



## STAFF REPORT ACTION REQUIRED

### 815 Eglinton Avenue East Sign Variance Request

<b>Date:</b>	December 11, 2009
<b>To:</b>	Chairman and Members, North York Community Council
<b>From:</b>	Director of Building and Deputy Chief Building Official
<b>Wards:</b>	Don Valley West - Ward 26
<b>Reference Number:</b>	File No. 2010 NY 002 Folder No. 09-180093 ZSV 00 ZR

### SUMMARY

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This staff report is about a matter that the Community Council has delegated authority to make a final decision provided that it is not amended to that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Culda Collins of Permit World on behalf of the owner Rio Can, for a variance from the Sign By-law 64-87, as amended, for an identification wall sign on the face of the store of "Alexanian Carpet & Flooring", facing Eglinton Avenue East, at the above noted address.

### RECOMMENDATIONS

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**Toronto Building North York Division recommends that:**

1. The request for the variances listed for 815 Eglinton Avenue East in the 3<sup>rd</sup> column of the table included in page 2 of this report be adopted.

#### Financial Impact

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

## COMMENTS

The property is located on the south side of Eglinton Avenue and east of Laird Drive. Refer to Attachment #1.

The zoning of the property is M1 (7), (Light Industrial Zone), refer to Attachment #2.

The property “Leaside Centre” is developed with a 1 storey building housing a number of commercial units among them the store “Alexanian Carpet & Flooring”. For the site plan and an air view refer to Attachments #3A & 3B.

Surrounding land uses are as follows:

North: Across Eglinton Avenue are residential apartments  
South: Industrial buildings  
East: Car Dealership “Mercedes”  
West: Across Laird Drive are single family dwellings

The applicant proposes to erect an identification wall sign on the face of the store of “Alexanian Carpet & Flooring”, facing Eglinton Avenue East.

The proposed sign will have a size of 10.67m wide x 3.43m high (35ft x 11ft – 3 1/4”). For sign elevation and end views refer to Attachments #4, #5A & 5B.

The proposed sign does not comply with the former City of East York, Sign By-law No. 64-87 as amended in the following way:

Sign By-law Requirements	Applicant's Proposal	Required Variance(s)
<p><b>1. Section 4.3.1b</b></p> <p>Multiple occupancy industrial buildings:</p> <p>One facial sign for each occupant for each face of wall abutting a street or parking area located in the front or side yard shall be permitted, to a maximum of two signs per occupant, provided the height of the facial sign including the sign structure does not exceed 1 metre.</p>	<p>To erect a wall sign with a height of 3.43m.</p>	<p>To permit a wall sign with a height of 3.43m while the sign by-law permits a facial sign that does not exceed 1m.</p>

The applicant has confirmed that the proposed sign for the above location is illuminated with fluorescent tubes and will be on a timer set to the same as the rest of the signs at that shopping centre location.

There are currently other tenants in neighbouring Shopping Centre with signage that is higher than 1m in height such as “Home Depot”, “Best Buy”, “Sobeys”, “Urban Barn” and “LCBO”.

## **CONTACT**

Magda Ishak, P. Eng., Manager, Plan Review; Tel.: 416-395-7555; Fax: 416-395-7589;  
e-mail: [mishak@toronto.ca](mailto:mishak@toronto.ca)

## **SIGNATURE**

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Edward Tipping, P. Eng.  
Director and Deputy Chief Building Official  
North York District

## **ATTACHMENTS**

Attachment #1	IView map
Attachment #2	Zoning Map
Attachment #3A & 3B	Site Plan & Air View Map
Attachment #4	Sign Elevation
Attachment #5A & 5B	Sign End Views
Attachment #6	Letter from Applicant

Attachment #1

IVIEW - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address <http://insidetom-map.toronto.ca/imapit/IMapIt.jsp?app=IVIEW>

