

## Sign Variance - 7 Eglinton Ave E

<b>Date:</b>	January 27, 2009
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 22 – St. Paul's
<b>Reference Number:</b>	P:\2009\Cluster B\BLD\Toronto and East York\2009TE014

### SUMMARY

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

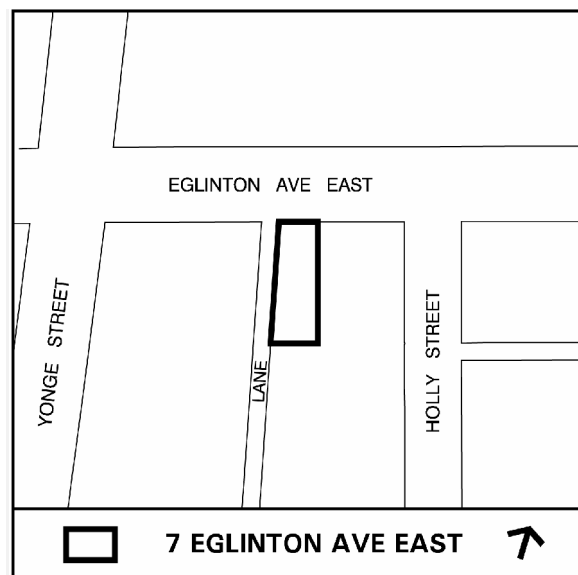
This report reviews and makes recommendations on a request by Robert Manning of Gregory Signs Ltd., on behalf of Salvation Army for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, the replacement of an existing non-illuminated projecting sign (cross) used for identification purposes, with a newly designed non-illuminated projecting sign (cross) on the north elevation of the building at 7 Eglinton Avenue East.

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 replacement of an existing non-illuminated projecting sign (cross) used for identification purposes, with a newly designed non-illuminated



- projecting sign (cross) on the north elevation of the building at 7 Eglinton Avenue East; and
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 property is located just east of Yonge Street, on the south side of Eglinton Avenue East in a CR zone. The property contains a two-storey the Salvation Army North Toronto Hall building. The applicant is seeking permission to replace an existing cross (projecting sign) with a newly designed cross (projecting sign) on the north elevation of the building. The proposed projecting sign would have an area of 1.69m<sup>2</sup> and it would project 1.9 metres from the face of a wall facing west. The sign would obstruct or interfere with the windows on the north elevation of the building.

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

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. Chapter 297-10D (14)(c)	The projecting cross sign would have an area of 1.69m <sup>2</sup> .	The 1.69m <sup>2</sup> sign area would exceed by 0.44m <sup>2</sup> , the maximum 1.25m <sup>2</sup> permitted. The permitted area for a projecting sign is based on 0.1m <sup>2</sup> for each metre of building unit frontage.
2. Chapter 297-10E (3)	The sign would project 1.9m from the building face over the walkway.	The 1.9m sign projection from the building face would exceed by 0.9m, the maximum 1.0m sign projection permitted.
3. Chapter 297-10E (6)	The sign would interfere with the upper storey windows of the building.	A sign interfering or obstructing a window or door of a building is not permitted.

## **COMMENTS**

The first variance relates to the area of the proposed sign. The area of a sign is regulated in order to reduce any negative visual impact the sign may have on the building to which it is attached, surrounding uses or on the streetscape. In this case, a new sign (cross) would replace an older slightly smaller existing cross. It is staff's opinion that the new cross would be an enhancement to the visual appearance of the building and not detrimentally affect the subject or surrounding buildings or streetscape.

With regards to the second variance, although, the proposed sign projection from the building face would exceed by 0.9m, the maximum 1.0m sign projection permitted, it would not encroach onto a public right-of-way. Staff considers that the proposed sign projection from the building face would not adversely impact the building or the streetscape.

With respect to the third variance, although the sign appears to be interfering with the second floor windows of the building, the projecting cross would be located 0.3m away from the windows of the building. It is staff's opinion that a slight interference or obstruction to the second floor windows would not adversely impact the building or the streetscape.

