

Sign Variance - 935 Eglinton Ave W

Date:	October 16, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Toronto Building, Toronto and East York District
Wards:	Ward 21 – St. Paul's
Reference Number:	P:\2008\Cluster B\BLD\Toronto and East York\2008TE028

SUMMARY

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

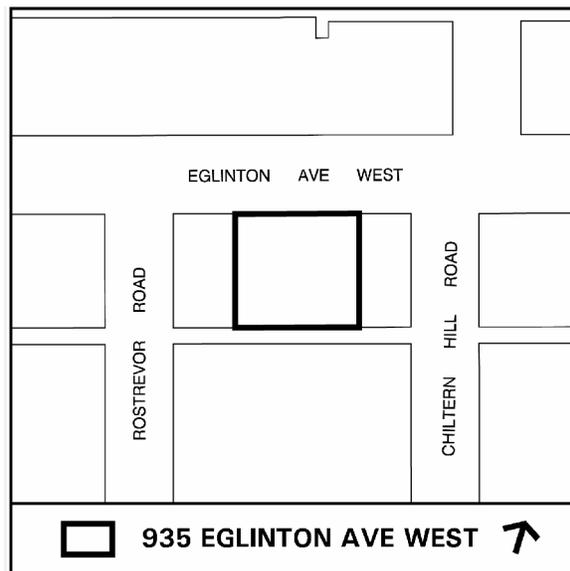
This report reviews and makes recommendations on a request by Lorne Persiko on behalf of Toronto Parking Authority for approval of variances from York Zoning By-law 1-83 and By-law 3369-79, of the former Municipality of York to permit the replacement of two existing illuminated ground signs located along the east and west frontages of the property and one existing illuminated four-sided pedestal sign located along the Eglinton Avenue West frontage of the property with a newly designed two-face illuminated ground sign for third party advertising purposes at 935 Eglinton Avenue West.

Staff recommends approval of the application. The 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 variance to permit the replacement of two existing illuminated ground



signs located along the east and west frontages of the property and one existing illuminated four-sided pedestal sign located along the Eglinton Avenue West frontage of the property with a newly designed two-face illuminated ground sign for third party advertising purposes at 935 Eglinton Avenue West.

2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of a variance, 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 city owned property is located east of Rostrevor Road and east of Chiltern Hill Road on the south side of Eglinton Avenue West in a “MCR” zone. The Toronto Parking Authority is operating a “Green P” public parking lot on this property. At present there are two existing third party illuminated ground signs located along east and west frontages of the property and one illuminated four-sided pedestal signs, for third party advertising purposes, located along the Eglinton Avenue frontage of the property. The design of existing signs located on the property is dated and bulky. The Toronto Parking Authority has worked very closely with planning and building staff in developing plans to upgrade the overall aesthetics of their parking lots, replace the existing signs with newly designed signs by reducing the overall area of the advertising space and make landscape improvements to the parking lots. With this application, the applicant is seeking permission to replace, two existing illuminated third party ground signs along the east and west frontages of the property and one existing four-sided illuminated pedestal sign, located along the Eglinton Avenue frontage of the property with a newly designed two-face illuminated ground sign for third party advertising purposes at 935 Eglinton Avenue West.

The sign does not comply with Zoning By-law 1-83, Sign By-law (3369-79) of the former Municipality of York in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. City of York Sign By-law (3369-79) Section 16.2.4	The replacement third party ground sign may be located less than 91m from other existing third party sign facing the same traffic flow on the same street.	A third party ground sign located less than 91m from other third party sign facing the same traffic flow on the same street is not permitted.
2. City of York Sign By-law (3369-79)	The proposed two faced replacement ground sign would have a height of 6.93m above grade.	The 6.93m sign height above grade for the replacement

Section 16.2.6		ground sign would exceed by 0.93m, the maximum 6.0m sign height permitted.
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COMMENTS

The variances are required because the proposed two face illuminated ground sign, for third party advertising purposes, may not meet the required separation distance of 91m from other third party sign facing the same traffic flow on the same street and it would exceed the maximum 6.0m sign height above grade permitted.