**Toronto iView**

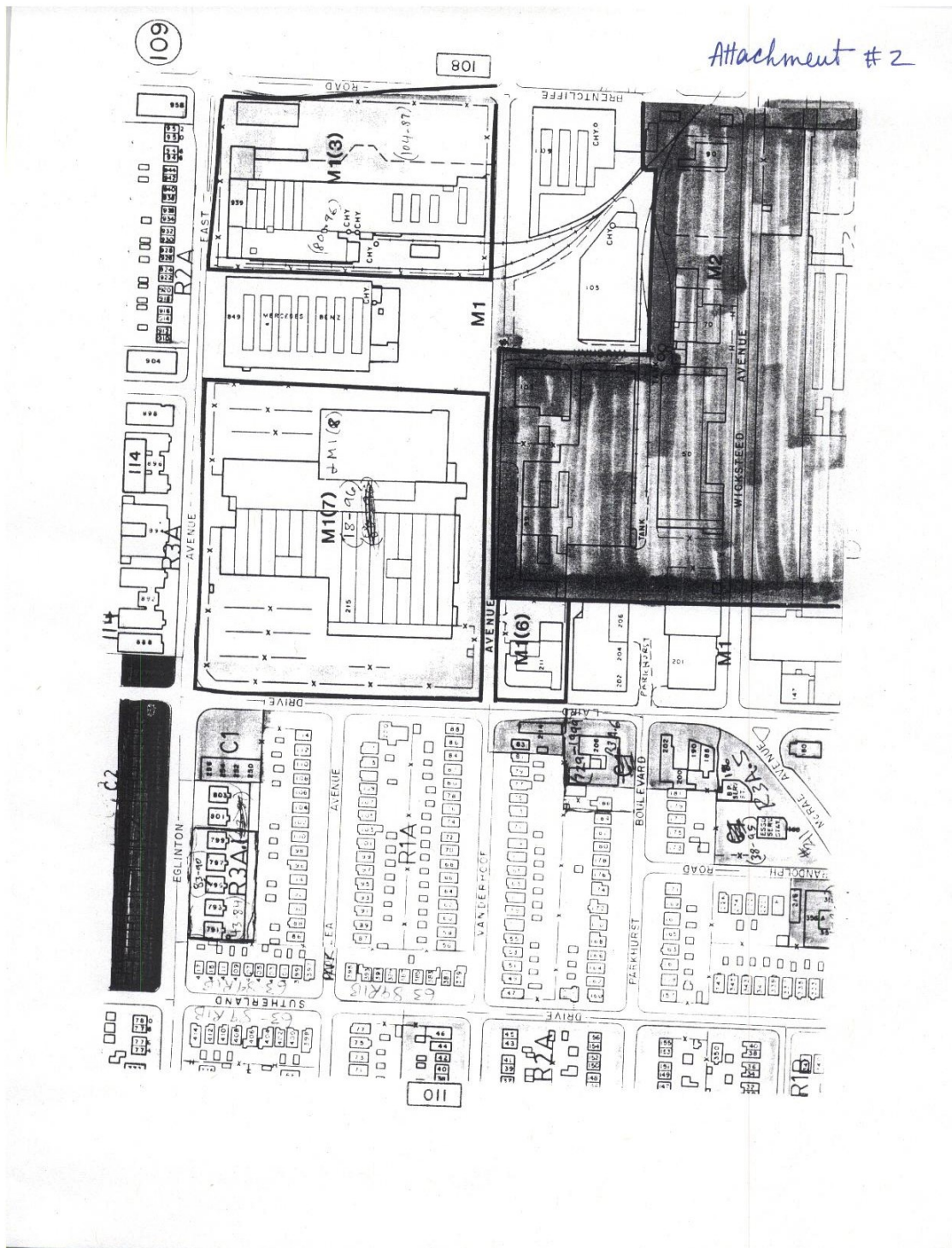
☒ Address ☐ Intersection ☐ Postal Code

815 EGLINTON AVE EAST  
(e.g. 302 Yonge)

Map navigation icons: Home, Previous View, Next View, Zoom In, Zoom Out, Pan, Info, Measure, Print, Full Screen, Help, Legend

Copyright: City of Toronto 2008

Record	Address	Postal Code
1	815 EGLINTON AVE E	M4G 4G9





[illegible]



# Toronto Maps



Copyright: City of Toronto 2011

Aerial View 1999

50cm

Aerial View 2002

50cm

Aerial View 2003

7.5cm

Aerial View 2005

50cm

GTA Street Centre

Lines



Expressway  
(cont.)



Expressway Ramps

Major Arterial

Major Arterial Ramps

Minor Arterial

Minor Arterial Ramps

Collector

Collector Ramps

Local

Other

Other Ramps

Trail



Walkway  
(cont.)

