

**Sign Variance Application  
2525 St. Clair Avenue West**

<b>Date:</b>	December 22, 2006
<b>To:</b>	Etobicoke York Community Council
<b>From:</b>	Director, Community Planning, Etobicoke York District Director of Building and Deputy Chief Building Official, Etobicoke York District
<b>Wards:</b>	Ward 11 – York South-Weston
<b>Reference Number:</b>	File No: 06 189957 WET 11 TM

**SUMMARY**

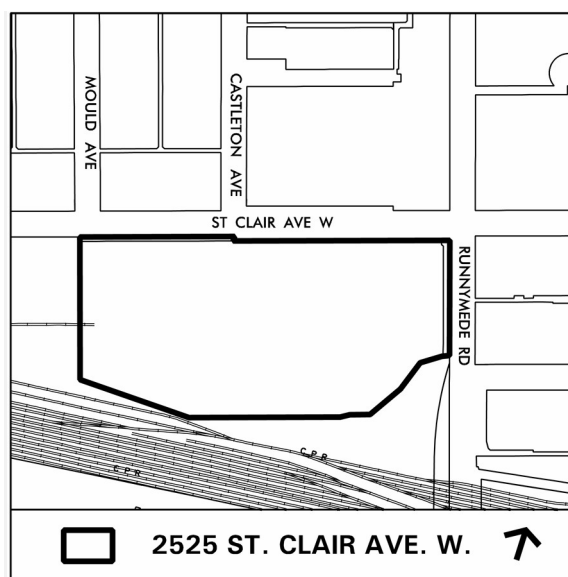
This is an application for a variance from Sign By-law No. 3369-79, as amended, for the former City of York. The requested variances are to permit two signs on the north wall of the building, and to allow for one sign on the south wall of the building, not facing the street.

This report reviews and recommends approval of the application to amend the former City of York Sign By-law No. 3369-79, as amended.

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. City Council approve the application for relief from the provisions of By-law No. 3369-79, as amended, to permit an additional second sign, along the north front wall of the building, and a new sign along the south side wall subject to the sign permits being obtained and the signs being installed in accordance with the application plans filed with Toronto



Building, Etobicoke York District; and

2. City Council authorize appropriate City Officials and direct them to take the necessary action to give effect thereto.

## **FINANCIAL IMPACT**

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

## **ISSUE BACKGROUND**

### **Proposal**

The applicant is requesting approval of two variances to the former City of York Sign By-law No. 3369-79, as amended, to permit a second sign on the north side wall of the building, whereas only one sign is permitted, and a logo sign on the south wall, which faces the commercial parking lot, whereas all signs are to be located on the street frontage wall of the building.

### **Site and Surrounding Area**

The subject site is located on the southwest corner of St. Clair Avenue West and Runnymede Road. The requested variance for the commercial unit forms part of the 3-unit commercial building which obtained Site Plan Approval in 2004. The building has been constructed and the remaining site plan requirements are close to completion.

## **COMMENTS**

The application has been reviewed considering the intent of the By-law to limit signs to a building wall fronting a street, and to limit the number of signs on a building wall. The second sign on the north wall of the building, adjacent to Runnymede Road, functions as a corner element, and is visually separate from the central commercial sign on the same façade. This secondary sign adds façade animation, as it fronts onto St. Clair Avenue West, which is well travelled by vehicles and pedestrians.

The sign to the south of the building also provides a visual aesthetic to which would otherwise remain a blank wall. This sign also provides a visual indication of the nature of the commercial use, to those using the rear parking lot.

The proposed signs do not create adverse impacts to the surrounding area as they are directed towards other commercial uses, and provide visual interest to pedestrian and vehicle approaches to the building.

**CONTACT**

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**SIGNATURE**

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Gregg Lintern, MCIP RPP  
Director, Community Planning  
Etobicoke York District