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

## **CONTACT**

Norm Girdhar, Assistant Planner  
Tel. No. 416-392-7209  
Fax No. 416-392-7536  
E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

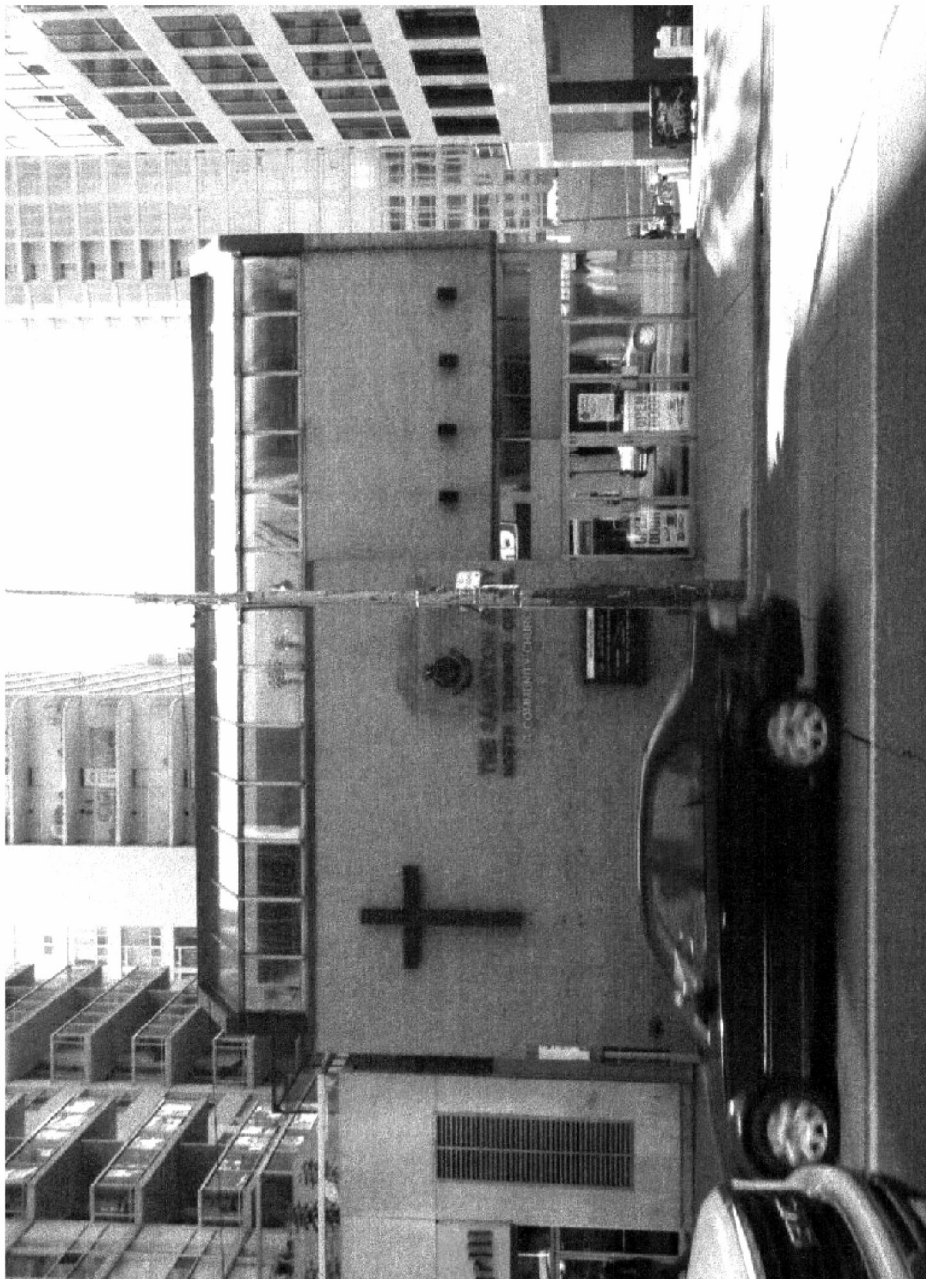
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Mario Angelucci, Acting Director, Toronto Building  
Toronto and East York District