## Legend

Laneway

Pending

Major Railway

Minor Railway

River

Creek/Tributary

Hydro Line

Major Shoreline

Minor Shoreline (and locked)

Buildings (Lines)

Outlines

Buildings (Polygons)

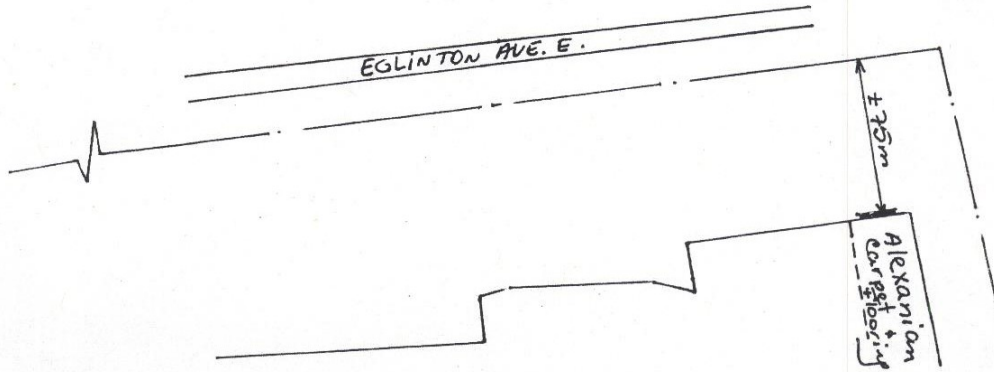
Outlines

Property Boundaries

Parks



Attachment #31

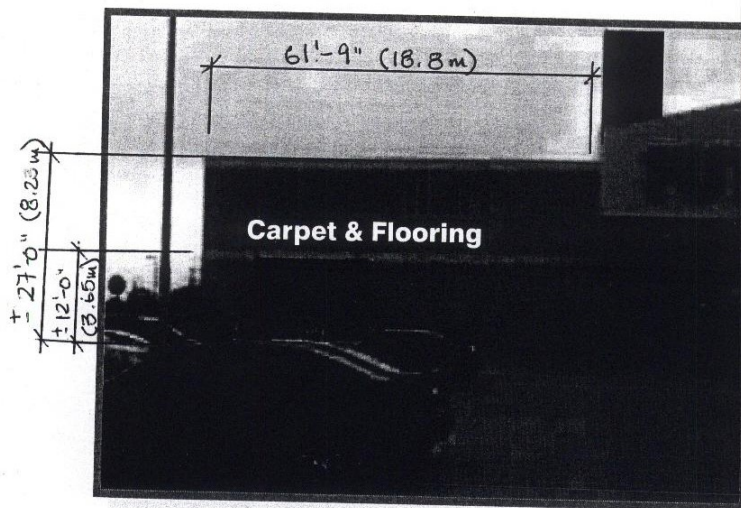




- "ALEXANIAN" IS A SET OF HALO-LIT CHANNEL LETTERS
  - 8" DEEP ALUMINUM CANS PAINTED RED TO MATCH 3M 3630-53 CARDINAL VINYL
  - INTERIORS OF CANS ARE PAINTED GLOSS WHITE TO ALLOW FOR MAXIMUM LIGHT REFLECTION ONTO WALL
  - HALO-LIGHTING BY WHITE SLOAN LEDS ARRANGED AROUND THE INSIDE PERIMETERS OF LETTERS

- "CARPET & FLOORING" IS AN ILLUMINATED SIGN BOX
  - WHITE SEEMEE FLEXFACE IN A SIGNCOMP BLEED FRAME
  - 3M 3630-53 CARDINAL RED AND 3630-97 DELFT BLUE TRANS. VINYL GRAPHICS
  - CABINET AND BLEED FRAMES ARE PAINTED PARTLY RED AND PARTLY BLUE TO MATCH TRANSLUCENT VINYL COLOURS
  - ILLUMINATED BY H.O. DAYLIGHT FLUORESCENT LAMPS

Attachment #



CLIENT: ALEXANIAN CARPET & FLOORING  
LOCATION: 845 EGLINGTON AVE. E., TORONTO

SKETCH: Alexanian-Leaside  
DATE: May 23, 2009

SALES: T. HENRIQUE  
ARTIST: K. McKELVEY



**brooks Signs**

500 Brant County Rd. #18, Brantford, Ontario, N3T 5M1  
Phone: (519) 753 6106 - Fax: (519) 753 6464  
E-Mail: graphics@brooks-signs.com



