



STAFF REPORT ACTION REQUIRED

Sign Variance - 1018 Eglinton Ave W

Date:	August 20, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 21 – St. Paul's
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE045 09 142775 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.

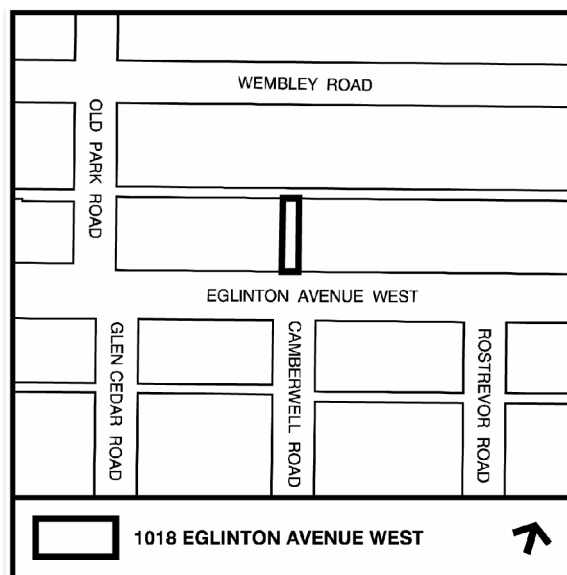
This report reviews and makes recommendations on a request by Robert Manning of Sign Advice, on behalf of Vince Ciolino of 1517502 Ontario Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an illuminated tri-vision “V-Shape” roof sign located on top of a two storey building at 1018 Eglinton Avenue West.

Staff recommends refusal of this application. The variance is major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

Toronto and East York Community Council refuse the request for a variance to permit, for third party advertising purposes, an illuminated tri-vision “V-Shape” roof sign located on top of a two storey building at 1018 Eglinton Avenue West.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located west of Avenue Road, on the north side of Eglinton Avenue West in an MCR zone. The property contains a two-storey building with retail uses at grade level. The applicant is requesting permission to install, for third party advertising purposes, an illuminated tri-vision, double-sided “V-Shape” roof sign on top of a two storey building. The proposed roof sign is 6.38m wide and 3.29m high with each face having an area of 21.0m².

The sign does 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 (16)	To install, for third party advertising purposes, an illuminated tri-vision, double-sided “V-Shape” roof sign on top of a two storey building in a CR zone.	A third party roof sign on a building located in a CR or MCR zone is not permitted.
(2) Chapter 297-10F (1)	The proposed third party roof sign would be located approximately 24m from an existing third party roof sign located in the vicinity on a building at 965 Eglinton Avenue West.	The proposed 24m separation distance from an existing third party sign located in the vicinity would be 36m shorter than the minimum 60.0m separation distance required.

COMMENTS

At its meeting of April 24, 1995, City Council passed By-law 1995-0229 to amend Chapter 297 of the Municipal Code to prohibit roof signs in all CR and MCR zone districts in the former City of Toronto. The prohibition resulted from a study of signage along the City’s “Main Streets” which detailed the unattractive appearance of roof signs within the mixed-use zone districts and from adjacent residential districts as well as the negative effect on skyline views.

With regards to second variance, in order to minimize sign clutter, all third party signs are required to have a minimum separation distance of 60.0m from each other. In 1994, City Council had enacted a sign by-law 1994-0337, and introduced a 60-metre separation distance requirement between the third-party signs in order to prevent clutter. In this case, the applicant has confirmed that the proposed third party roof sign would not meet

the required 60m separation distance from an existing third party roof sign located in the vicinity. The sign would be located approximately 24m from an existing third party roof sign located at 965 Eglinton Avenue West, which is 36m shorter than the required separation distance of 60.0m.

In this instance, the proposal is for a large third party, illuminated tri-vision “V” shape roof sign, which is not permitted by the current by-law.

The city wide Sign By-law team is in the process of analysing these types of signs and they are developing standards which would regulate these types of attributes in signs, such as intensity of illumination levels, frequency of copy change, setbacks, separation distance between signs and their appropriate location. Granting approval of this application prior to the adoption of the new city wide Sign By-law may result in Toronto and East York Community Council permitting a type of roof sign which may not be in compliance with the signage standards eventually approved in the new Sign By-law.

