

**2562 Eglinton Avenue West - Sign Variance Application -  
Supplementary Report**

<b>Date:</b>	May 10, 2007
<b>To:</b>	Etobicoke York Community Council
<b>From:</b>	Director, Community Planning, Etobicoke York District Director of Building and Deputy Chief Building Official
<b>Wards:</b>	Ward No. 12 – York South-Weston
<b>Reference Number:</b>	File No. 07 104448 WET 12 TM

**SUMMARY**

This staff report is in regard to a Sign Variance Application for which Community Council has delegated authority to make a decision.

CBS Outdoor has submitted a revised application for a variance from Sign By-law No. 3369-79, as amended, for the former City of York. The proposed variance is to permit the installation of a third party off-premise illuminated roof sign, on the property located at 2562 Eglinton Avenue West, in excess of the permitted maximum 177 third party off-premise sign locations. 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.

## **DECISION HISTORY**

CBS Outdoor previously submitted an application to permit installation of a third party off-premise illuminated roof sign on 2562 Eglinton Avenue West. The applicant requested approval of variances to the sign By-law to permit the installation of a double-sided poster panel sign in excess of the maximum 177 third party sign locations, and larger than the maximum permitted sign area for poster panel signs of 25 square metres, as set out in the Sign By-law. Each side of the original sign measured 3.04 metres by 6.09 metres, and had a total display area of 37.16 square metres.

At its meeting of March 27, 2007, the Etobicoke York Community Council considered a report on the sign variance application from the City Planning Division dated March 21, 2007 which recommended refusal. The application was deferred by Community Council to allow the applicant to revise his proposal, so that the area requirements of the sign would be in closer compliance with the Sign By-law.

The applicant has submitted a revised off-premise sign proposal changing the format of the roof top sign to a single-sided off-premise illuminated bulletin board.

## **ISSUE BACKGROUND**

### **Proposal**

The applicant is seeking approval for a third party single-sided bulletin board roof sign, which has a total area of 62.4 square metres.

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, of which the maximum permitted number of bulletin board signs is 15. The third party sign cap was increased to 177 from the original 150, by amending By-law No. 769-1999, in 1999.

The proposed sign would be an additional sign location above the existing maximum number of third party off-premise sign locations, which has been varied to permit other off-premise sign locations.

### **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. See Attachment 1: Sign Location.

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. Currently, the number of third party roof sign locations exceeds the maximum permitted cap, 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 addition, even though the revised application complies with the maximum area permitted for this format of signs of 65 square metres, the new sign will measure 4.26 metres by 14.63 metres, being almost three times the size of the original proposed double-sided poster panel sign and increasing the visual impact to the surrounding area. See Attachment 2: Detail of Signs.

In order to prevent the proliferation of off-premise signage within the former City of York area, 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 for a single-sided bulletin board sign 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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Gregg Lintern, MCIP, RPP  
Director Community Planning  
Etobicoke York District

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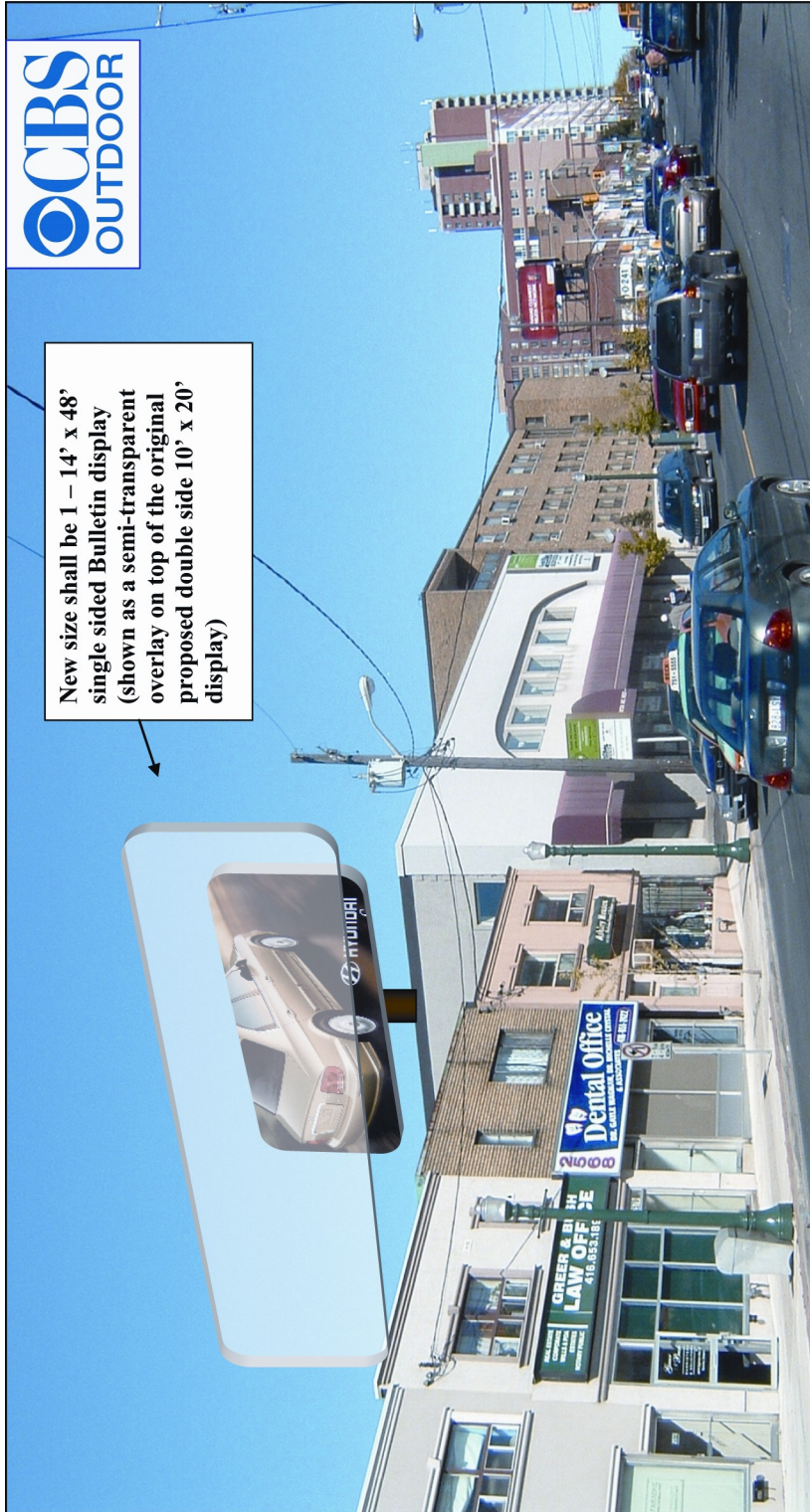
Edward Tipping  
Director of Building and  
Deputy Chief Building Official  
Etobicoke York District

