

2562 Eglinton Avenue West – Sign Variance Application

Date:	March 21, 2007
To:	Etobicoke York Community Council
From:	Director, Community Planning, Etobicoke York District Director of Building and Deputy Chief Building Official
Wards:	Ward No. 12 – York South-Weston
Reference Number:	File No. 07 104448 WET 12 TM

SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

CBS Outdoor has submitted an application for a variance from Sign By-law No. 3369-79, for the former City of York. The application is to permit the installation of a third party illuminated roof sign, on the property located at 2562 Eglinton Avenue West, in excess of the maximum 177 third party sign locations, and larger than the maximum permitted sign area of 25 square metres, allowed by the Sign By-law.

This report reviews and recommends refusal of the application to amend Sign By-law No. 3369-79, as amended.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Etobicoke York Community Council refuse the sign variance application at 2562 Eglinton Avenue West.



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 Sign By-law No. 3369-79, as amended, to permit installation of a third party double sided, illuminated roof sign.

Section 16.2.1 of the former City of York Sign By-law No. 3369-79 limits the total number of third party off-premise sign locations to a maximum of 177. The third party sign cap was originally 150, but was increased to 177 by amending By-law No. 769-1999, in 1999. The proposed sign would be an additional sign location above the existing cap.

Section 16.2.3, limits the maximum area of a sign to 25 square metres. The proposed sign would be double sided, having a total sign area of 37.16 square metres.

Site and Surrounding Area

The subject property is located on the north side of Eglinton Avenue West, and east of Keele Street. The site is zoned Main Street Commercial and Residential Zone (MCR); which permits a mix of commercial and residential uses. It contains a two-storey commercial building that is currently vacant.

Uses along Eglinton Avenue West are mixed commercial-residential, and the properties to the north and south consist of low density residential dwellings.

COMMENTS

This application has been reviewed considering the intent of the by-law to limit the number of off-premise sign locations to a maximum of 177, and to limit the area of such signs to 25 square metres. The number of third party roof sign locations that already exist exceed the maximum permitted, because site specific sign variance applications have been approved since the cap was increased in 1999.

The intent of the by-law is to limit the intrusiveness of roof signs on the skyline view, and to minimize their negative effects when viewed from the adjacent residential areas.

In order to prevent the proliferation of off-premise signage, it is recommended that the existing cap not be further varied and that the requested variances be refused.

However, if Community Council is inclined to approve the application for variance to the Sign By-law, the approval should be subject to the following recommendations:

- (1) the application for relief from the provisions of Sign By-law No. 3369-79, as amended to permit a third party off-premises roof sign at 2562 Eglinton Avenue West be approved as a variance to the Sign By-law, subject to a building permit being obtained and the sign being installed substantially in accordance with the application plans on file with Toronto Building, Etobicoke York District; and
- (2) the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

CONTACT

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SIGNATURE

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ATTACHMENTS

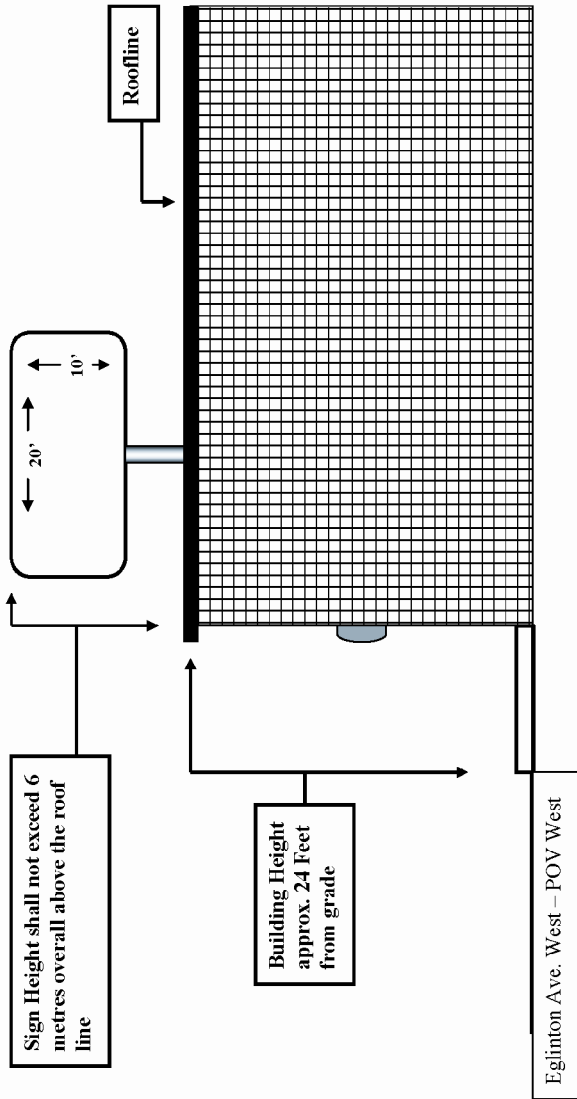
Attachment 1: Side Elevation – Sign Details