This application clearly contradicts the City's prohibition of roof signs and its clear objective to prohibit this type of signage under the current by-law. Also the sign does not meet the 60.0m separation distance requirement between the third party signs. It is staff's opinion that permitting an illuminated, tri-vision third party roof sign by way of a minor variance application would undercut the clear intent of City policy and would undermine the integrity and the spirit of the Municipal Code.

Staff recommends refusal of this application. The variances are major and not 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: Elevations

Attachment 2: Elevations

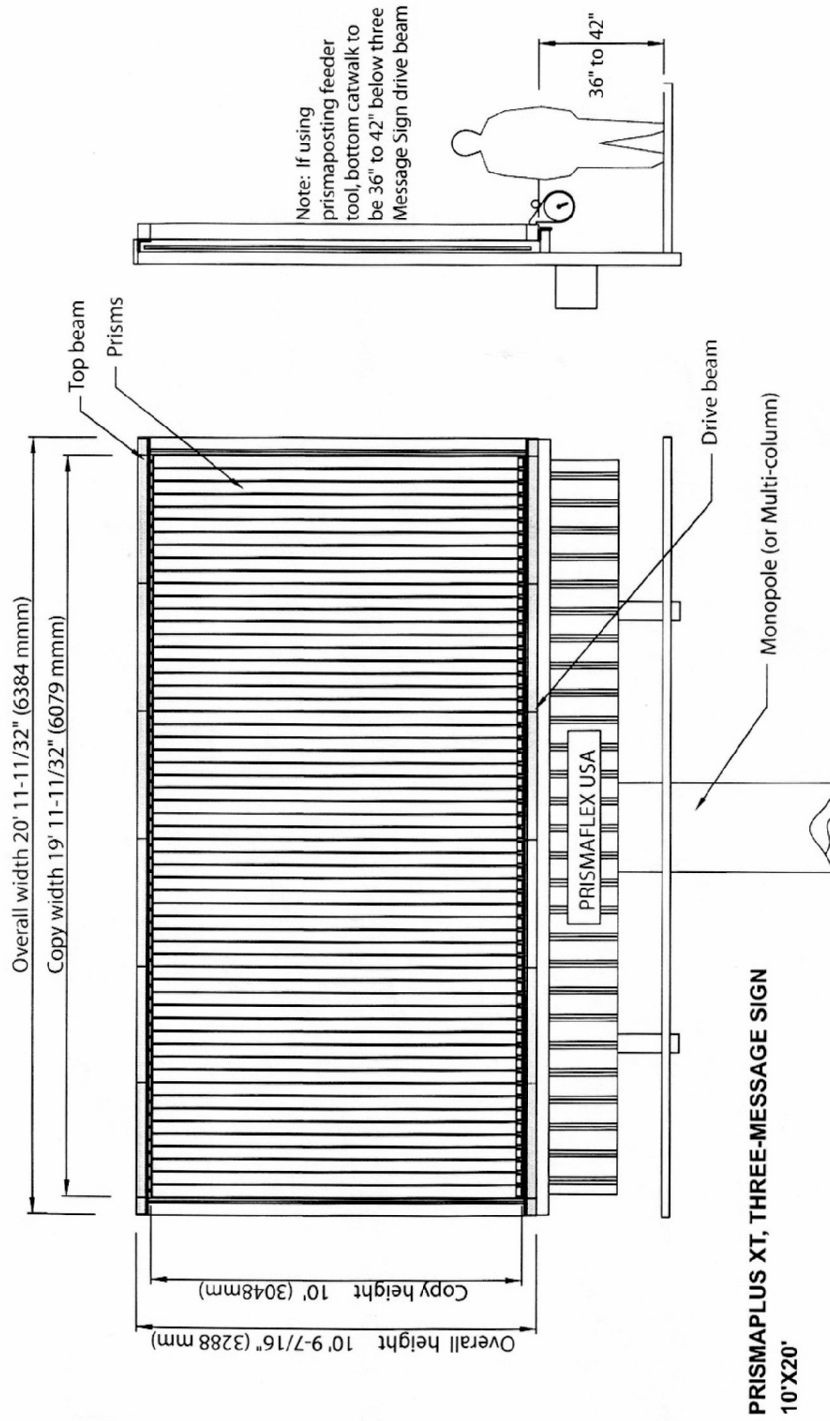
Attachment 3: Elevations

Attachment 4: Elevations

Attachment 5: Elevations

Attachment 6: Elevations

Attachment 1:



Elevations

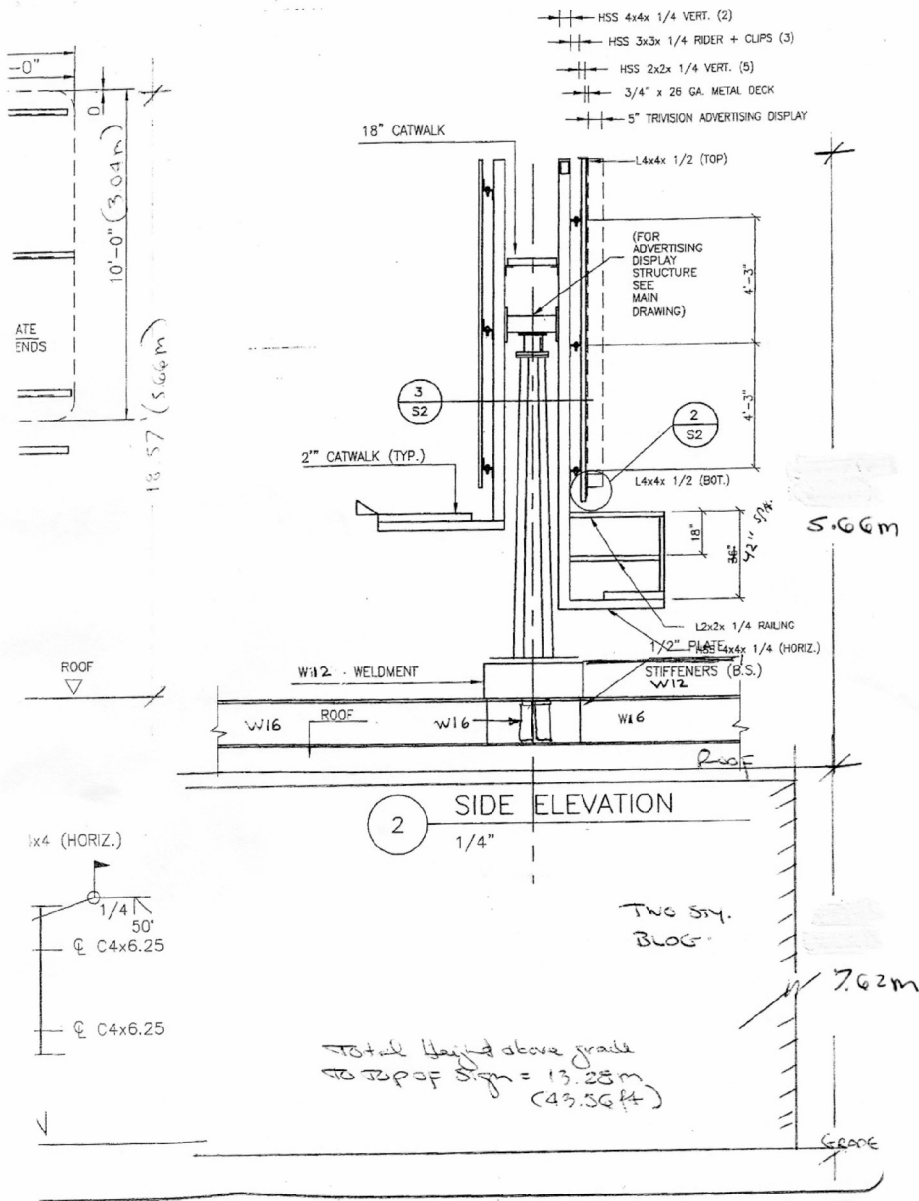
1018 Eglinton Avenue West

Applicant's Submitted Drawing

Not to Scale
08/07/2009

File # 09_142775

Attachment 2:



