

Sign Variance - 150 Eglinton Ave E

Date:	March 5, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 22 – St. Paul's
Reference Number:	2010TE085 10 120196 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 Steve Wolowich of Astral Media Outdoor, L.P., on behalf of Tillyard Management Inc., in Trust for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, replacement of an existing legal non-conforming illuminated fascia sign with a newly designed illuminated tri-panel fascia sign containing a horizontally rotating scroll copy attribute, on the west elevation of the building at 150 Eglinton Avenue East.

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

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council refuse the request for variances permit, for third party advertising purposes, replacement of an existing legal non-conforming



illuminated fascia sign with a newly designed illuminated tri-panel fascia sign containing a horizontally rotating scroll copy attribute, on the west elevation of the building at 150 Eglinton Avenue East.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located East of Yonge Street, on the north side of Eglinton Avenue East in a CR zone. The property contains a multi-storey office building with retail uses at grade level. The applicant is seeking permission to replace, for third party advertising purposes, an existing third party illuminated fascia sign with a newly designed third party illuminated fascia sign containing a horizontally rotating scroll copy attribute, on the west elevation of building at 150 Eglinton Avenue East.

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 297-10.B.(2)	To install, for third party advertising purposes, an illuminated fascia sign containing a horizontally rotating scroll copy attribute on the west elevation of the building.	Unless specifically permitted by other provisions of this chapter, signs that rotate or which contain tri-vision panels, animated copy, changeable copy or electronic message display copy are not permitted.
2. Chapter 297-10E	The proposed illuminated third party fascia sign is located less than 20.0m from a lot in R zone.	An illuminated third party sign located less than 20.0m from a lot in R zone is not permitted.
3. Chapter 297-10F (1)	The sign is located less than 60.0m from other third party signs located in the vicinity.	A third party sign is required to have a separation distance of minimum 60.0m from other third party sign in the vicinity.

COMMENTS

The variances are required because the proposed replacement third party fascia sign located on the west elevation of the building would contain rotating scroll copy attribute

which is not specifically described as a sign type and therefore it is not permitted. Also, the sign is not permitted because it would be located less than 20.0m from a lot in R zone. A fifteen storey residential apartment building is located on the adjoining lot to the west of this proposed sign. The sign would be visible from many of the residential apartments in that building. Also, the proposed sign does not meet the required 60.0m separation distance from other third party signs located in the vicinity.

In this instance, the proposal to replace the existing illuminated fascia sign with a newly designed illuminated fascia sign containing a horizontally rotating scroll copy attribute at 150 Eglinton Avenue is also not permitted under the current by-law. Staff can not justify recommending approval of the proposed fascia sign at this location.

Staff recommends refusal of this application. The variance is major and not 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

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

ATTACHMENTS

Attachment 1: Site Plan
Attachment 2: Elevation

Attachment 1: Site Plan



