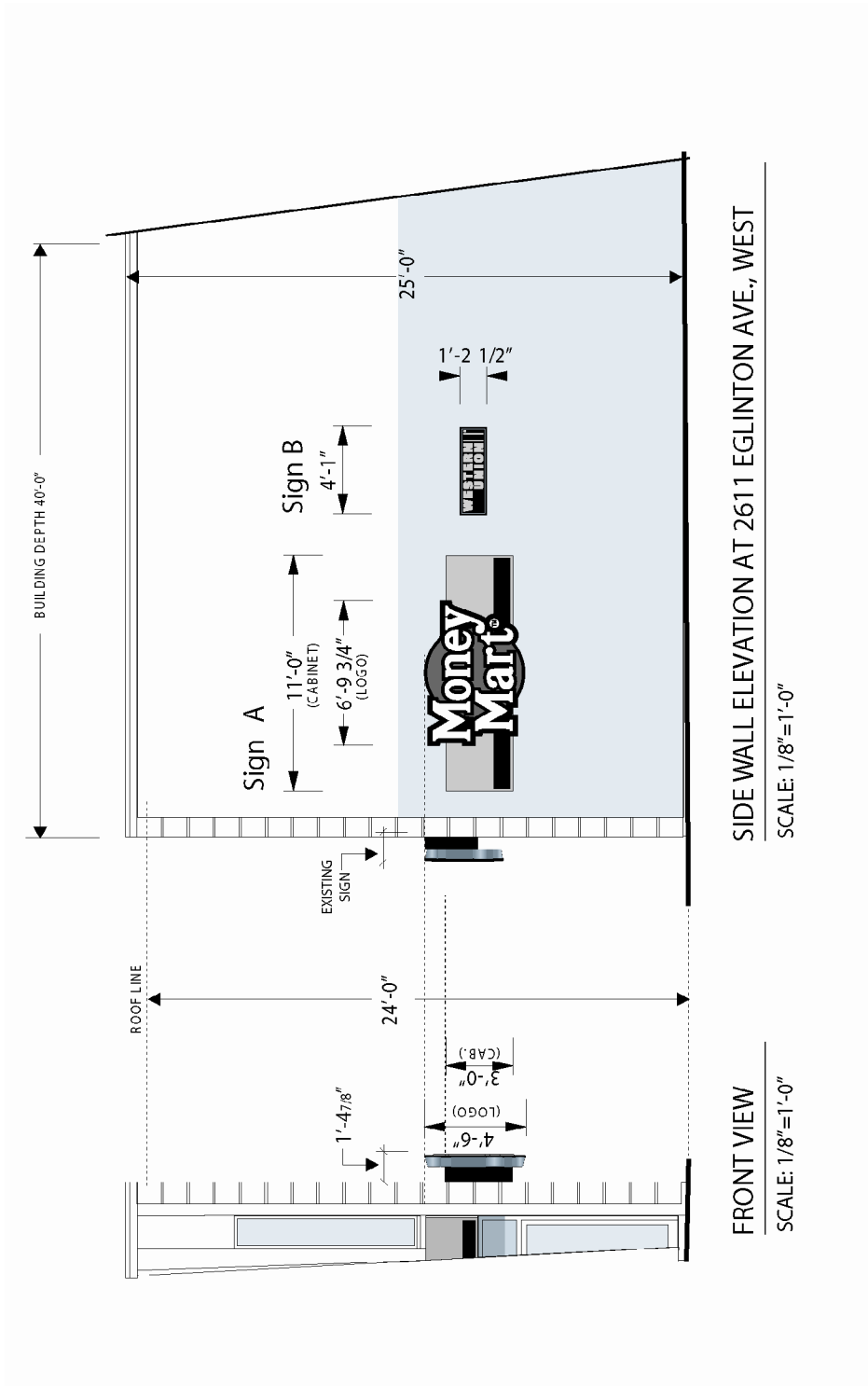
Applicant's Submitted Drawing

Not to Scale
01/18/07



File # 06_198755

Attachment 2: Elevations



Front View and Side Wall Elevation

Applicant's Submitted Drawing

Not to Scale
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