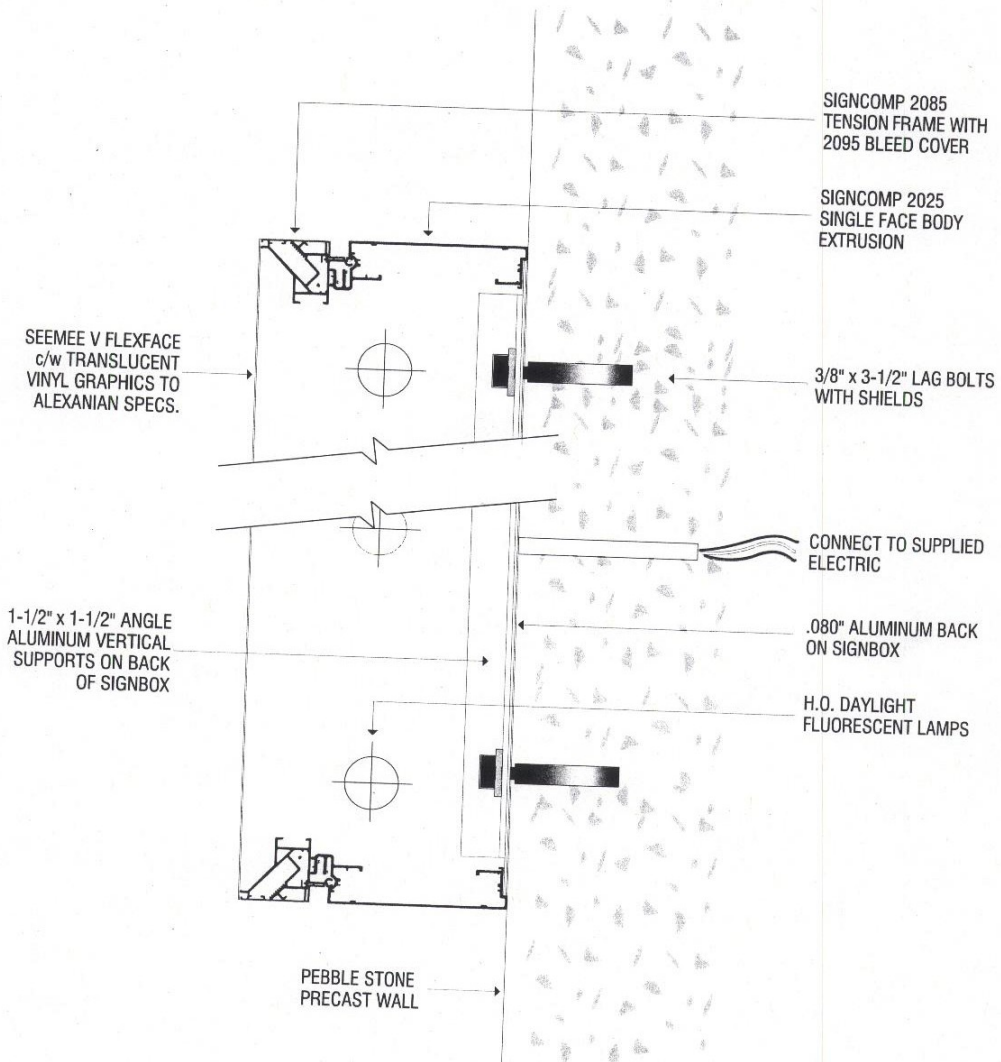
**APPROVAL: ✓**

THIS DESIGN IS THE PROPERTY OF BROOKS SIGNS (1985) LTD. AND IS NOT TO BE COPIED WITHOUT WRITTEN PERMISSION OF THE OWNERS.



