

**Sign Variance - 381 Eglinton Avenue West**

<b>Date:</b>	September 2, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Acting Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 22 - St. Paul's
<b>Reference Number:</b>	2008TE015

**SUMMARY**

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

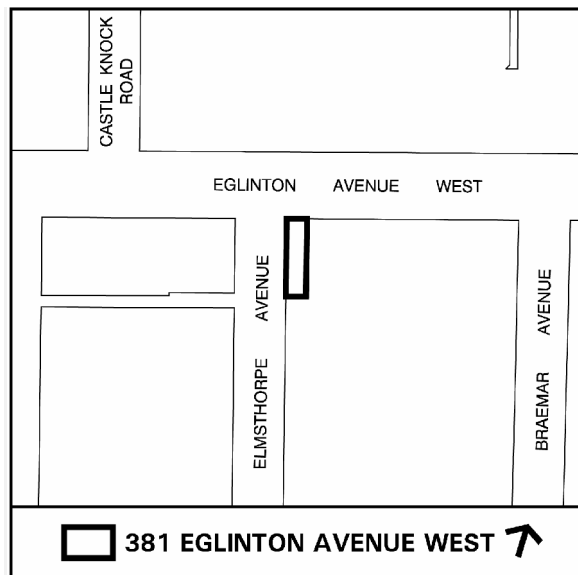
This report reviews and makes recommendations on a request by Mathew Laing with Sherman Brown Dryer Karol, on behalf of Fineway Properties Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs at the first and second floor levels on the west elevation of the building at 381 Eglinton Avenue West.

Staff recommends approval of the application. The requested variances are minor and within the general intent and purpose of the Municipal Code.

**RECOMMENDATIONS**

**The Toronto Building Division recommends that:**

1. Toronto and East York Community Council approve the request for variances to permit, for identification purposes, two illuminated fascia signs at the first and second floor levels on the west elevation of the building at 381



Eglinton Avenue West on condition that the illuminated fascia signs located on the west elevation of the building be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device and the energy efficient lights are used; and

2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

**Financial Impact**

The recommendations in this report have no financial impact.

**ISSUE BACKGROUND**

The property is located on the southwest corner of Eglinton Avenue West and Elmsthorpe Avenue in an MCR zone. The property contains a two-storey commercial building. The applicant is seeking permission to install, for identification purposes, two illuminated fascia signs at the first and second floor levels on the west elevation of the building. The proposed illuminated fascia sign at the first floor level is 23.98m wide and 0.94m high with an area of 22.54m<sup>2</sup> and the proposed illuminated fascia sign at the second floor level is 4.95m wide and 0.76m high with an area of 3.76m<sup>2</sup>.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
1. Chapter 297-10D (5)(d)	The proposed fascia sign at the second storey level on the west elevation would have an area of 22.14 % of the business unit frontage at the second storey level on the west elevation of the building.	The proposed 22.14 % sign area of the second storey would exceed by 7.14%, the maximum 15% of the area of the second storey unit façade is permitted.
2. Chapter 297-10E (7)(C)	The proposed illuminated fascia signs on the west elevation of the building would be located less than 20.0m from a lot in residential zone.	An illuminated sign is required to have a minimum separation distance of 20.0m from a lot in a residential zone.

**COMMENTS**

With regard to the first variance, the size of signs at 15% of the second storey business unit frontage is regulated in order to minimize the clutter while providing the opportunity to the second floor business tenants to display their signs on the wall of their business

unit frontage. In this case, the sign is sized and positioned to blend in well with the west building façade.

