



STAFF REPORT ACTION REQUIRED

Sign Variance Report 1883 – 1885 Eglinton Ave W

Date:	January 14, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Davenport - Ward 17
Reference Number:	2010EY017

SUMMARY

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

Request for approval of variances from the former City of York Sign By-law No 3369-79 to construct a third party double sided illuminated roof sign at 1883 - 1885 Eglinton Ave W.

The request comes from Mr. Enzo Torrone, President of Leftr Investment Ltd./ 2142600 Ontario Ltd. for approval of the variances from the former City of York Sign By-law No 3369-79.

RECOMMENDATIONS

It is recommended that the request for variances for 1883 - 1885 Eglinton Ave. W. be refused for the reasons outlined in this report.

Financial Impact

There are no financial implications resulting from the adoption of this report

COMMENTS

The property is located in the former municipality of York which is subject to the York Zoning By-law 1-83. Based on the York Zoning By-law 1-83 the property is zoned MCR (Main Street Commercial/Residential Zone) and is also subject to York Sign By-law 3369-79. To the south of the commercial properties along Eglinton Ave W there are residential districts.

The proposed sign will consist of two tri-vision panels configured in a “V” shape. Each panel will be approximately 21 ft x 11 ft. The top of the sign will be approximately 20 ft above the roof of a one storey commercial building and approximately 35 ft above the adjacent ground level. Presently there are 4 illuminated third party roof signs in the immediate area, see attached aerial map.

The sign does not comply with the former City of York Sign By-law No 3369-79 in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Section:16.2.4. Off-premise Signs on the same street, facing the same traffic flow, shall not be placed closer to each other than 91 metres measured centre to centre, except at the intersection of two arterial streets and where a railroad overpass crosses an arterial street.	To construct off-premise roof sign that will be closer than 91 metres away from 2 other signs. The proposed off-premise sign will be 50.88 metres (166.93 ft) away from off-premise roof sign at 1850 Eglinton Ave W and 55.09 metres (180.74 ft) from off-premise roof sign at 1863 Eglinton Ave W and will be approximately 70.00 metres (230.00 ft) away from off-premise roof sign at 1921 Eglinton Ave W.	To permit the construction of an off-premise roof sign that will be 50.88 metres (166.93 ft) and 55.09 metres (180.74 ft) and approximately 70.00 metres (230.00 ft) away from other off-premise roof signs in lieu of the maximum distance of 91 metres.
MAXIMUM NUMBER OF OFF-PREMISE SIGN Section: 16.2.1. The Sign By-law is at the current maximum number of 177 off-premise sign locations.	To construct an off-premise roof sign that will exceed the current maximum number of 177 permitted off-premise sign locations	To amend the Sign By-law and permit an increase the maximum number from 177 to 178 off-premise sign location
DEFINITIONS - STANDARDIZED OUTDOOR ADVERTISING SIGN (OFF-PREMISE SIGN) Section:13.42.(a) The size of a Poster Panel is 3.5 metres x 7.5 metres.	The proposed modify poster panel sign will be 3.048 metres x 6.096 metres.	To permit a poster panel sign to be 3.048 metres x 6.096 metres in lieu of 3.5 metres x 7.5 metres.

It is recommended that Council deny the requested variances as the variances are not minor in nature.

NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that comes into force on April 6, 2010. The following is an evaluation of this particular sign variance application against the new Sign By-Law requirements that would govern this particular sign. This evaluation has been done to assist Council in understanding how this proposed sign would compare to the new regulatory requirements contained in the new Sign By-law.

One of the main features of the new Sign By-law is that the regulations governing signs are based upon the “Sign District” in which the sign is located. These Sign Districts align with the underlying land uses as envisioned in the Official Plan and will classify every property into a “sign district” and utilizes a series of maps to identify the various sign districts throughout the City. This approach is similar to the one being utilized by the new proposed City-wide Zoning By-law mapping.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as a Commercial Residential (CR) District.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
694-15. Prohibited signs. 694-15.B.(2) a roof sign is expressly prohibited	Erect a illuminated double-sided tri-vision third party roof sign in a Commercial Residential (CR) District.	A variance cannot be granted under the new Sign By-law. An amendment to the new Sign By-law would be required as per Section 694-31 due to the fact that the proposed sign is expressly prohibited.

