



**STAFF REPORT
ACTION REQUIRED**

Sign Variance – 1607 Eglinton Ave. West

Date:	March 25, 2009
To:	Chairman and Members, North York Community Council
From:	Director and Deputy Chief Building Official, Toronto Building, North York District
Ward:	Ward 15 – Eglinton - Lawrence
Reference Number:	File No. 2009NY006 08 200596 ZSV 00 ZR

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 By-law No. 1-83 and By-law 3369-79, of the former Municipality of York to replace, for third party advertising purposes, an existing four-sided illuminated pedestal sign located at the northwest corner of the property with a newly designed two-sided illuminated ground sign at 1607 Eglinton Avenue West.

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

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. North York Community Council approve the request for variances to replace, for third party advertising purposes, an existing four-sided illuminated pedestal sign located at the southwest corner of the property with a newly designed two-sided illuminated ground sign at 1607 Eglinton Avenue West.

2. North 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 west of Oakwood Avenue, 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. An existing four-sided illuminated pedestal sign, for third party advertising purposes, is located on the northwest corner of the property. The design of the existing sign is dated and bulky. As a part of their citywide drive to upgrade and beautify the parking lots, the Toronto Parking Authority intends to replace the existing pedestal signs throughout the City with newly designed two-sided illuminated ground signs and have worked very closely with planning and building staff in developing new landscape plans and plans to replace the existing signs on most of the city owned parking lots in the city. The Toronto Parking Authority’s intention is to update the overall aesthetics of the parking lots, replace the existing signs by reducing the overall square footage of the advertising space and make landscape improvements to the parking lots. With this application, the applicant is seeking permission to replace, an existing four-side illuminated pedestal sign located at the northwest corner of the property with a newly designed two-sided illuminated ground sign for third party advertising purposes at 1607 Eglinton Avenue West.

The sign does not comply with By-law #3369-79 of the former Municipality of York in the following way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
By-law 3369-79.16.2.4	Replacement of an existing third party ground sign that is located less than 91 m from another existing third party sign facing the same traffic flow.	A third party ground sign located less than 91 m from another existing third party sign facing the same traffic flow.

COMMENTS

The variance is required because the proposed two sided illuminated ground sign, for third party advertising purposes, does not meet the required separation distance of 91 m from another third party sign facing the same traffic flow. In this case, the proposal is to replace an existing third party sign with newly designed two-sided illuminated third party ground sign along Eglinton Ave. West. This proposal is a replacement of the existing sign and no additional signage is proposed at this location. In fact the overall advertising area on the sign would be reduced.

In light of this being a replacement sign and not an additional sign, the maximum cap of 177 third party advertising sign locations is not being affected.

