

Clause embodied in Report No. 12 of the Humber York Community Council, as adopted by the Council of the City of Toronto at its meeting held on October 29, 30 and 31, 2002.

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**1807 Eglinton Avenue West - Sign By-law Variance
Application; Owner: Alxor Investments Inc. (Zoran Cocov)
Applicant: Axiis Architects Inc. (Rob Podreciko)
(Eglinton-Lawrence, Ward 15)**

(City Council on October 29, 30 and 31, 2002, adopted this Clause, without amendment.)

The Humber York Community Council recommends the adoption of the following joint report (October 1, 2002) from the Director, Community Planning, West District; and Director of Building and Deputy Chief Building Official, West District:

Purpose:

To consider an application for variance from Sign By-law No. 3369-79, as amended for the former City of York. The proposed variance would permit an on-premise, single-face wall sign on the property located at 1807 Eglinton Avenue West.

Financial Implications and Impact Statement :

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

Recommendations :

It is recommended that:

- (1) the application for relief from the provisions of Sign By-law No. 3369-79, as amended to permit an on-premise wall sign, at 1807 Eglinton Avenue be approved as a variance to the Sign By-law subject to a building permit being obtained and the sign being installed substantially in accordance with the application plans on file with the Building Division, West District; and
- (2) the appropriate City Officials be authorised and directed to take the necessary action to give effect thereto.

Background:

(1) Location

The subject property is located on the south side of Eglinton Avenue West, east of Dufferin Street. The subject property consists of a three-storey building occupied by commercial and retail uses. The building is in a (MCR) Main Street Commercial / Residential District zone and is located on the south side of Eglinton Avenue West (see Attachment 1-Sign Location Map).

(2) Proposal

Axiis Architects Inc., on behalf of the owner, is requesting approval of the variance to the Sign By-law to permit the installation of a wall sign on the subject building's west facing wall. The sign face is approximately 4.2 metres (14-feet) high by 7.3 metres (24-feet) wide. The sign face is oriented to be visible to traffic moving east along Eglinton Avenue West.

(3) Sign By-law Variance

Sign By-law No. 3367-79 would set a limit for the total area of the on-premise wall sign face to 5.39 square metres (58.00 square feet) for this particular site. The proposed wall sign will have an area of approximately 31.21 square metres (336.00 square feet). The additional face area being requested for the proposed on-premise wall sign would not appear to adversely impact the streetscape along Eglinton Avenue West given the orientation of the sign being located on the west wall of the building.

<u>Item</u>	<u>Proposed</u>	<u>By-law</u>	<u>By-law Variance</u>
Face area of wall sign above two storeys	31.21 sq. m	5.39 sq. m	25.82 sq. m

Comments:

Previously, there was a similar application on this site for a third party off-premise wall sign to be located on the west side wall of the building at 1807 Eglinton Avenue West. Humber York Community Council approved the sign variance application at the September 12, 2001 meeting. However, City Council on November 6, 7 and 8, 2001 amended the recommendation of Community Council and refused the application.

The application has been reviewed considering the intent of the by-law to limit face area of the on-premise wall sign. The City of York Sign By-law permits a wall sign above two storeys which is not to exceed 1/40 of the area formed by the distance measurable from grade to the bottom of the sign multiplied by the width of the uppermost floor of the building. In this situation the location of the on-premise wall sign located on the west facing wall of the building would not appear to adversely effect the streetscape of Eglinton Avenue West. Accordingly, Planning staff are of the opinion that the requested relief from the sign by-law be approved.

Conclusions:

Staff recommend that the application to permit a single face on-premise wall mounted sign at 1807 Eglinton Avenue West be approved.

Contact:

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(The Attachment referred to in the foregoing report was forwarded to all Members of the Humber York Community Council with the agenda for its meeting on October 15, 2002, and a copy is on file in the office of the City Clerk, York Civic Centre.)