

**Variance from Chapter 297, Signs,
of the Former City of Toronto Municipal Code -
15 St. Clair Avenue West (Midtown)**

(City Council on December 14, 15 and 16, 1999, adopted this Clause, without amendment.)

The Toronto Community Council recommends that:

- (1) the following report (November 16, 1999) from the Acting Commissioner of Urban Planning and Development Services be adopted; and**
- (2) the applicant contribute \$1,000.00 to the Urban Forestry Program in the Midtown Ward.**

The Toronto Community Council submits the following report (November 16, 1999) from the Acting Commissioner, Urban Planning and Development Services:

Purpose:

To review and make recommendations for an application for a minor variance to permit, for identification purposes, one illuminated fascia sign on the front elevation at 15 St. Clair Avenue West.

Financial Implications and Impact Statement:

There are no financial implications and impact statements resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) City Council approve Application No. 999078 for a minor variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, one illuminated fascia sign on the front elevation at 15 St. Clair Avenue West.**
- (2) The applicant be advised, upon approval of Application No. 999078, of the requirement to obtain the necessary permits from the Commissioner of Urban Planning and Development Services.**

Comments:

The property is located on the south side of St. Clair Avenue West in a (CR) mixed-use zone district. The property contains a two-storey building with a fast food (submarine-sandwich) shop at grade level. The applicant is requesting permission to erect, for identification purposes, one illuminated fascia sign on the front elevation of the building. The sign is 3.66 metres long and 0.67 metre high, with an area of 2.45 m² (see Figure 1).

The sign does not comply with Chapter 297 of the Municipal Code in that the proposed fascia sign will not consist only of letters. The variance occurs because the proposed sign contains a small picture of a subway-sandwich along with the letters "Quizno's Subs". It is my opinion that the added graphics is acceptable. I am recommending approval of this application, as I find the variance requested to be minor and within the general intent and purpose of the sign provisions of the Municipal Code.

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15 St. Clair Avenue
Map 1

15 St. Clair Avenue
Map 2

15 St. Clair Avenue
Map 3