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

CONTACT

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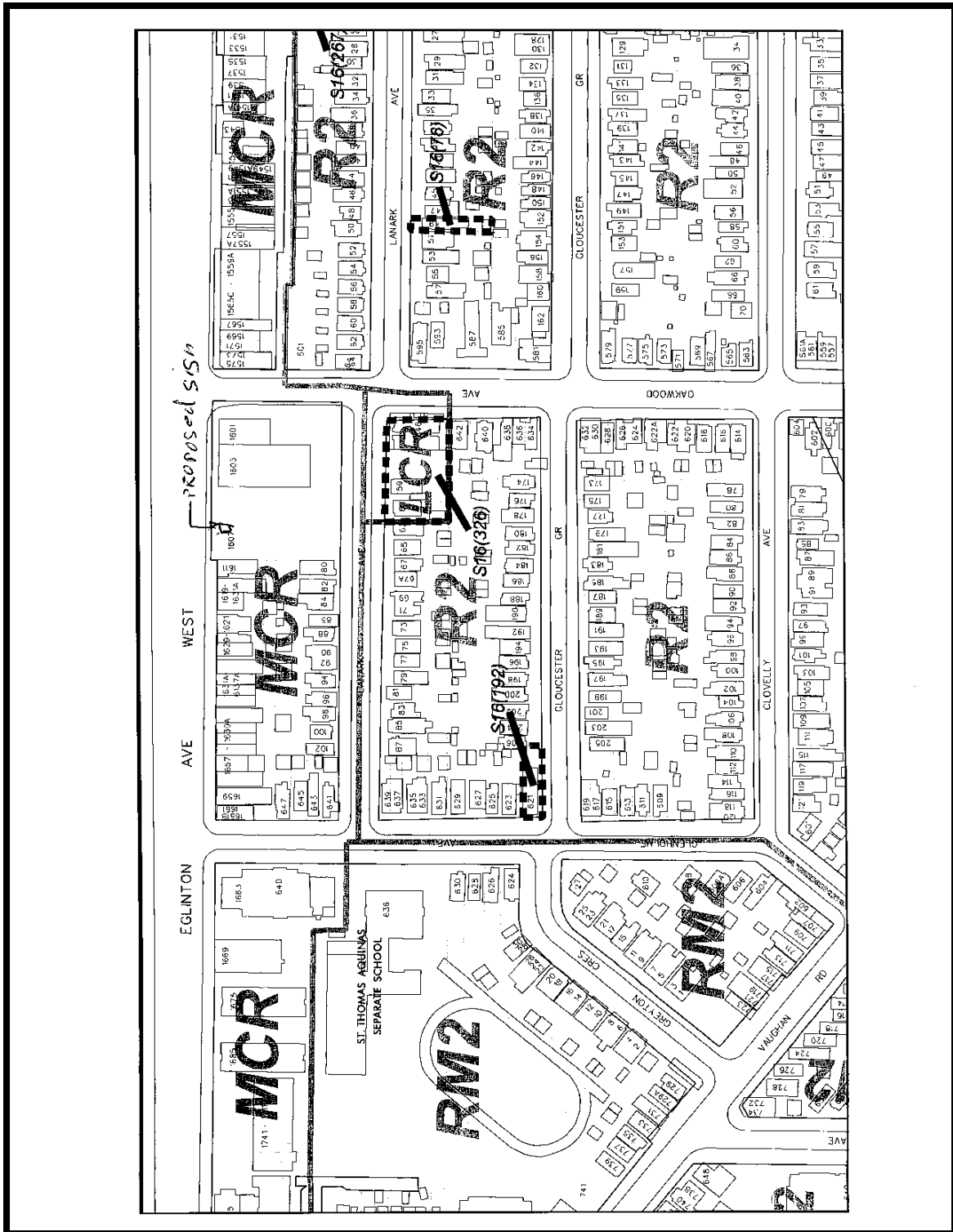
SIGNATURE

Edward Tipping, Deputy Chief Building Official and Director, Toronto Building
North York District