## **ATTACHMENTS**

Attachment 1: Existing North Elevation  
Attachment 2: Elevations and Top View  
Attachment 3: Sign Details  
Attachment 4: Sign Details  
Attachment 5: Sign Details

Attachment 1: Existing North Elevation



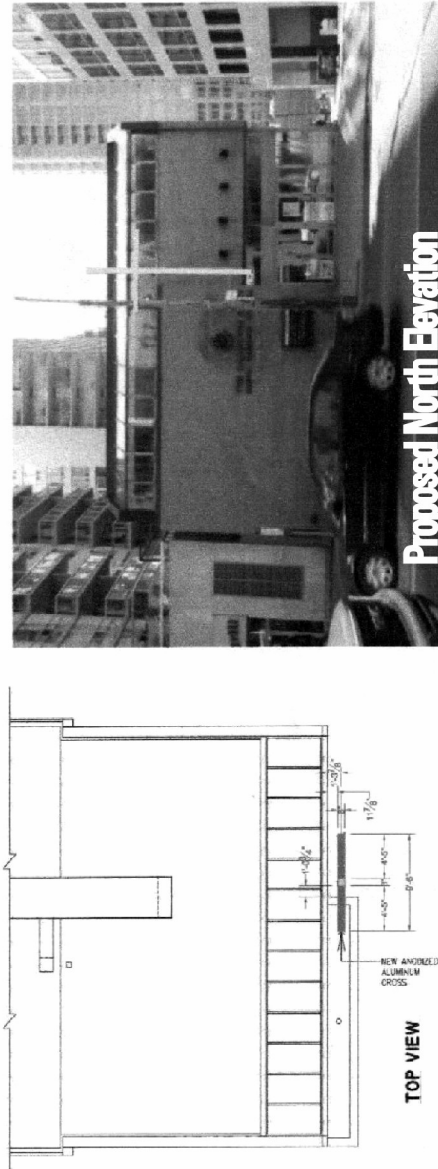
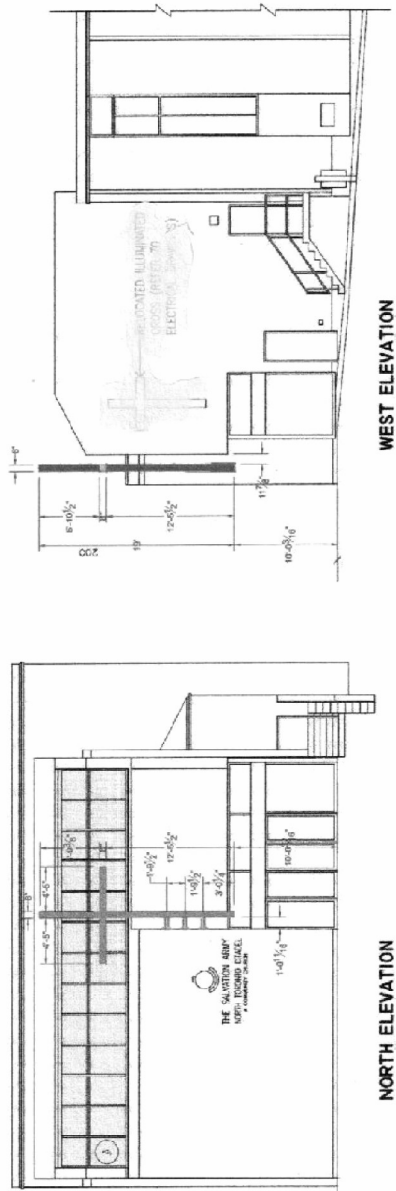
**Existing North Elevation**  
Applicant's Submitted Drawing