1018 Eglinton Avenue West

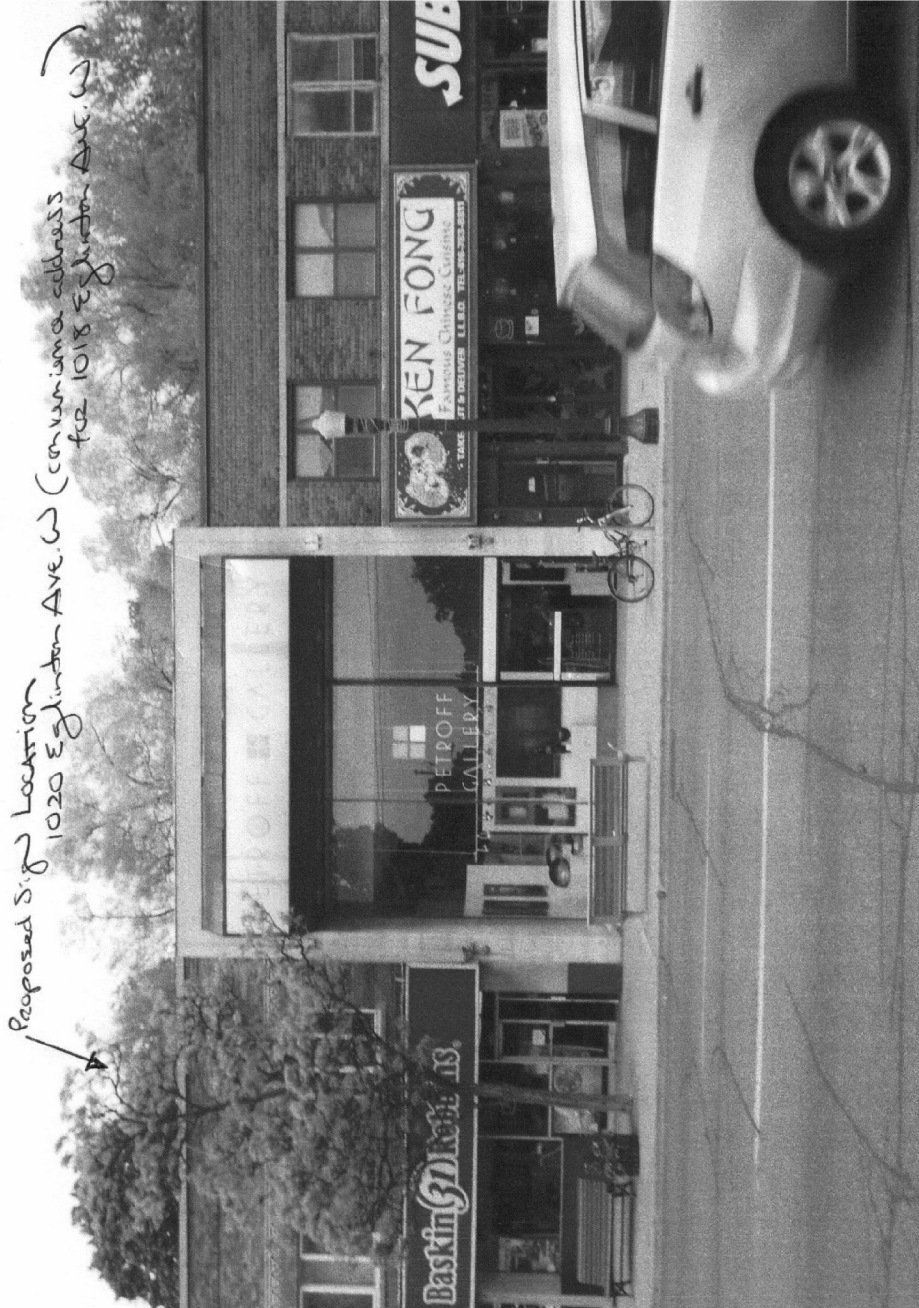
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Attachment 3:



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Attachment 4:



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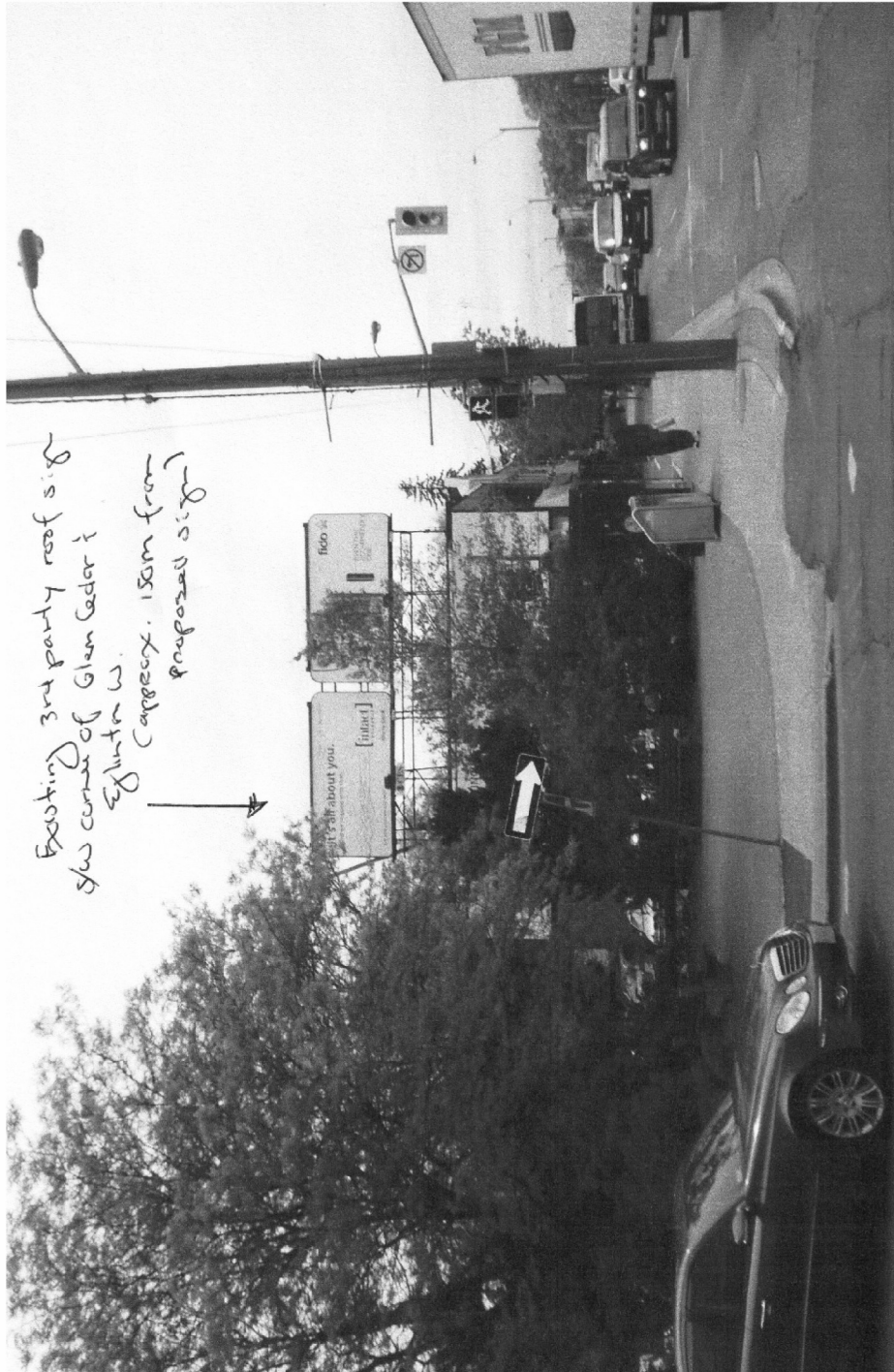
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Attachment 5:



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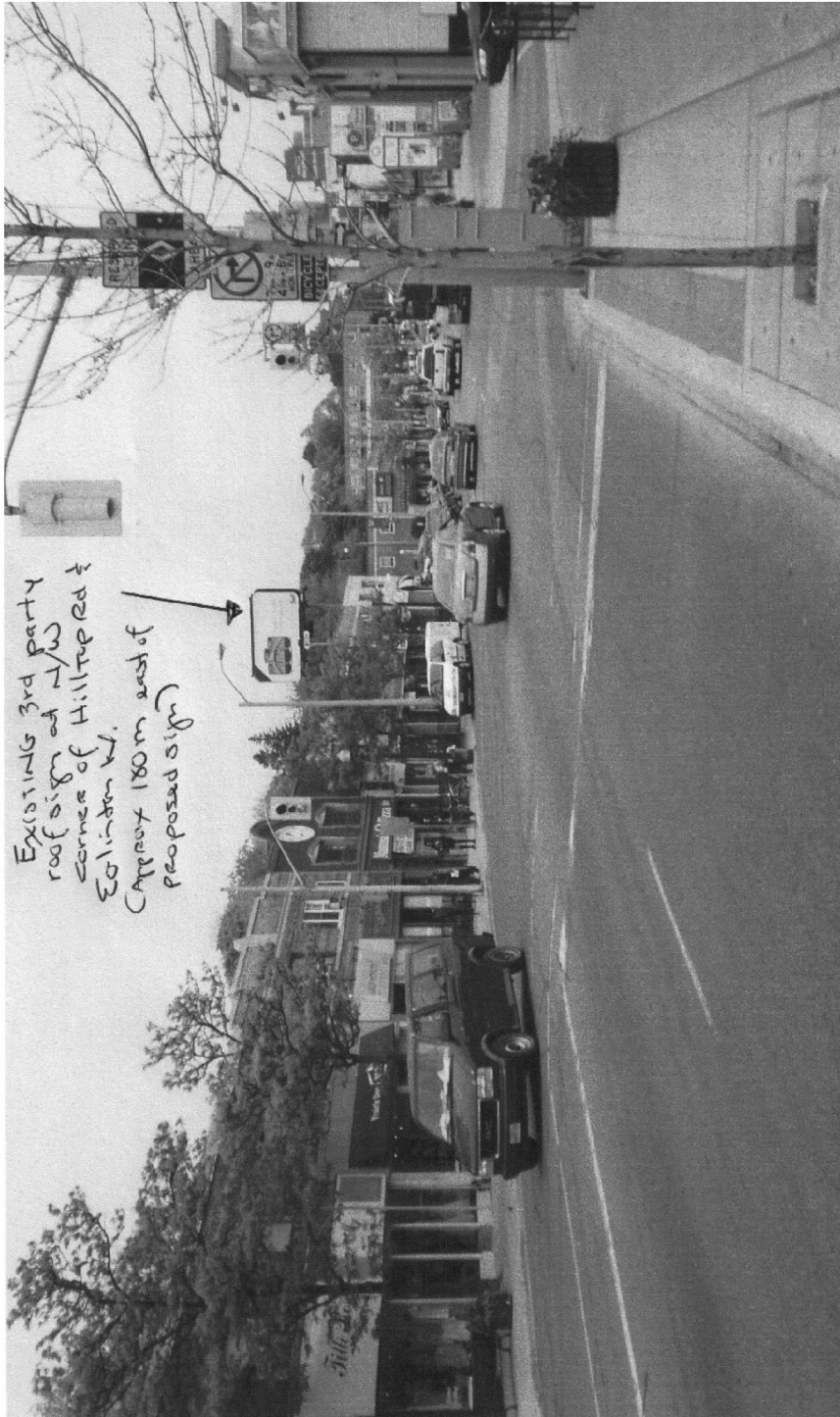
1018 Eglinton Avenue West

Applicant's Submitted Drawing

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08/07/2019

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Attachment 6:



Elevations

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