Attachment 2: Sign Location

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Side Elevation of proposed sign at 2562 Eglinton Avenue West in Toronto



Side Elevation - Sign Details

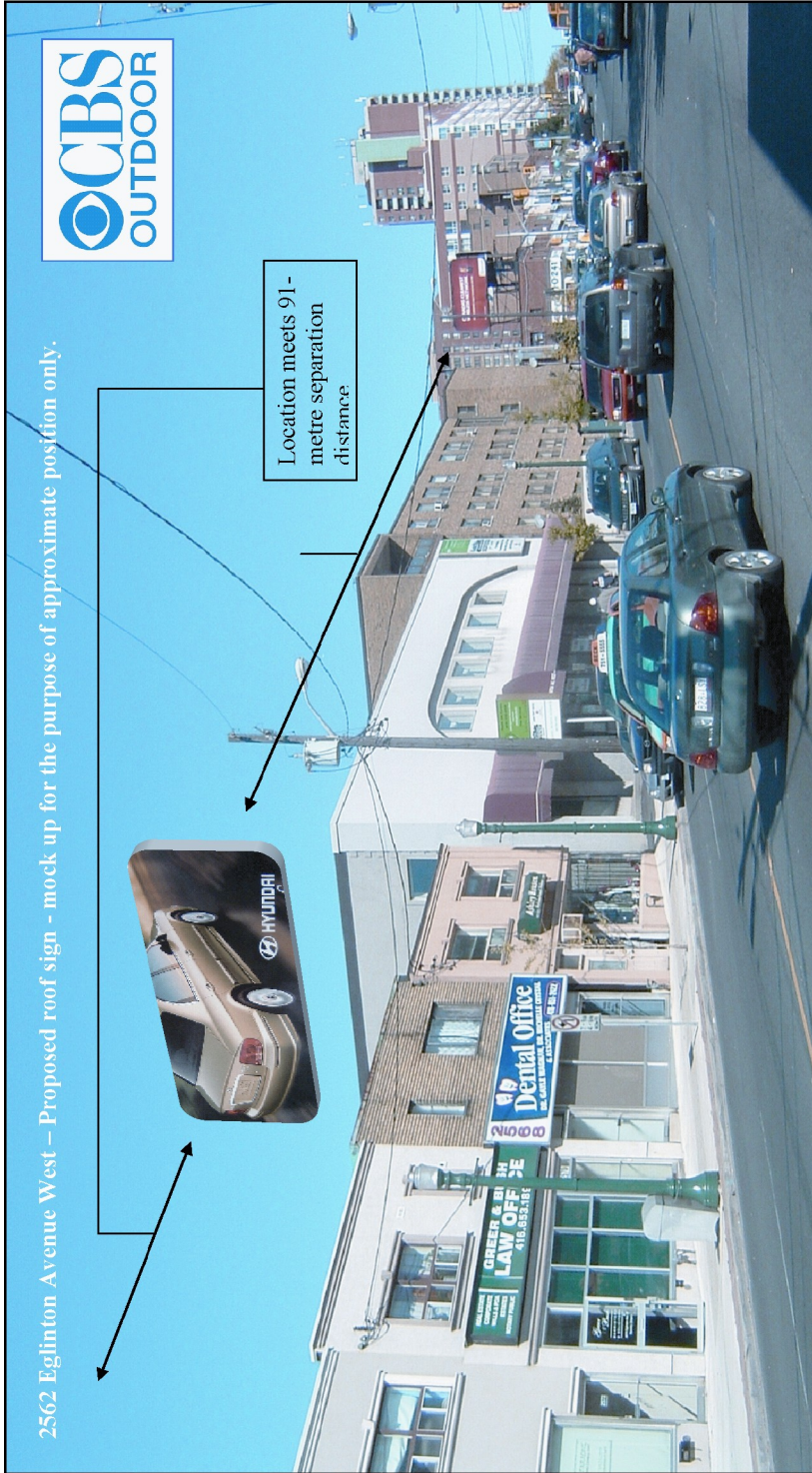
Applicant's Submitted Drawing

Not to Scale
02/21/07

2562 Eglinton Avenue W.

File # 07_104448

Attachment 2: Sign Location



2562 Eglinton Avenue W.

Sign Location

Applicant's Submitted Drawing

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