



STAFF REPORT ACTION REQUIRED

544 Eglinton Ave. West Sign Variance Request for a Roof Sign.

Date:	June 16, 2008
To:	Chairman and Members, North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Ward 16, Eglinton - Lawrence
Reference Number:	File No: 2008NY013 Folder No. 08-161447 ZSV 00 ZR

SUMMARY

This staff report is about a matter that the community council has delegated authority to make a final decision provided it is not amended so that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Steve Wolowich of CBS Outdoor on behalf of Yet Wai Lee, for an approval of a variance from former City of Toronto Municipal Code, Signs Chapter 297, as amended, to permit the erection of one back to back illuminated third party roof sign at 544 Eglinton Ave. West.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. Request for variances be approved, and
2. the applicant be advised of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

There are no financial implications resulting from the adoption of this report.

COMMENTS

The property is located in the former municipality of Toronto and is subject to Zoning By-law No. 483-86, as amended. Based on the zoning by-law the property at 544 Eglinton Ave. West is zoned Mixed Commercial Residential District (MCR).

The property is located in north east corner of Eglinton Ave West and Castlewood Road. Castlewood Road runs north from Eglinton Ave. West and is located 3 blocks east of Avenue Road. The site has an existing three storey building that contains a retail store on the first floor and residential use on top two stories with an existing third party roof sign.

Surrounding uses are as follows:

North – Small Commercial & Retail Stores;

South – Small Commercial & Retail Stores;

East - Small Commercial & Retail Stores:

West - Small Commercial & Retail Stores.

City of Toronto Municipal Code, Signs Chapter 297 does not allow any roof signs including tri-vision panel signs for any purpose in areas zoned as MCR district.

The existing roof sign was erected in the late 1960's. A permit to construct a V-shaped roof sign (one - 10' x 20' sign area facing westbound traffic and second -10' x 40' sign area facing eastbound traffic along Eglinton Ave. West) was issued in 1967.

The existing roof sign was erected legally and can remain at this location as a legal non-conforming sign. Chapter 297 permits legal non-conforming signs that were lawfully erected on or before May 9, 1994 to remain so long as the sign is not in any way substantially altered.

The applicant is proposing to remove the existing three panels and to replace them with two new tri-vision 10' x 20' display panels.

The applicant in his letter dated May 22, 2008 states that replacing the three static face panels with the two 10' x 20' tri-vision panels will be a visual improvement over the existing display.

Proposed signage does not comply with the City of Toronto Municipal Code, Signs Chapter 297 as amended, in the following ways:

Sign By-law Section Requirements	Applicant's Proposal	Required Variance
297-10.D.(16) A roof sign is not permitted in MCR District.	To replace existing back to back roof signs (three -10' x 20') with static display to two tri-vision panel signs.	To allow roof signs with tri-vision panel in a MCR district.

CONTACT

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SIGNATURE

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

ATTACHMENTS

Attachment 1 – Site Plan
Attachment 2 – Zoning Map
Attachment 3 – Photo of existing sign
Attachment 4 – Details of existing and proposed sign
Attachment 5 – Letter from Applicant