

**Sign Variance - 801 Eglinton Ave W**

<b>Date:</b>	March 5, 2010
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 21 – St. Paul's
<b>Reference Number:</b>	2010TE065 10 120182 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 TVM Eglinton Inc., 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 801 Eglinton Avenue West.

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 801 Eglinton Avenue West.

**Financial Impact**

The recommendations in this report have no financial impact.

**ISSUE BACKGROUND**

The property is located east of Bathurst Street, on the south side of Eglinton Avenue West in an MCR zone. The property contains a three-storey building. 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 801 Eglinton Avenue West.

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.	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 roof 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 first variance is required because the proposed replacement third party fascia sign is not permitted because it would contain a rotating scroll copy attribute, which is not

specifically described as a sign type permitted which is not permitted under the current by-law.

The second variance is required because the sign would be located less than 20.0m from a lot in R zone, which could have an adverse impact on the residences in the area.

With respect to the third variance, the proposed sign does not meet the required 60.0m separation distance from other third party signs located in the vicinity. The intent of the by-law is to prevent a sign clutter in the area.

Staff can not justify recommending approval of this application because in this instance, the proposal to replace the existing illuminated fascia sign with a newly designed illuminated tri-panel fascia sign containing a horizontally rotating scroll copy attribute at 801 Eglinton Avenue West would have an adverse impact on the surrounding residential uses.

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

## **CONTACT**

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## **SIGNATURE**

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

## **ATTACHMENTS**

Attachment 1: Sign Details

# Attachment 1: Sign Details





Image: [Blank]

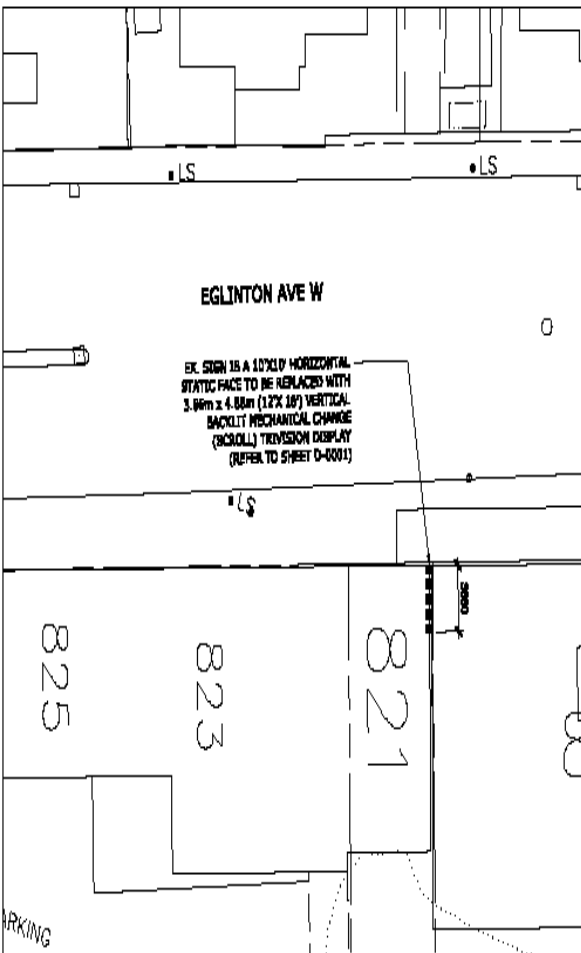
Profile: [Blank]

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Details: a

ALL DIMENSIONS SHOWN ON DRAWING AND APPROXIMATE AREAS TO BE VERTICED BY A RETAILER





EGLINTON AVE W

EX. SIGN IS A 10'X10' HORIZONTAL STATIC FACE TO BE REPLACED WITH 3.6M x 4.8M (12'X 16') VERTICAL BACKLIT MECHANICAL CHANGE (SCROLL) TRANSMISSION DISPLAY (REFER TO SHEET D-0001)

80215      80213      80211

PARKING

City Plan: 0015  
EGLINTON AVE W

Revision / Alteration:


By: [Blank] Date: [Blank] Comment: [Blank]

**Legend**

- STREET LIGHT
- FREIGHT CAR
- HARD POLE
- TRAFFIC LIGHT
- TTO BOX
- MAN HOLE
- HAZARD
- EX. TREE
- EX. SIGN
- PROPERTY LINE
- CONCRETE PAVING
- GRASS
- ASPHALT
- UNIT PAVING

ASTRAL MEDIA  
SIGN VARIANCE  
APPLICATION

Site #:	00-01-0015	Area #:	a
Zone:	21	License:	LIC-117
Display:	INDOOR SIGN	Project:	W
Proposed system:	static	Site Change:	INDOOR
Block:	1000	Date:	2014-08-18
Owner:	801	Created:	YH
Transmittal:	EGLINTON AVE W at DATHURST ST.		
Address:	801 EGLINTON AVE. W.	Owner:	801W
Proj. #:	TP-13006	Proj. #:	CD-21-0016