CONTACT

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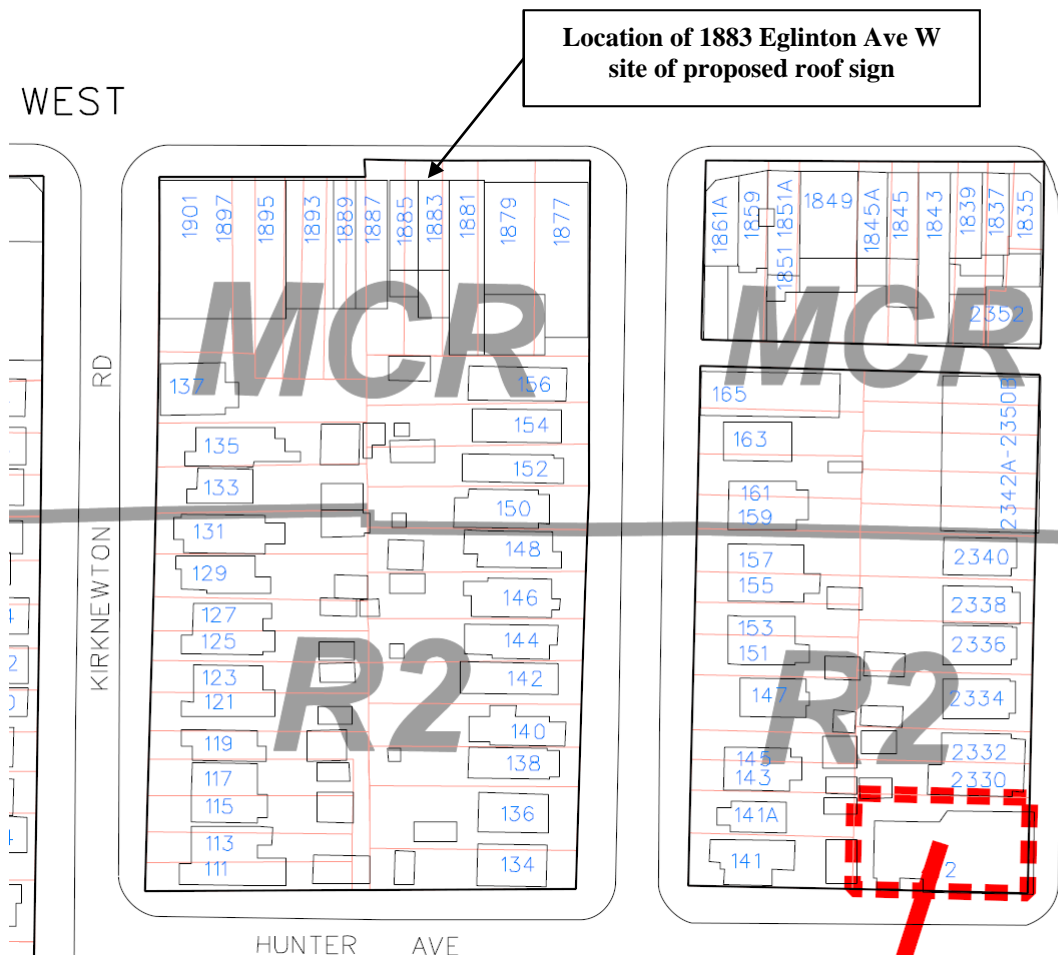
Fax: (416) 394-8209

