



## **STAFF REPORT ACTION REQUIRED**

### **Sign Variance Report 2029 – 2031 Eglinton Ave W**

<b>Date:</b>	January 18, 2010
<b>To:</b>	Chair and Members, The Etobicoke York Community Council
<b>From:</b>	Mark Sraga, Director and Deputy Chief Building Official
<b>Wards:</b>	Davenport - Ward 17
<b>Reference Number:</b>	2010EY018

### **SUMMARY**

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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 install (1) double sided 3rd party illuminated advertising roof sign.at 2029 - 2031 Eglinton Ave W.

The request comes from Timothy May with CBS Outdoor for the owner Antonio Di Nardo for approval of the variances from the former City of York Sign By-law No 3369-79.

### **RECOMMENDATIONS**

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It is recommended that the request for variances at 2029 – 2031 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 and is also subject to Sign By-law 3369-79. To the south and north of the commercial properties along Eglinton Ave W there are residential districts.

The proposed illuminated roof sign will consist of two back to back panels. Each panel will be approximately 20 ft x 10 ft. The top of the sign will be approximately 15 ft above the roof of a 2 storey commercial - residential building and approximately 33 ft above the adjacent ground level.

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

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Definition - Poster Panel  Part II - Section: 13.42(a) Standardized Outdoor Advertising Sign (Off-Premise Sign) with a sign type "Poster Panel" with a size of 3.5 metres (11.5') x 7.5 metres (24.6').	To erect an under sized Poster Panel with a size of 3.05 metres (10') x 6.10 metres (20').	To permit a Poster Panel with a size of 3.05 metres (10') x 6.10 metres (20') in lieu of 3.5 metres (11.5') x 7.5 metres (24.6').
Off-Premise Sign Locations  Part IV - Section: 16.2.1 The maximum number of off-premise sign locations.		To amend the Sign By-law to increase the current maximum number of off-premise sign locations by one additional off-premise sign location.
Off-Premise Sign Locations  Part IV - 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 91.0 metres measured centre to centre.	The proposed Off-premise Signs will be located a distance of 22 metres measured centre to centre to another Off-premise roof sign located at 2019 – 2021 Eglinton Ave W which is on the same street, facing the same traffic flow.	To permit a Off-premise Signs that will be located a distance of 22 metres measured centre to centre to another Off-premise sign in lieu of 91.0 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.

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
694-15. Prohibited signs.  694-15.B.(2) a roof sign is expressly prohibited	Erect an 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**

