



Decision Letter

Planning and Growth Management Committee

PG9.8	ACTION	Referred		Ward:35
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Amendments to Chapter 694, Signs, General, With Respect to 2787 Eglinton Avenue East

Committee Decision

The Planning and Growth Management Committee:

1. Requested the Chief Building Official to report on an amendment to the Chapter 694, Signs, General, of the City of Toronto Municipal Code, to approve the application for a site specific amendment including the following conditions:
 - (a) the sign face area of each of the two sign faces of the roof sign be limited to a maximum of 12 square metres;
 - (b) each of the two sign faces of the roof sign display electronic moving copy;
 - (c) the illumination provisions of subsection 694-18 apply;
 - (d) the expiration and renewal provisions of subsection 694-9 and 694-10 apply; and
 - (e) the two existing third party ground signs located on the premises be removed and the associated permits be revoked, prior to the issuance of any permit for subject roof sign.
2. Requested that Notice of Public Meeting be given on the site specific amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code for the January 5, 2012 meeting of the Planning and Growth Management Committee.

Origin

(August 17, 2011) Report from the Chief Building Official and Executive Director, Toronto Building

Summary

This report reviews and makes recommendations on a request by Ronald Kanter, of MacDonald Sager Manis, on behalf of 215006 Ontario Inc. (the "Applicant"), to obtain an amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code.

The request is to replace an existing first party roof sign with a third party roof sign containing electronic moving copy, on the premises municipally known as 2787 Eglinton Avenue East. The Applicant also proposes to remove two unlawful third party ground signs, each with two

sign faces and each displaying mechanical (tri-vision) copy, from the premises.

This report recommends refusal of the requested amendment to Chapter 694 of the City of Toronto Municipal Code.

Background Information

(August 17, 2011) Staff Report regarding Amendments to Chapter 694, Signs, General, With Respect to 2787 Eglinton Avenue East
(<http://www.toronto.ca/legdocs/mmis/2011/pg/bgrd/backgroundfile-41926.pdf>)