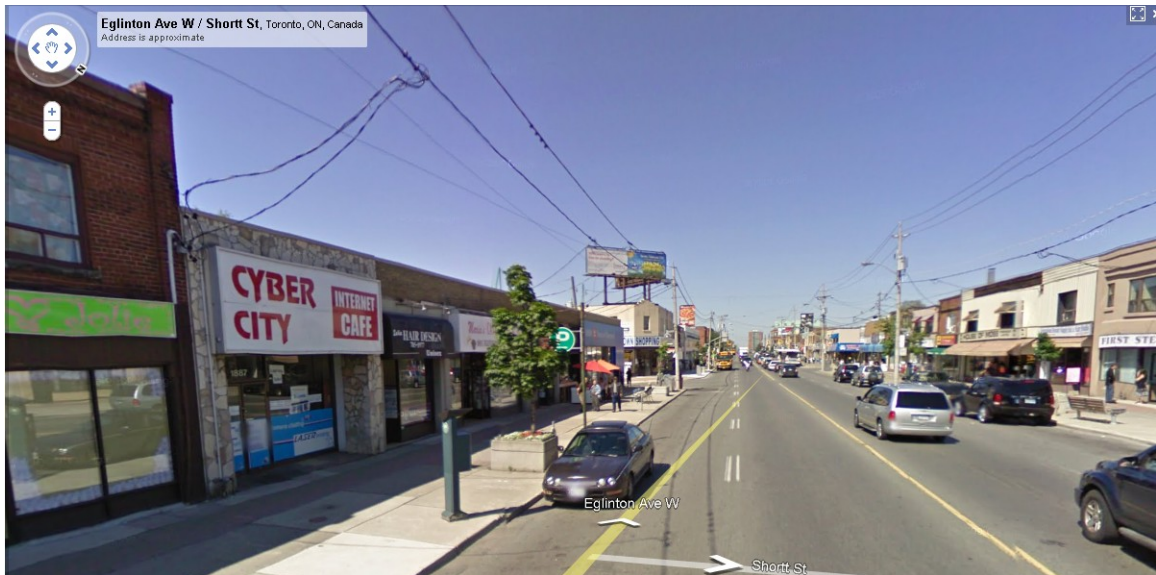
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Mark Sraga
Director of Building and
Deputy Chief Building Official
The Etobicoke York District