## **ATTACHMENTS**

Attachment 1: Sign Location

Attachment 2: Side Elevation – Details of original and revised signs

**Attachment 1: Sign Location**



**Sign Location**

Applicant's Submitted Drawing

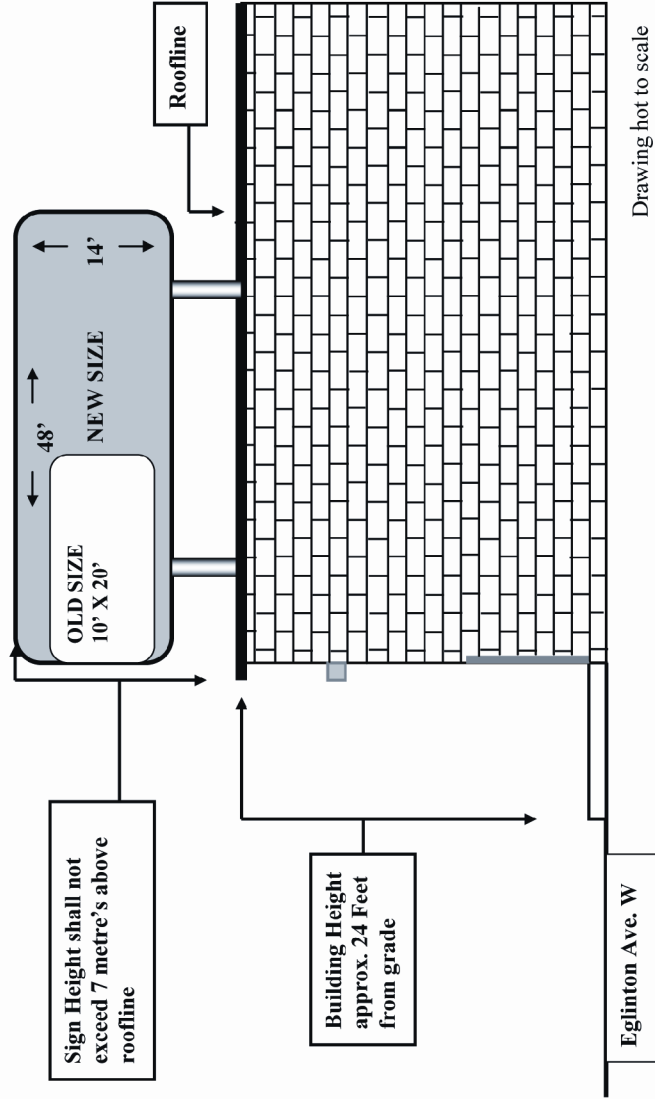
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**2562 Eglinton Avenue W.**

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**REVISED Side Elevation of proposed sign at 2562 Eglinton Avenue West in Toronto. Old size sign was double-sided; new size sign shall be single-sided facing west - bulletin display.**



**Side Elevation - Sign Details**

**2562 Eglinton Avenue W.**

Applicant's Submitted Drawing

Not to Scale  
05/07/07

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