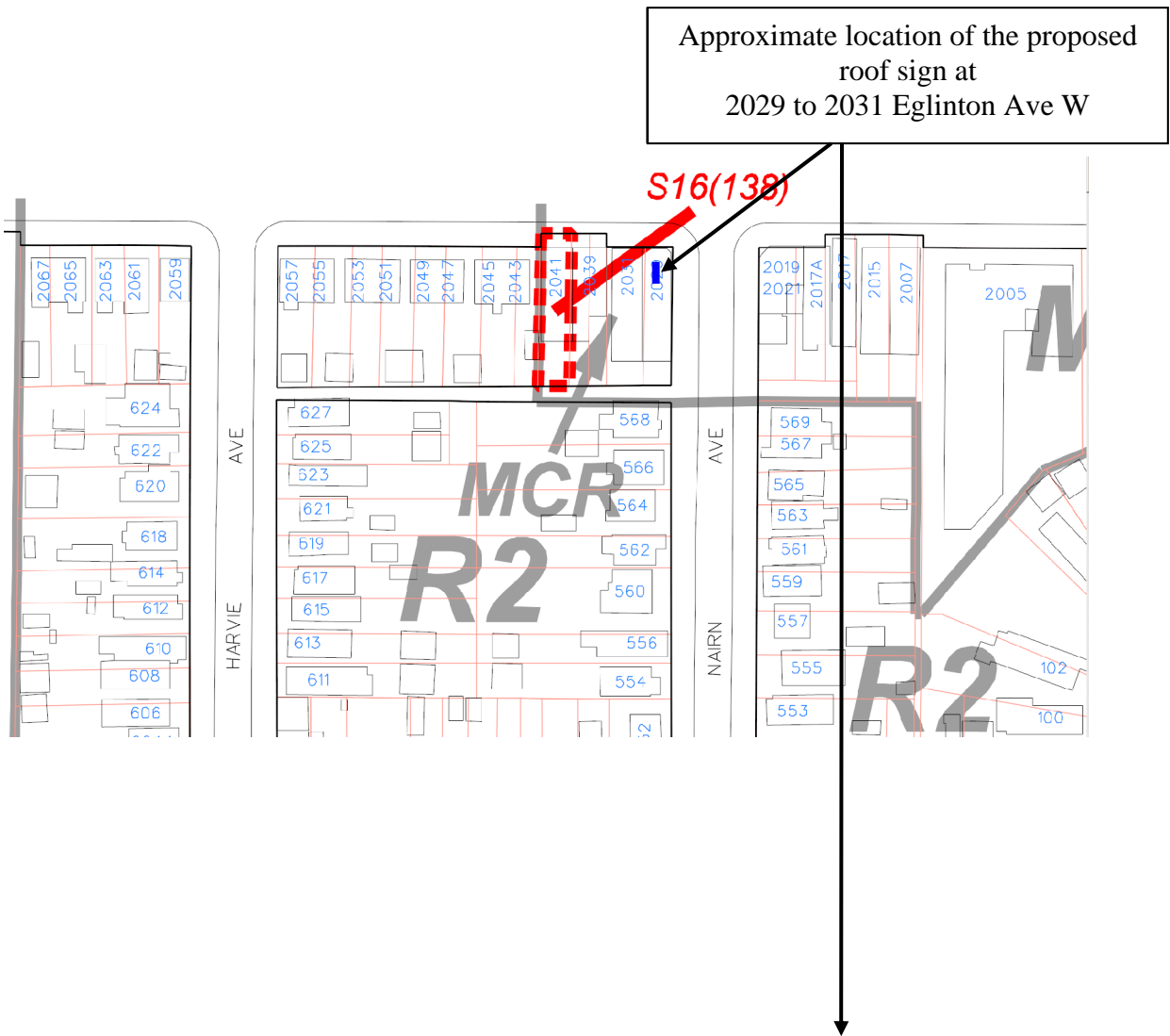
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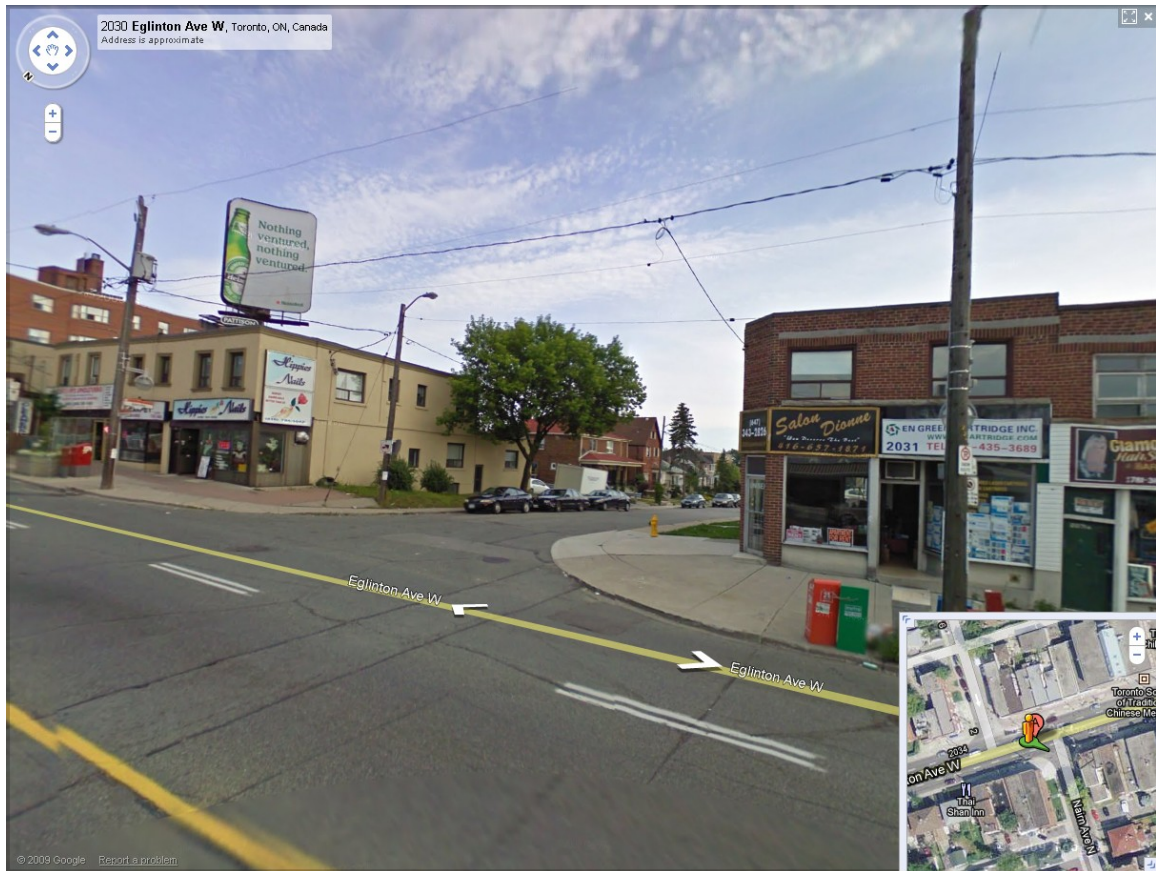
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Mark Sraga  
Director of Building and  
Deputy Chief Building Official  
The Etobicoke York District