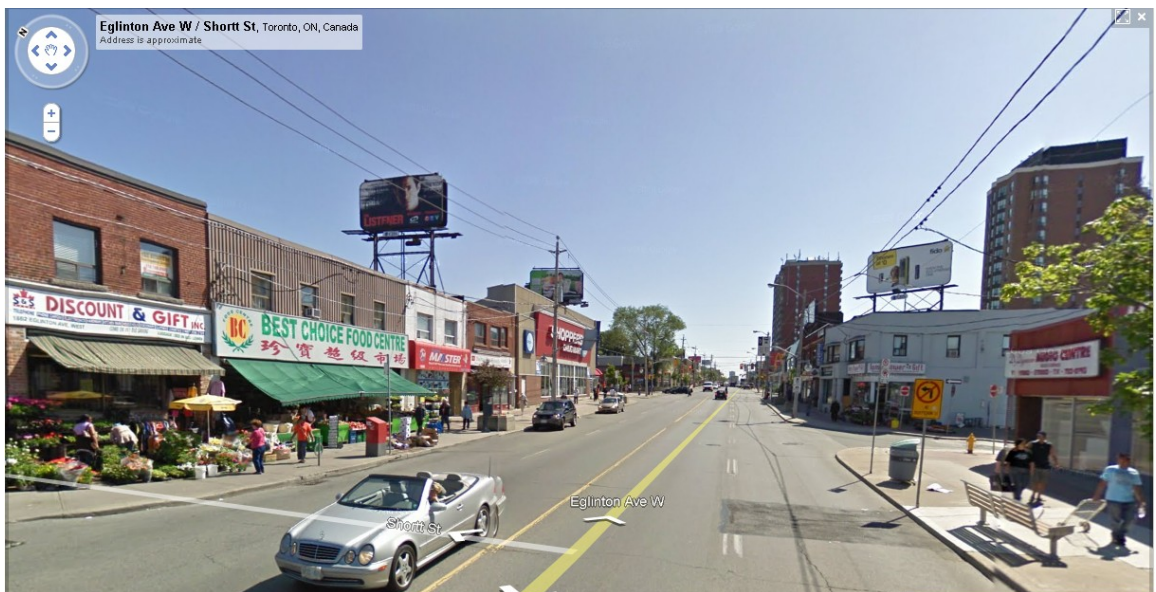
ATTACHMENTS

- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan

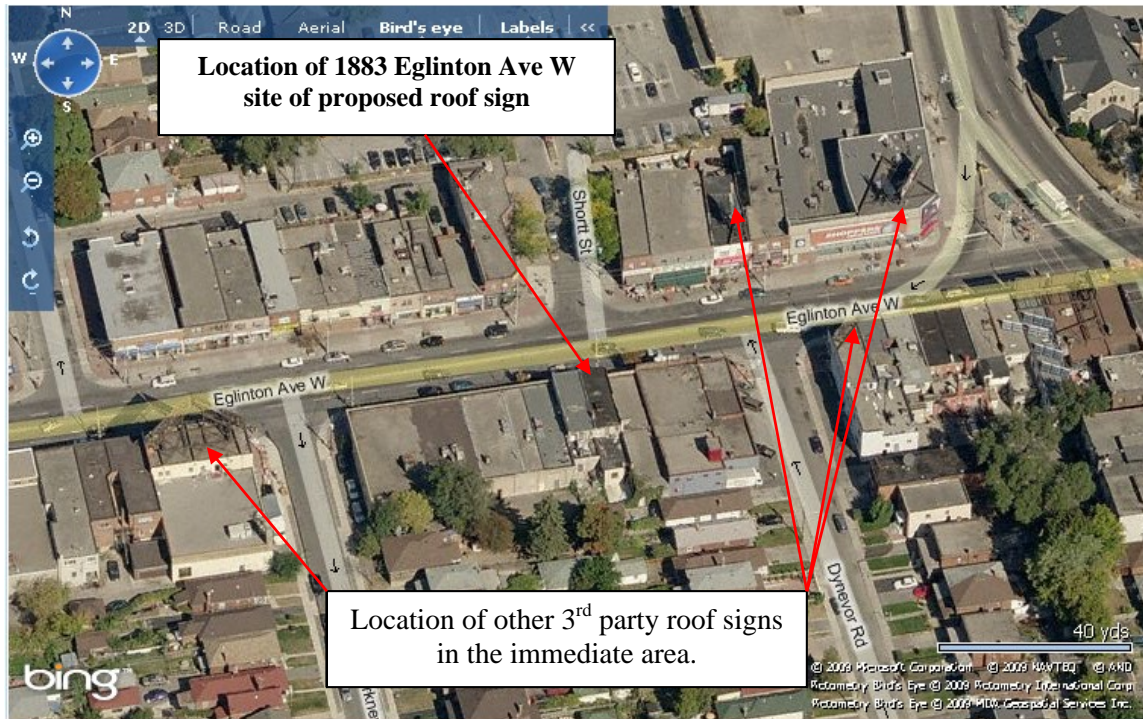




Looking west from 1883 Eglinton Ave W



Looking east from 1883 Eglinton Ave W



Location of 1883 Eglinton Ave W
site of proposed roof sign

Location of other 3rd party roof signs
in the immediate area.

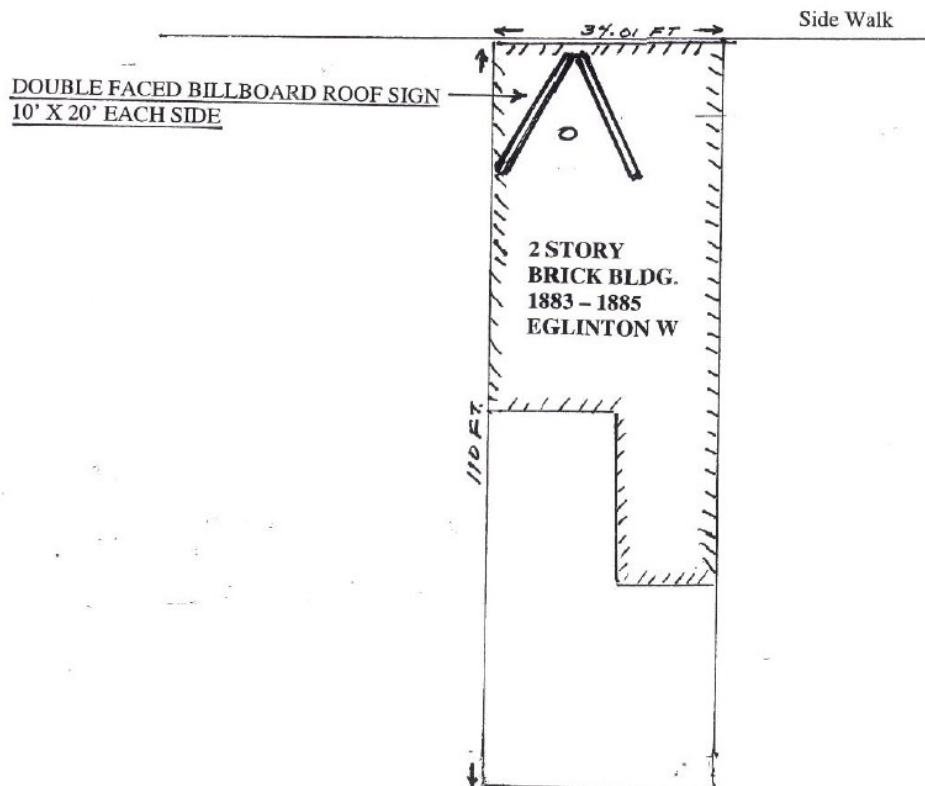
BILLBOARD SIGN SITE PLAN
1883 - 1885 EGLINTON AV W

SHORTT ST.