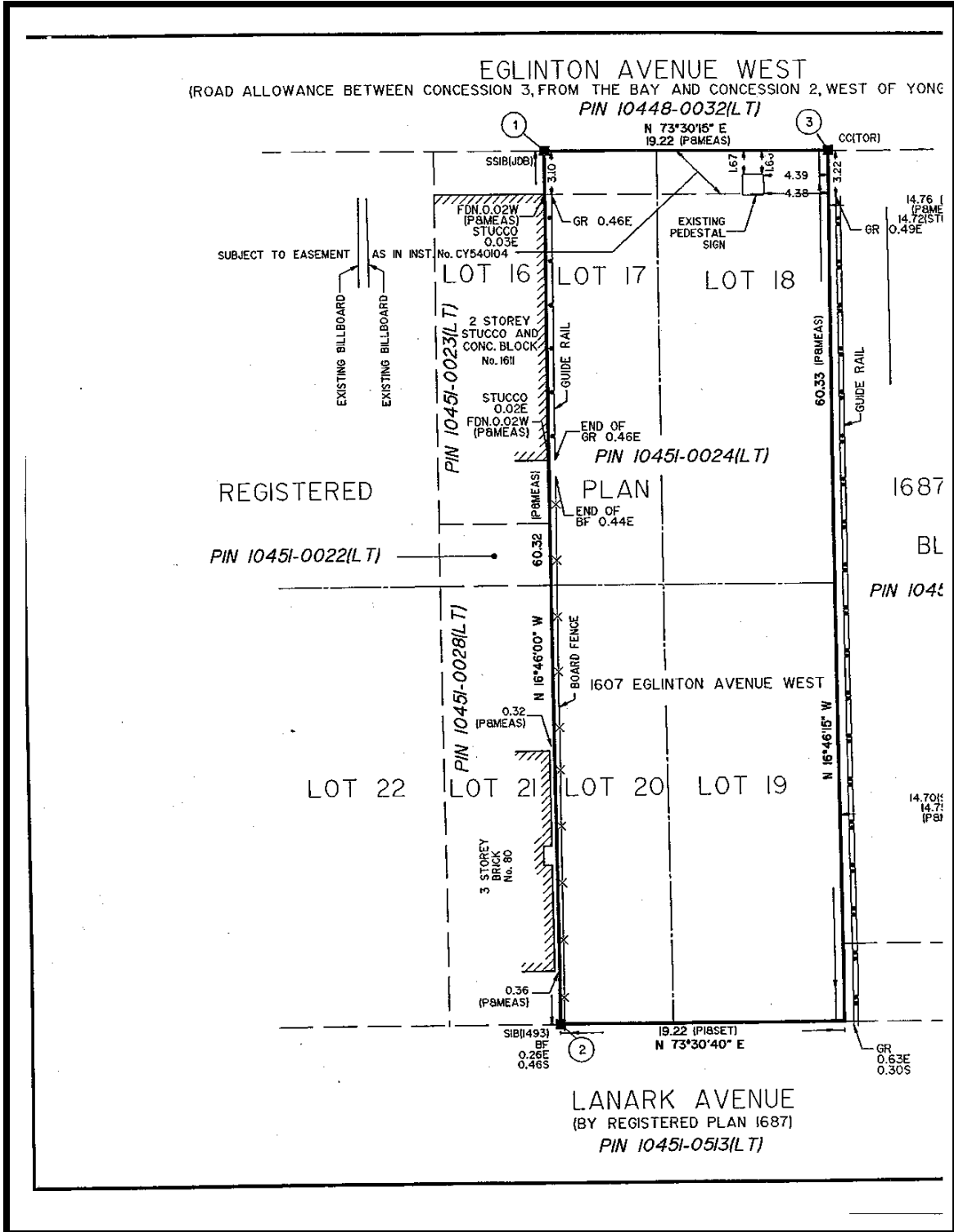
ATTACHMENTS

Attachment 1: Zoning Map
Attachment 2: Site Plan
Attachment 3: Elevations and Sign Details
Attachment 4: Aerial Map

Attachment 1: Zoning Map



Attachment 2: Site Plan



Attachment 3: Elevations and Sign Details

Job No.

Version: F
 Date: 28-Nov-07
 Order #: 07-132
 Scale: 1/4" = 1'-0"
 Designer: A. LOANNOU

Rev. #: _____
 Date: _____

Vector Artwork
 High-Resolution Image Required
 Final Colors Required

Conceptual artwork only

Illumination Requirements
 LED
 Other

Illumination Requirements
 LED
 Other

PATTISON
 Pattison Outdoor
 2285 Wyecott Rd.
 Oakville, Ontario
 L6L 2L7

SIDE 1

SIDE 2

SIDE VIEW

Supply & Deliver

- Twenty Five (25) 1/4" "Porting Authority Sign" (two S/F back to back - 50 faces total)
- Stainless finish
- Returns: painted powder coated silver in a hammerstone finish
- Clear 1" firm caps
- Acrylic face
- Graphics face applied
 - 3M High Green 3530-75
 - 3M High Green 3530-136
- GE Ultra Max White LED illumination

Supply & Deliver

- Twenty Five (25) 3" x 3" x 1/4" Aluminum SO Supports
- Powder coated silver Hammerstone finish

**Engineering Drawing
Not To Scale**

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Attachment 4: Aerial Map