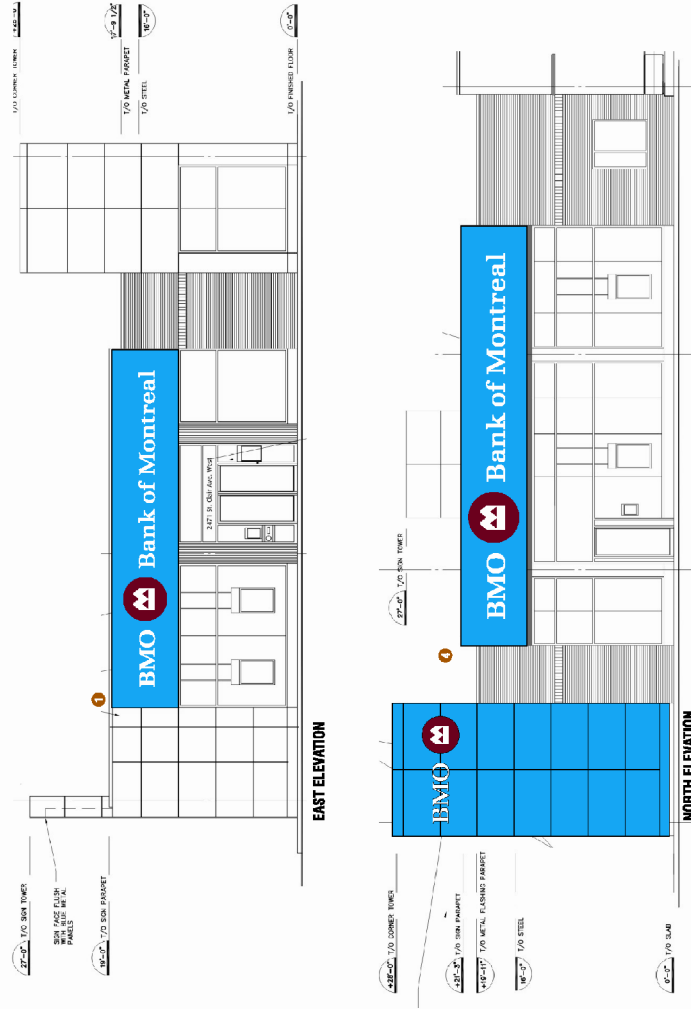
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Edward Tipping  
Director of Building and  
Deputy Chief Building Official  
Etobicoke York District

**ATTACHMENTS**

Attachment 1: Elevation  
Attachment 2: Elevation

## Attachment 1: Front Elevation



### Elevations

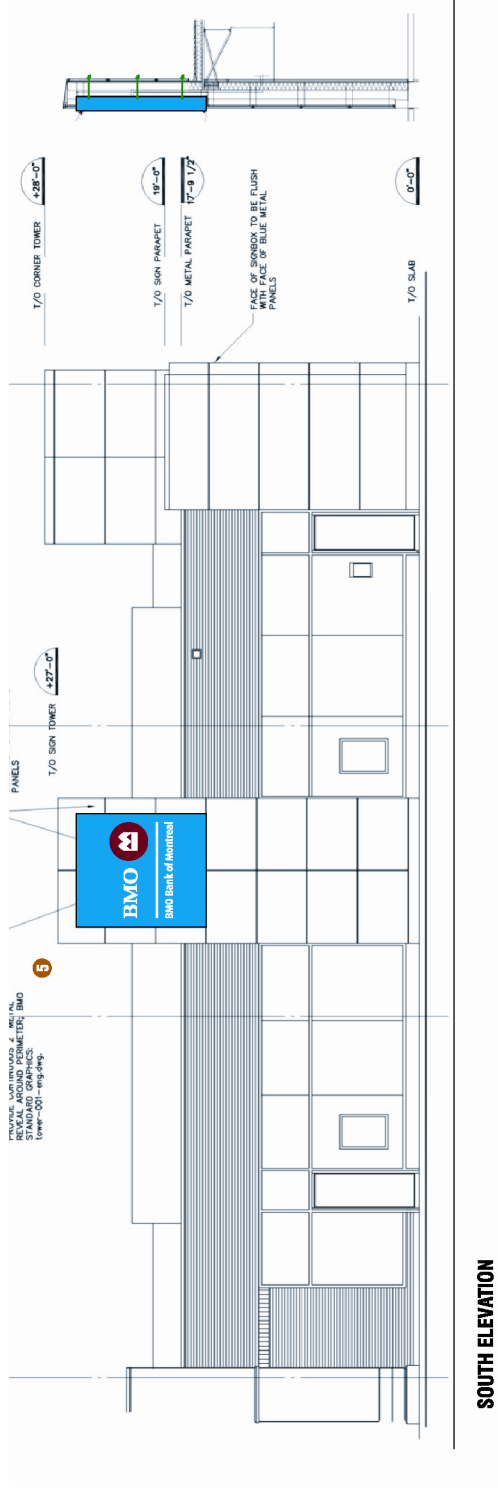
Applicant's Submitted Drawing

Not to Scale  
1/2"=1'-0"

2525 St. Clair Ave. W.

File # 06\_189957

Attachment 2: Rear Elevation



Elevations

Applicant's Submitted Drawing

Not to Scale  
12/18/06

2525 St. Clair Ave. W.

File # 06\_189957