## **ATTACHMENTS**

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



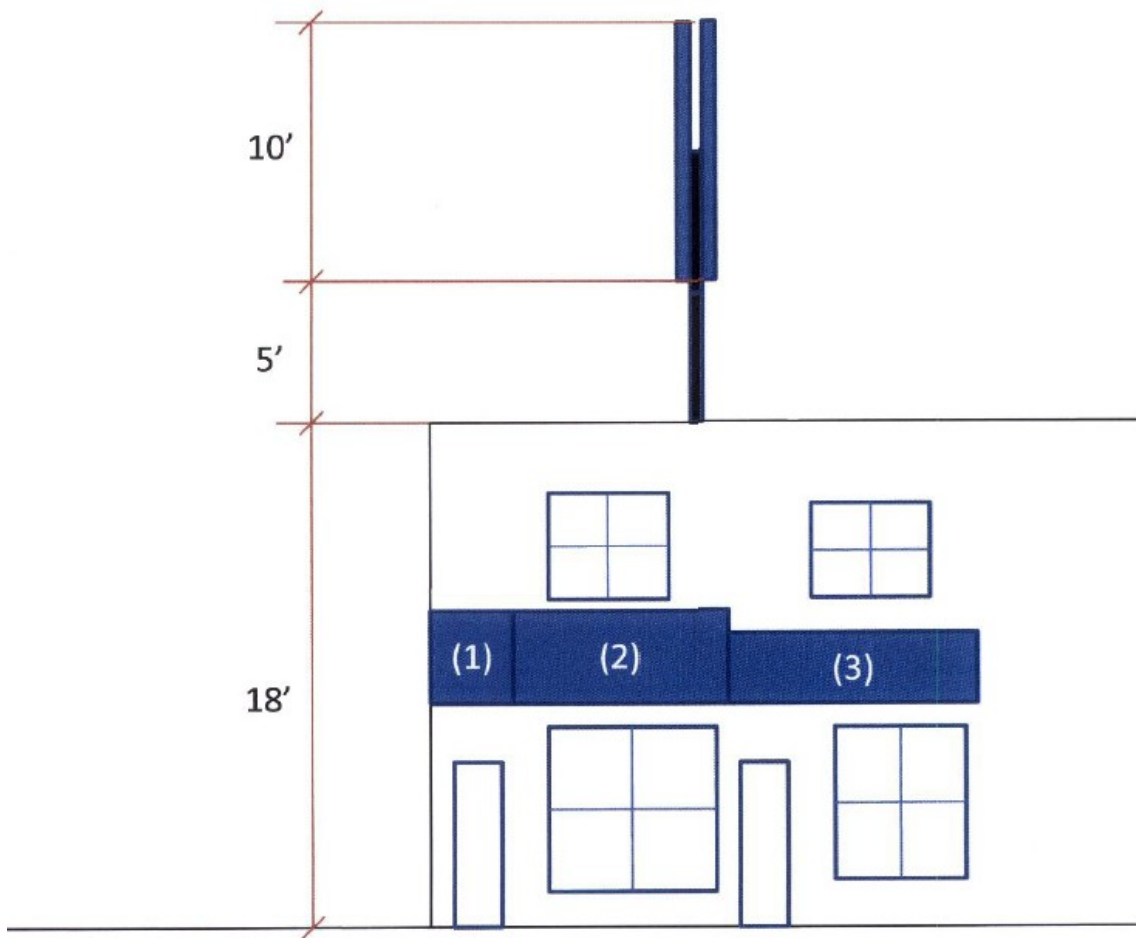


Looking east from 2029 – 2031 Eglinton Ave W



Looking west from 2029 – 2031 Eglinton Ave W

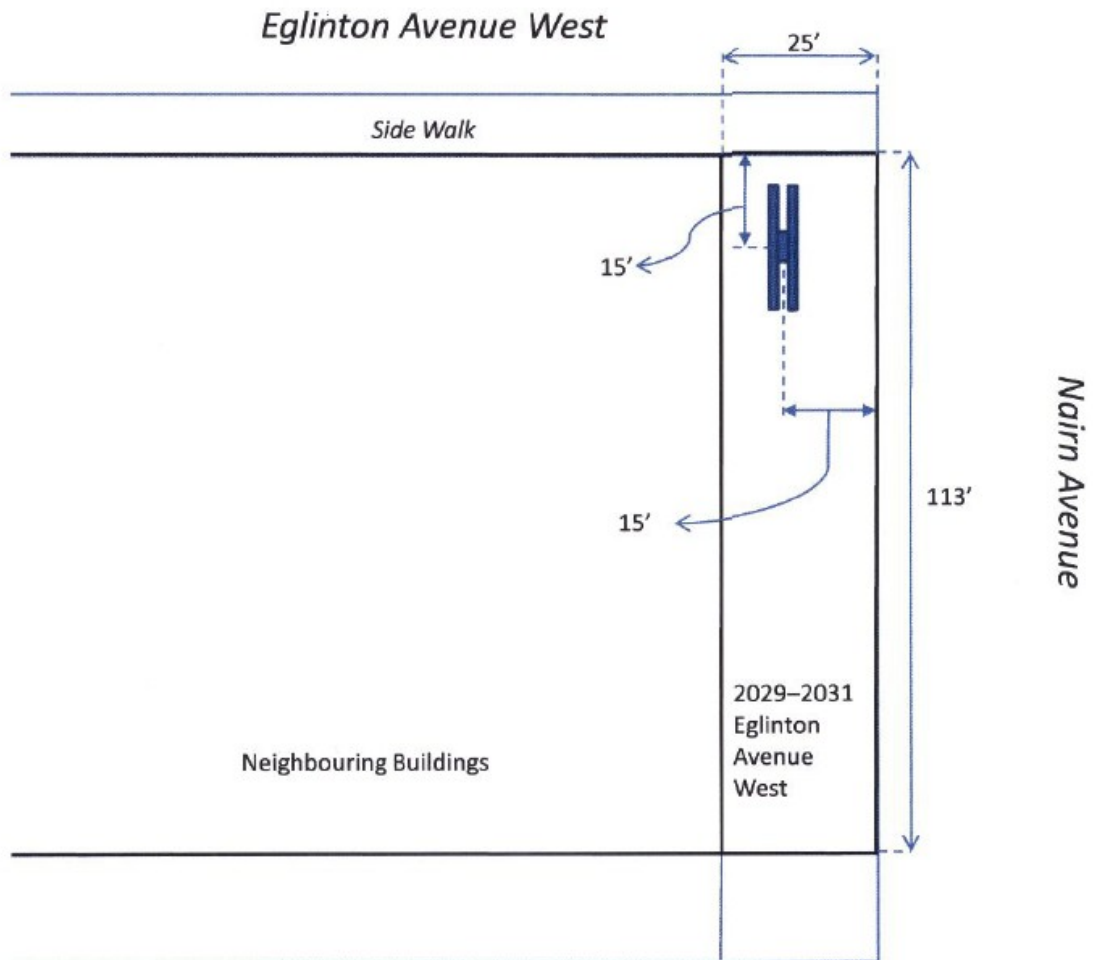
**2029-2031 Eglinton Ave West – Elevation Drawing**



(1),(2), and (3) – First party Signage



## 2029-2031 Eglinton Ave West – Site Plan



### Scale



### Legend

- - Property Lines
- ▭ - Building Outline

### Proposed Sign Specifications

- 3<sup>rd</sup> Party
- 2 faces, back-to-back
- 10'x 20' each face
- downward illuminated
- Static Copy Face
- Roof Sign, with faces perpendicular to Eglinton Ave West, and parallel with Nairn Avenue



## 2029-2031 Eglinton Ave West – Photos

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- 2 faces, back-to-back
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### Northern (Eglinton Ave. West) Frontage

