



**STAFF REPORT  
ACTION REQUIRED**

**Supplementary Report: Amendments to Chapter 694,  
Signs, General, With Respect to 2787 Eglinton Avenue  
East**

<b>Date:</b>	November 30, 2011
<b>To:</b>	Planning and Growth Management Committee
<b>From:</b>	Chief Building Official and Executive Director, Toronto Building
<b>Ward:</b>	35 – Scarborough Southwest
<b>Reference Number:</b>	PG11025

**SUMMARY**

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This supplementary report responds to a direction given to the Chief Building Official and Executive Director, Toronto Building by the Planning and Growth Management Committee at its November 8, 2011 meeting with respect to possible amendments to Chapter 694, Signs General to permit a roof sign at 2787 Eglinton Avenue East displaying electronic moving copy.

The request was 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.

A report from the Chief Building Official and Executive Director, Toronto Building considered by the Planning and Growth Management Committee at its meeting of November 8, 2011 recommended refusal of the requested amendment to Chapter 694 of the City of Toronto Municipal Code. The Planning and Growth Management Committee requested the Chief Building Official to report on an amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code, to approve the application for a site specific amendment with conditions.

## **RECOMMENDATIONS**

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**The Chief Building Official and Executive Director, Toronto Building recommends that:**

1. The request to amend Schedule B, Signage Master Plans and Area Specific Amendments, Chapter 694, Signs, General, of the City of Toronto Municipal Code to add an area specific amendment to allow for one double-sided third party roof sign displaying electronic moving copy to be erected and displayed on the roof of the two-storey building at the premises municipally known as 2787 Eglinton Avenue East, be refused or;
2. In the alternative, should Recommendation 1 not be adopted, that the request to amend Schedule B, Signage Master Plans and Area Specific Amendments, Chapter 694, Signs, General, of the City of Toronto Municipal Code to add an area specific amendment to allow for one double-sided third party roof sign displaying electronic moving copy to be erected and displayed on the roof of the two-storey building at the premises municipally known as 2787 Eglinton Avenue East be approved, subject to 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 the subject roof sign.

## **FINANCIAL IMPACT**

The recommendations in this report have no financial impact.

## **DECISION BACKGROUND**

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>)

Supplementary Staff Report, Sign Bylaw Amendment – 2787 Eglinton Avenue East

New Sign Regulation and Revenue Strategy  
(<http://www.toronto.ca/legdocs/mmis/2009/pg/bgrd/backgroundfile-24387.pdf>)

New Sign Regulation and Revenue Strategy: Additional Considerations  
(<http://www.toronto.ca/legdocs/mmis/2009/cc/bgrd/backgroundfile-25449.pdf>)

## **ISSUE BACKGROUND**

At its meeting of November 8<sup>th</sup>, 2011, the Planning and Growth Management Committee directed the Chief Building Official and Executive Director, Toronto Building to report back to its January 5<sup>th</sup>, 2012 meeting with potential regulations for the proposed roof sign displaying electronic moving copy.

The Chief Building Official and Executive Director, Toronto Building stands by the recommendations given in the report to the Planning and Growth Management Committee at its November 8<sup>th</sup> meeting which recommend refusal of the application to permit a third party roof sign displaying electronic moving copy.

## **COMMENTS**

### **Former City of Scarborough Zoning Bylaw:**

Section 12 of the former City of Scarborough Zoning Bylaw, Bylaw #10048, Eglinton Community, prohibits the use of this property for roof signs which are defined as "Non-Accessory" signs as defined by Bylaw #10048. A "non-accessory sign" is defined in Bylaw #10048 as a sign that does not relate to the use of the premises on which the sign is situated.

Based on this definition, the proposed sign is a non-accessory roof sign. Sign Bylaw Unit staff have confirmed with City Planning staff that prior to a sign permit being issued, the applicant will be required to seek either a Zoning Bylaw Amendment or Committee of Adjustment approval in order for the building permit to be issued.

### **Existing Ground Signs located on the Premises:**

There are two third party ground signs located on the premises that are proposed to be removed by the applicant as part of the approval for the proposed roof sign. These signs are, in the opinion of the Chief Building Official, signs that do not comply with the issued permits.

The Sign Bylaw Unit has commenced enforcement action with respect to the two existing third party ground signs. As a result of this enforcement action, the existing ground signs may be required to be removed regardless of this application.

For the reasons stated above, it recommended that the proposed amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code be refused.

**CONTACT**

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**SIGNATURE**

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Ann Borooah  
Chief Building Official and Executive Director  
Toronto Building