Not to Scale  
01/23/09

**7 Eglinton Avenue East**

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## Elevations & Top View

Applicant's Submitted Drawing

Not to Scale  
01/23/09

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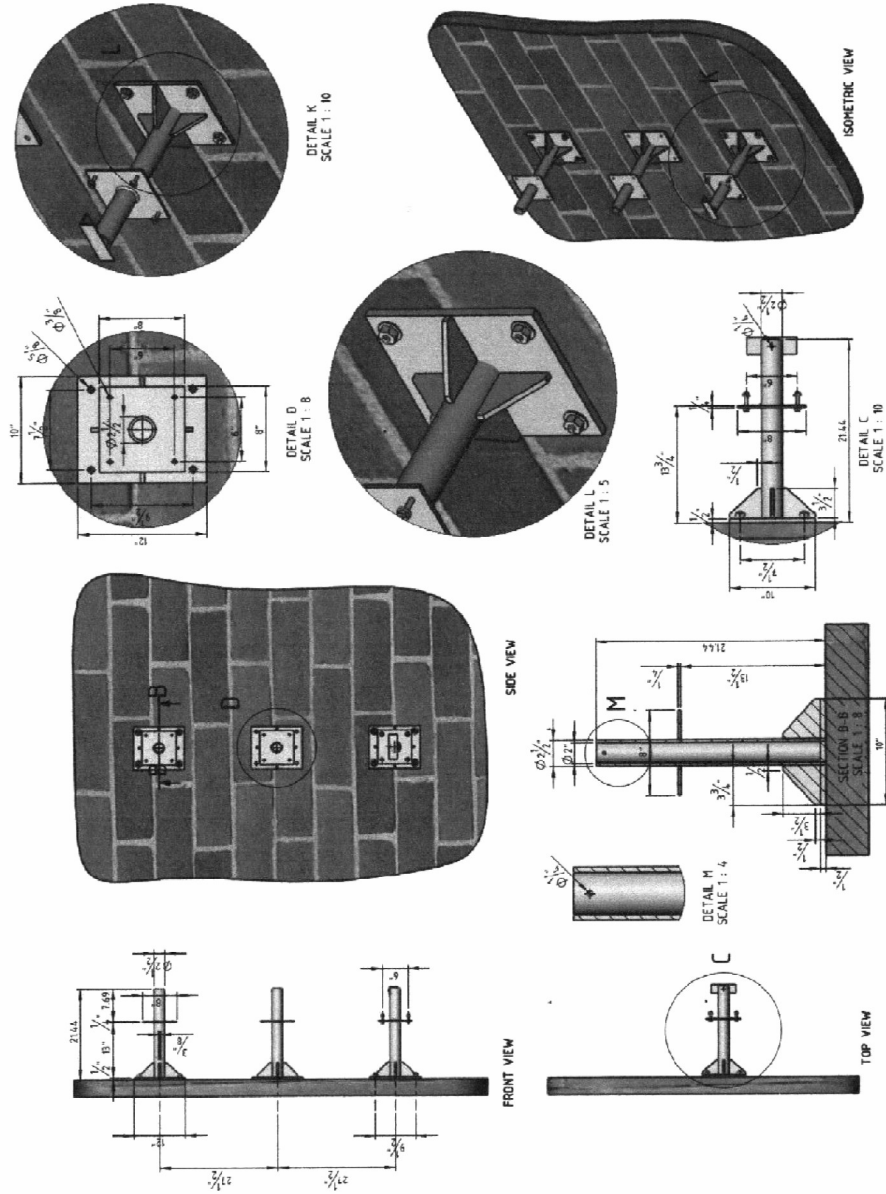
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01/23/09

File # 08 223227

## File # 08 223227



## Attachment 5: Sign Details



### Sign Details

Applicant's Submitted Drawing

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