



## STAFF REPORT ACTION REQUIRED

### 815-845 Eglinton Avenue East Sign Variance Request

<b>Date:</b>	December 28, 2006
<b>To:</b>	Chairman and Members, North York District Community Council
<b>From:</b>	Steve Franklin, Director of Building and Deputy Chief Building Official
<b>Wards:</b>	Ward 26 – Don Valley West
<b>Reference Number:</b>	2007NY004

#### SUMMARY

---

To review and make recommendations on a request by Lucy Chomolok of Lescar Signs Ltd. on behalf of Giant Carpet and Flooring for a variance from the former Borough of East York Sign By-law No. 64-87 as amended, to permit an illuminated wall sign at the above location.

The proposed illuminated facial wall sign will have a height of 3.02m, whereas the Sign By-law No. 64-87 as amended, limits the height of facial wall signs to 1.0m.

#### RECOMMENDATIONS

---

**The Toronto North York Building Division recommends that:**

- (1) the request for variance from former Borough of East York Sign By-law 64-87 as amended, be denied for the reasons outlined in this report.

#### FINANCIAL IMPACT

---

There are no financial implications resulting from this report.

## **ISSUE BACKGROUND**

On August 29, 2006 Lucy Chomolok of Lescar Signs Ltd. submitted a permit application to erect one illuminated facial sign on behalf of 'Giant Carpet and Flooring' for the purpose of business identification at 815-845 Eglinton Avenue East.

The permit application approval not recommended because the proposed facial sign exceeded the height permitted by the former Borough of East York Sign By-law No. 64-87 as amended. The proposed height of the facial sign is 3.02 metres and the sign by-law permits facial signs to be only 1.0 metres in height.

The subject property is zoned M1, Light Industrial by the former town of Leaside Zoning By-law No. 1916. The proposed facial sign will be located on the north face of an existing multi-unit commercial building fronting onto Eglinton Avenue East.

The surrounding lands are designated by Zoning By-law No. 1916 as follows:

North: R3A – Multiple Family Residential  
South: M1 - Light Industrial; and, M2 - Heavy Industrial  
East: C1 – General Commercial; and, R1A – Single Family Residential  
West: M1 – Light Industrial

The proposed illuminated facial sign will be located on the north (front) elevation of the building facing Eglinton Avenue East, and across the street from several multi-unit residential buildings.

## **COMMENTS**

The former Borough of East York Sign By-law No. 64-87 as amended, allows tenants in multiple occupancy industrial buildings to have one facial sign for each wall, provided the facial sign is located in the front or side yard abutting a street or parking area. A maximum of two facial signs per occupant are permitted and the height of the facial sign, including the sign structure, does not exceed 1.0 metre.

The proposed facial wall sign does not comply with the requirements of the former Borough of East York By-law No. 1916. The following table describes these requirements in greater detail.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p>Section 4.3.1 b) i)</p> <p>4.3.1 No person shall erect, display or alter any sign or advertising device in an industrial zone unless in accordance with the following:</p> <p>b) Multiple occupancy industrial building:</p> <p>i) one (1) facial sign for each occupant for each face of wall abutting a street or parking area located in the front or side yard shall be permitted, to a maximum of two (2) signs per occupant, provided the height of the facial sign including the sign structure does not exceed 1 metre.</p>	<p>To erect one facial sign on the north (front) elevation abutting Eglinton Avenue East, with a height of 3.02 metres.</p>	<p>To allow the erection of one facial sign with a height of 3.02m; whereas the maximum permitted height of a facial sign is 1.0m.</p>

The proposed variance, if granted, would allow a facial sign that is approximately three times larger than permitted by Sign By-law No. 64-87, as amended. Staff do not consider this to be minor, and therefore recommend refusal of the requested variance from Sign By-law No. 64-87 as amended.

## **CONTACT**

Diane Damiano  
Manager, Plan Review  
Tel: (416) 395-7561  
Fax: (416) 395-7589  
E-mail: damiano@toronto.ca

## **SIGNATURE**

---

Steve Franklin, P.Eng.  
Director of Building and  
Deputy Chief Building Official  
North York District

### Applicant's Information:

Lucy Chomolok  
Lescar Signs Ltd.  
493 Main St. E.  
Milton, ON L9T 3J2  
sales@lescarsigns.com

## **ATTACHMENTS**

Attachment 1 – Site Plan  
Attachment 2 – Zoning Map  
Attachment 3 – Sign Information and Details  
Attachment 4 – Letter