



**STAFF REPORT
ACTION REQUIRED**

**2300 Yonge Street.
Ground Sign Variance Request**

Date:	August 19, 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: 2008NY015 Folder No. 08 181998 ZSV 00 ZR

SUMMARY

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

The purpose of this report is to review and make recommendations on a request by Peter Kosyk of Wild on Walls, on behalf of Rio Can YEC Holdings Inc., for a variance from former City of Toronto Sign By-law No. 297, as amended, to alter the existing ground sign and to permit erection of an animated copy display for third party advertising at 2300 Yonge street.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. the request for the variance be refused

Financial Impact

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

COMMENTS

The "Yonge Eglinton Centre" is a 30 storey mixed use building located at the northwest corner of Yonge Street and Eglinton Avenue West. The property is zoned Commercial, Residential (CR).

The original ground sign at this location was erected in 1990 and later modified in 1993 to add an electronic message centre within the body of the existing ground sign. A sign permit for this modification was issued and inspected. In April of 2000 the electronic message centre area of the existing ground sign was changed to a LED video screen area without first obtaining an approval for the revised sign. The sign by-law defines this type of a sign as an animated copy sign and therefore is not permitted in a CR District. A notice of violation was issued by Municipal Standards Officer on February 8, 2008. Subsequent to the issuance of the notice the LED video screen was turned off pending the approval of this variance and issuance of a sign permit. The LED video screen is installed approximately 3.35 m (11 ft) above ground and measures 1.5 m high and 3.0 m wide (5'-0" x 10'-0").

The applicant in his letter dated July 8, 2008 states that the animated copy display for 3rd party advertising is used as a promotional/advertising medium for the ongoing special activities and events being held at the Yonge Eglinton Centre as well as for public service announcements. The applicant provided a list of the organizations that were given free space to promote different public service announcements.

The existing ground sign is visible to the traffic travelling along Yonge St. S/N, and along Eglinton Ave. E/W.

The properties surrounding the site are:
 South – TTC depot and Bank of Montreal
 North & East - CIBC, TD Canada Trust banks
 West - Hi-rise Residential Apartments.

Proposed signage does not comply with the City of Toronto Sign By-law 297 as amended

Sign By-law Section Requirements	Applicant's Proposal	Required Variance
<p>Section 297-10 D (8) Ground sign which contain animated copy for any purpose is not permitted in a CR District A third-party ground sign is not permitted in a CR District</p>	<p>To allow a portion of an existing ground sign to have an LED video screen used for third-party advertising.</p>	<p>To permit a animated copy for the purpose of third-party advertising.</p>

CONTACT

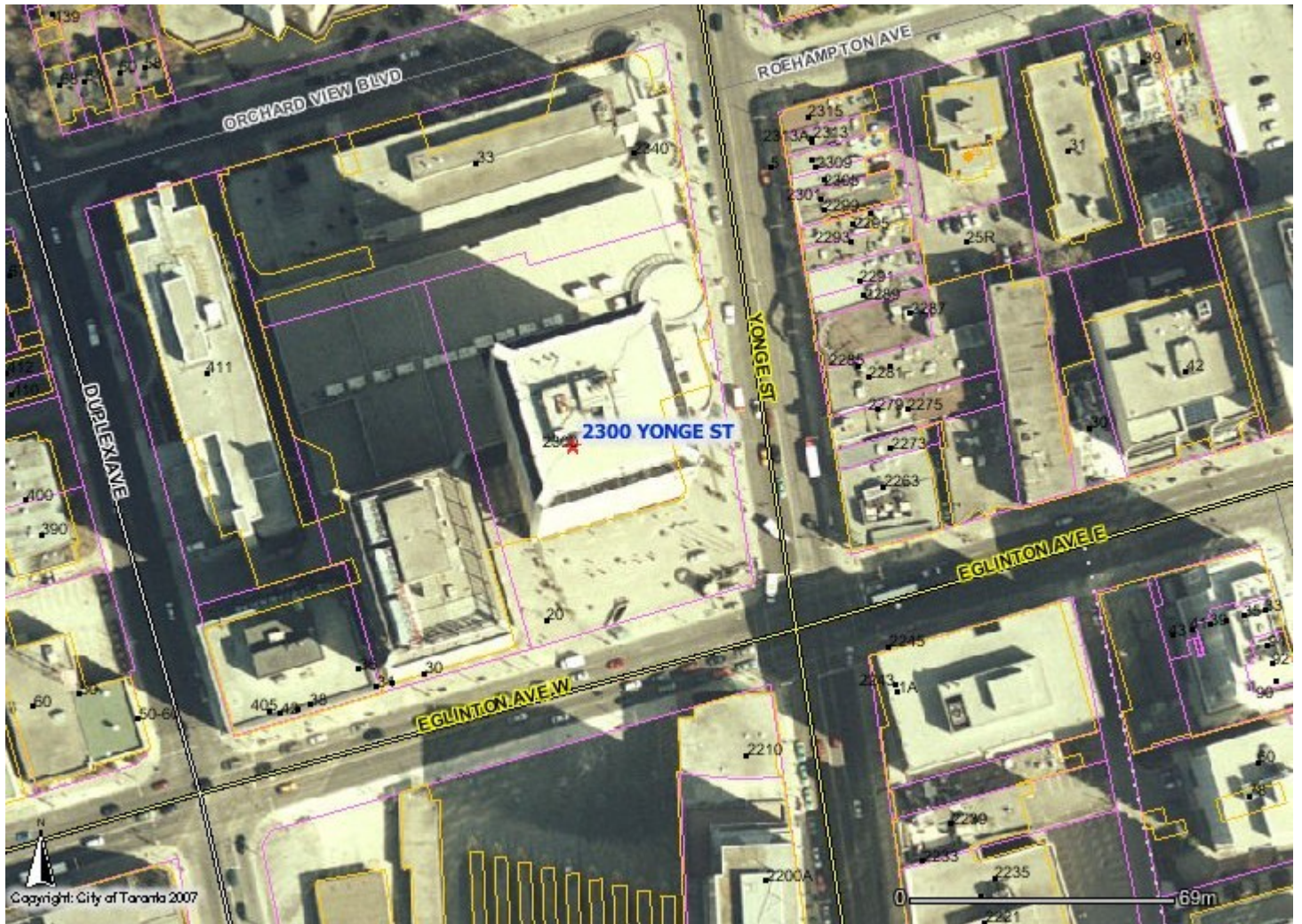
Galina Veltman P. Eng., Manager Plan Review Tel: 416-395-7018; Fax: 416-395-7589;
E-mail: veltman@toronto.ca

SIGNATURE

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

ATTACHMENTS

Attachment 1 Aerial Map
Attachment 2 Zoning Map
Attachment 3 Applicants Letter
Attachment 4 Photo of the proposed sign location



Attachment - 1