Although the proposal does not meet the By-law requirements, the proposal is for the removal of two third party illuminated ground signs and one third party, illuminated four-sided pedestal sign located along the Eglinton Avenue West frontage of the property and to replace them with one two-face illuminated third party ground sign along the Eglinton Avenue frontage of the property which would help to reduce sign clutter on the property. It is staff’s opinion that the proposed landscape improvements on the property and reduction of two third party signs from the property would upgrade and enhance the property image, surrounding uses and the streetscape.

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

CONTACT

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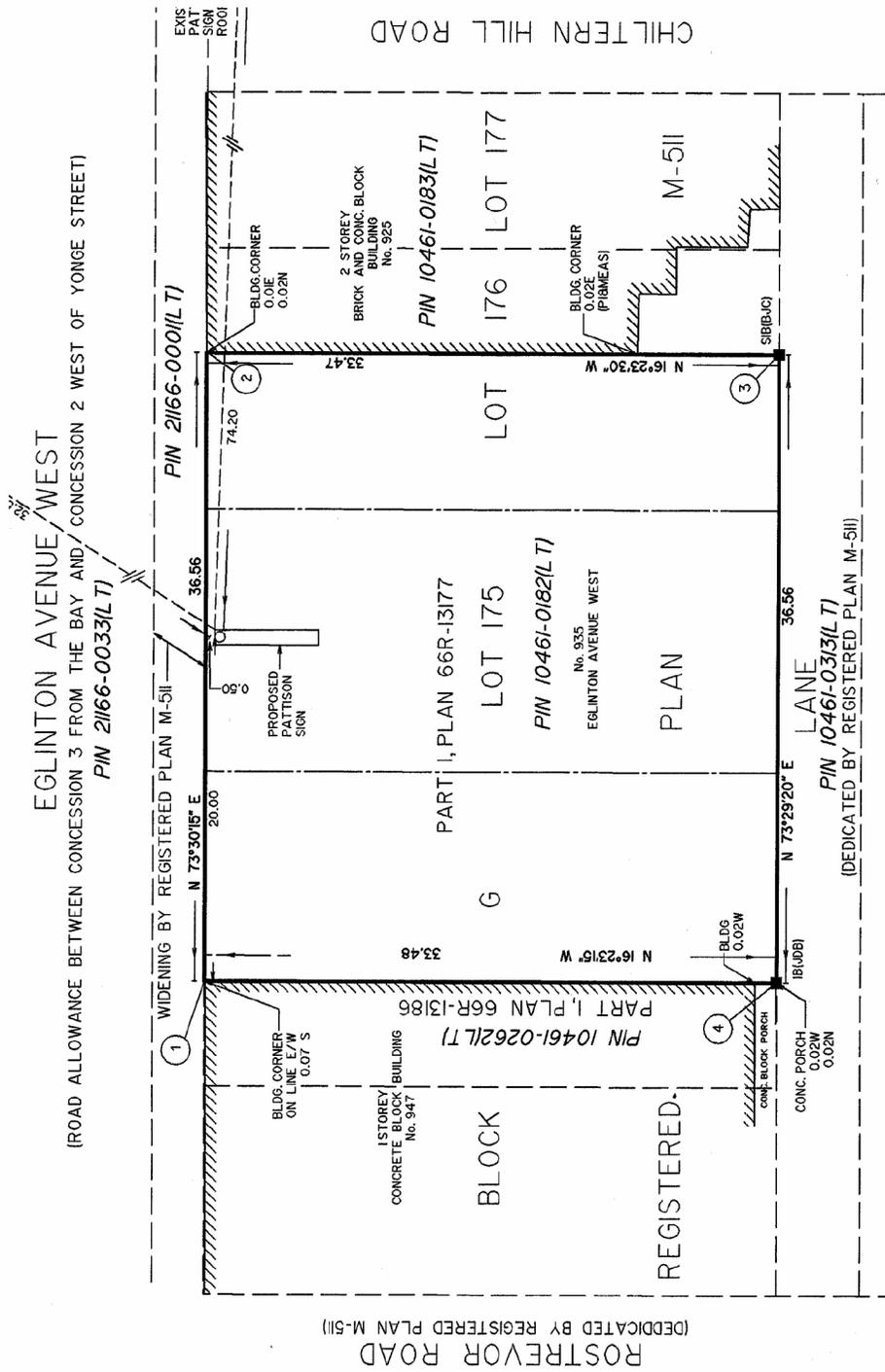
SIGNATURE