The second variance is required because the proposed illuminated fascia signs on the west elevation of the building would be located less than 20.0m from the adjoining residential lot to the south of this property. In this instance, the adjoining property # 103 Elmsthorpe Avenue located to the south of this property is zoned residential. The building on the property at 103 Elmsthorpe Avenue set backs approximately five metres from the west property line and from the west wall of the building at 381 Eglinton Avenue West. It is staff's opinion that the proposed signs on the west elevation would not be directly visible from the adjoining residential building at 103 Elmsthorpe Avenue. In order to mitigate any future concerns from illumination from the proposed signs, staff recommends that the signs on the west elevation be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. It is staff's opinion that with this condition in place, the illuminated fascia signs on the west elevation of the building would not adversely impact the building, surrounding uses or the streetscape.

Staff recommends approval of the application. The requested variances are minor and within the general intent and purpose of the Municipal Code.

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## **SIGNATURE**

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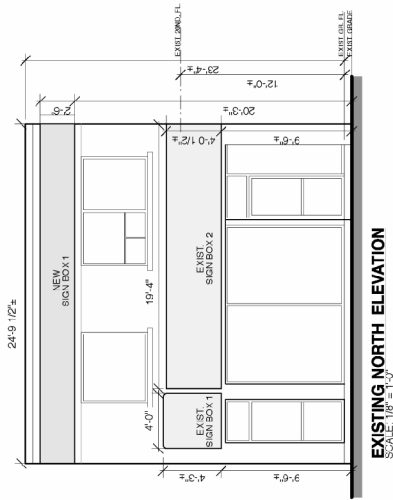
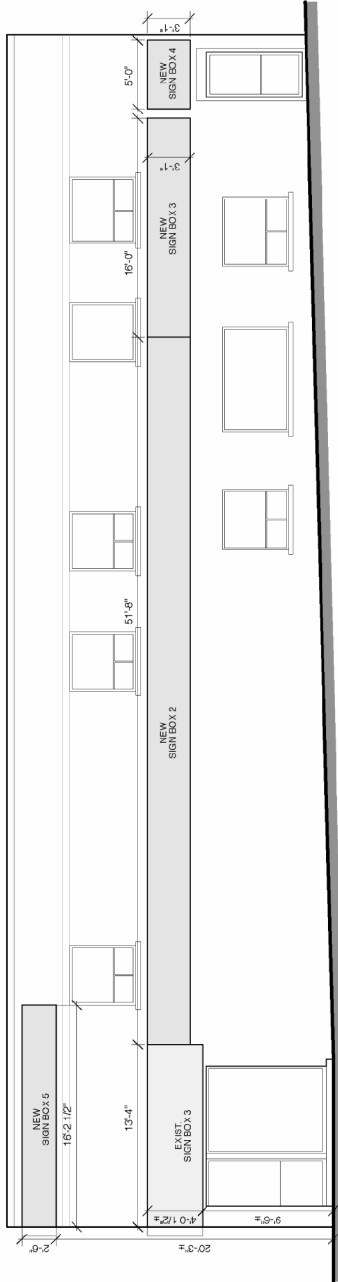
Mario Angelucci, Acting Director, Toronto Building  
Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevations

# Attachment 1: Elevations



SIGNAGE SIZES	NEW OR EXIST.	SIZE (HxW)	AREA (SQ.FT.)
EXIST. SIGN BOX 1	EXISTING	4'-3" x 4'-0"	17.0
EXIST. SIGN BOX 2	EXISTING	4'-0 1/2" x 19'-4"	78.0
EXIST. SIGN BOX 3	EXISTING	4'-0 1/2" x 13'-4"	54.0
NEW SIGN BOX 1	NEW	2'-6" x 24'-9 1/2"	62.0
NEW SIGN BOX 2	NEW	3'-1" x 51'-8"	159.0
NEW SIGN BOX 3	NEW	3'-1" x 16'-0"	49.0
NEW SIGN BOX 4	NEW	3'-1" x 5'-0"	15.0
NEW SIGN BOX 5	NEW	2'-6" x 16'-2 1/2"	41.0
<b>TOTAL AREA</b>			<b>475.0</b>

**Elevations**  
381 Eglinton Avenue West

Applicant's Submitted Drawing

Not to Scale  
07/22/08

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