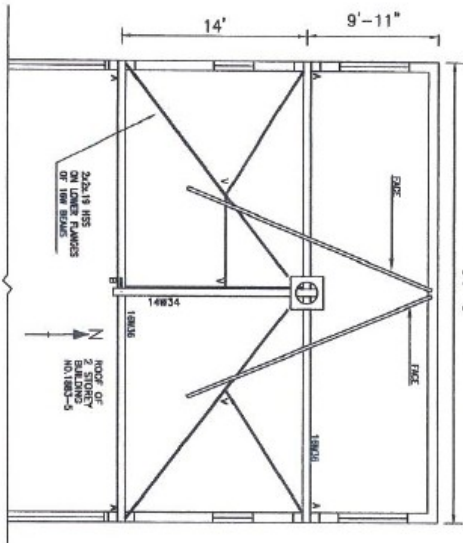
EGLINTON AV W

To Dufferin St →

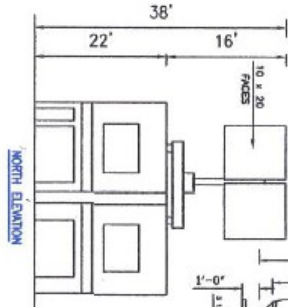


EQUINUM AVE. W.

34'-0"



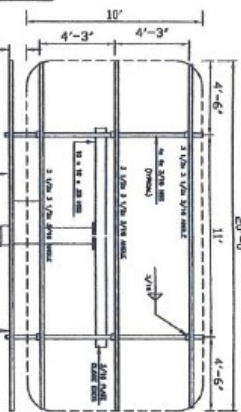
ALL DIAGONAL LACING IS 2X2x15 HSS AT TOP & BOTTOM LENS OF STRUTS. IF POINT LAMING Y-CONNECT TOP & BOTTOM HSS WITH 2x2 HSS SEE DETAIL. 45 DEG. 2 x 2 HSS AT POINTS B.



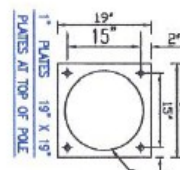
DESIGN WIND PRESSURES

DESIGN WIND PRESSURE = $1.0 \times q \times C_e \times C_d \times C_p$
 C_e = EXPOSURE COEFFICIENT
 C_d = WIND DIRECTIONALITY COEFFICIENT
 C_p = PRESSURE COEFFICIENT
 q = WIND SPEED
 $C_e = 1.0$ FOR BUILDING ABOVE GRADE IN URBAN AREA
 $C_d = 1.0$ FOR BUILDING ABOVE GRADE IN URBAN AREA
 $C_p = 1.0$ FOR BUILDING ABOVE GRADE IN URBAN AREA

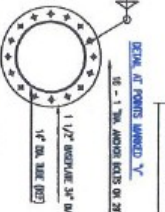
HEIGHT (FEET)	C_e	DESIGN WIND PRESSURE (LB/50.4 FT)
20	0.7	27.9
25	0.7	27.9
30	0.7	27.9
40	0.704	28



ELEVATION OF POLE AND FACE



PLAN AT TOP OF POLE



PLAN VIEW OF BASE PLATE

NOTES:
 1. STEEL MEMBER ... DEFLECTED, 40 KSI YIELD
 2. STEEL TUBE ... 40 KSI YIELD
 3. STEEL STRUCTURE TO CSA S400.21-44W
 4. WELDING TO BE TO CSA W59-1980 & W57.1
 5. DESIGN WIND PRESSURE IS 20 PSF
 6. DESIGN WIND PRESSURE IS 20 PSF
 7. DESIGN WIND PRESSURE IS 20 PSF
 8. DESIGN WIND PRESSURE IS 20 PSF

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