END-VIEW OF 55" TALL x 35" WIDE CARPET & FLOORING SIGNBOX

Attachment # 5A



CLIENT: ALEXANIAN CARPET & FLOORING  
LOCATION: 845 EGLINGTON AVE. E., TORONTO

SKETCH: Alexanian-Leaside

SALES: T. HENRIQUE

DATE: May 23, 2009

ARTIST: K. McKELVEY

**brooks Signs**

500 Brant County Rd. #16, Brantford, Ontario, N3T 5M1

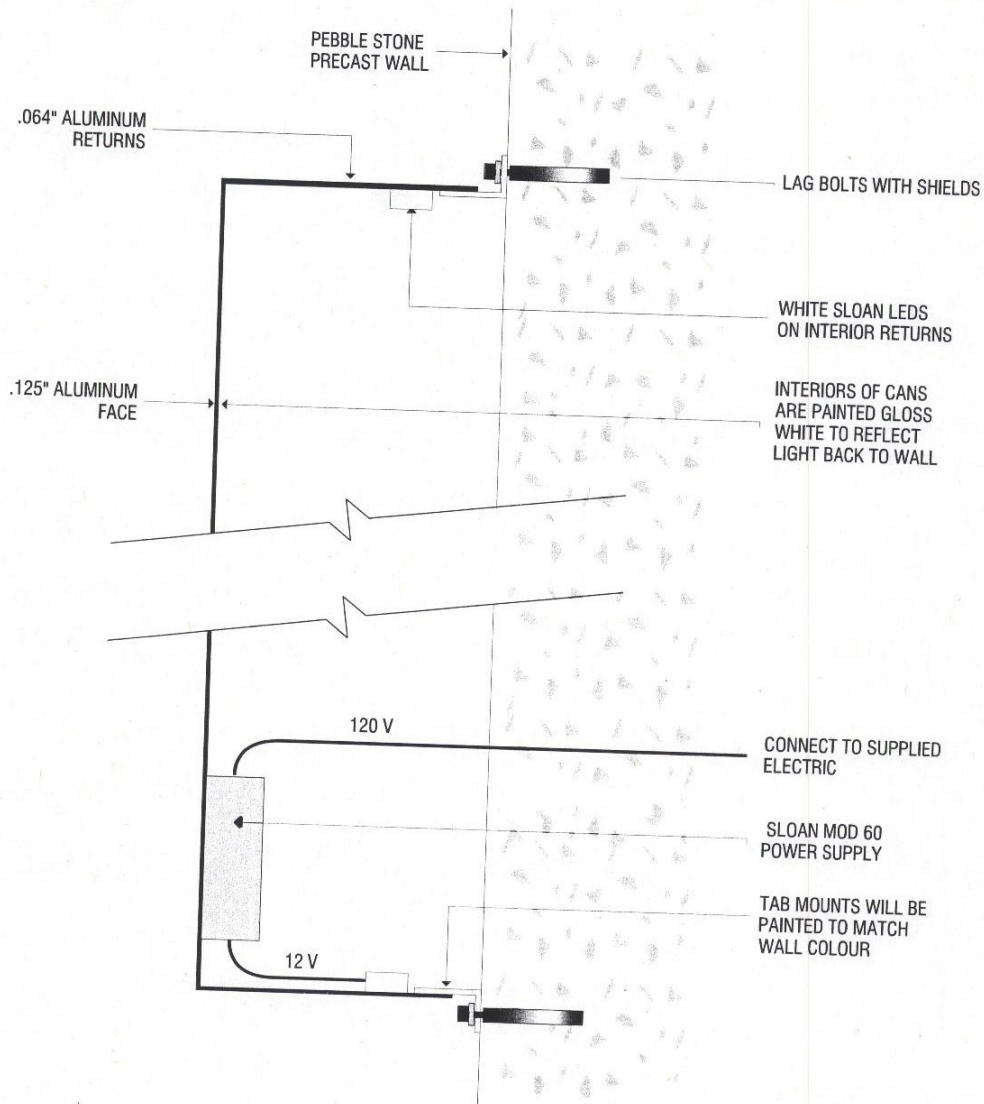
Phone: (519) 753 6103 - Fax: (519) 753 6464

E-Mail: graphics@brooks-signs.com



END VIEW OF 56" TALL HALO-LIT ALEXANIAN CHANNEL LETTERS

Attachment #5B



CLIENT: ALEXANIAN CARPET & FLOORING  
LOCATION: 845 EGLINGTON AVE. E., TORONTO

SKETCH: Alexanian-Leaside

SALES: T. HENRIQUE

DATE: May 23, 2009

ARTIST: K. McKELVEY

**brooksSigns**

500 Brant County Rd. #18, Brantford, Ontario, N3T 5M1  
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**APPROVAL: ✓**

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## Permit World

57 William St. W., Waterloo, ON N2L 1J6 519-635-2114 519-208-7008 (fax)

Attachment # 6

October 16, 2009

Toronto Building  
5100 Yonge Street  
1<sup>st</sup> Floor  
Toronto, ON M2N 5V7

*Attn: Magda Ishak, Manager*

**Re: Sign variance application for Alexanians, 815 Eglinton Ave. E.,**

Dear Magda:

Please kindly accept our request for a sign variance to allow one wall sign for the above-mentioned project.

The following variance will be required:

- This sign does not meet a definition that the height of the facial sign including the sign structure does not exceed one metre.
- It appears that in the past a variance had been issued for a sign which exceeded the one metre height restriction at this location.

This property faces Eglinton Ave. E. with a setback of +/-75 m. The permitted height of a fascial sign with a maximum height of one metre reduces the visibility of the sign significantly. In addition, there is a Future Shop located next door with channel letters larger than one metre and the requested size of the sign we are applying for would present a more balanced look to the façade of the building. The proposed sign is complimentary to the building design and use/location of the property. It will not negatively impact surrounding properties and fits within the size and scheme of others at that location.

We are respectfully requesting your support in this matter. If you require additional information or have any questions, feel free to contact the undersigned.

Thank you,



Gilda Collins  
[admin@permitworld.ca](mailto:admin@permitworld.ca)