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

ATTACHMENTS

Attachment 1: Sign Locations
 Attachment 2: Elevations

Attachment 1: Sign Locations

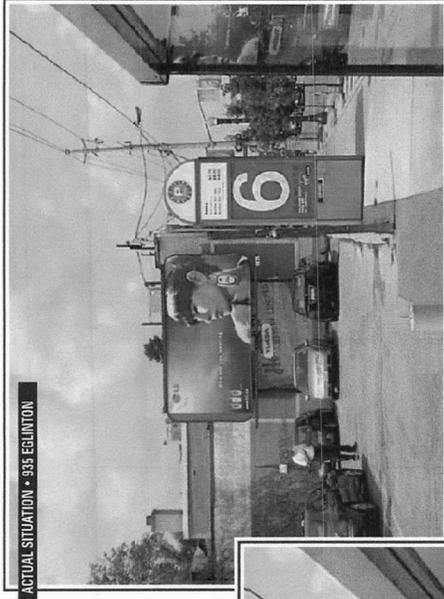


Sign Locations
 Applicant's Submitted Drawing
 Not to Scale
 1002/08

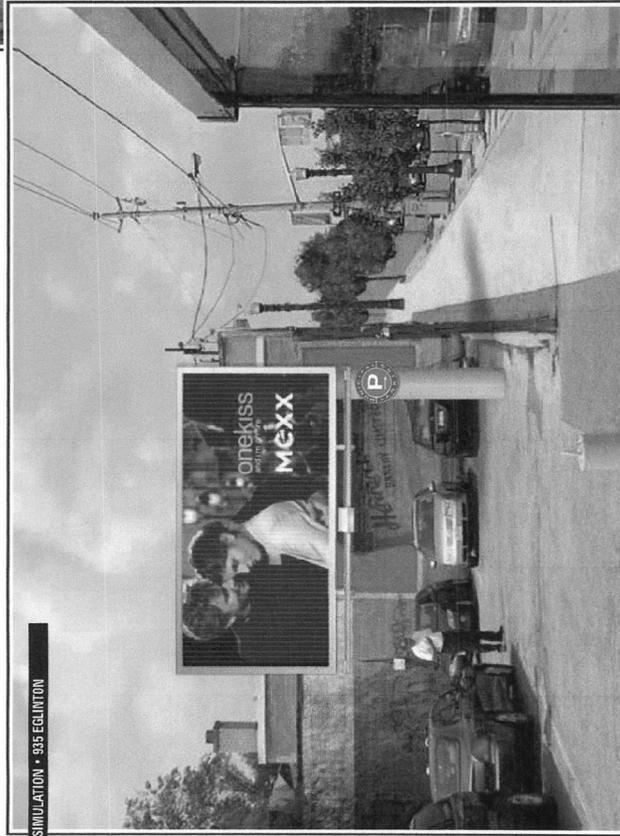
935 Eglinton Avenue West

File # 08_201814

Attachment 2: Elevations



ACTUAL SITUATION • 935 EGLINTON



SIMULATION • 935 EGLINTON

Elevations

935 Eglinton Avenue West

Applicant's Submitted Drawing

Not to Scale
10/02/08

File # 08_201814