

2525 St. Clair Avenue West – Sign Variance Application

Date:	November 12, 2007
To:	Etobicoke York Community Council
From:	Director, Community Planning, Etobicoke York District
Wards:	Ward No. – 11 York South-Weston
Reference Number:	File No. 07 275455 WET 11 TM

SUMMARY

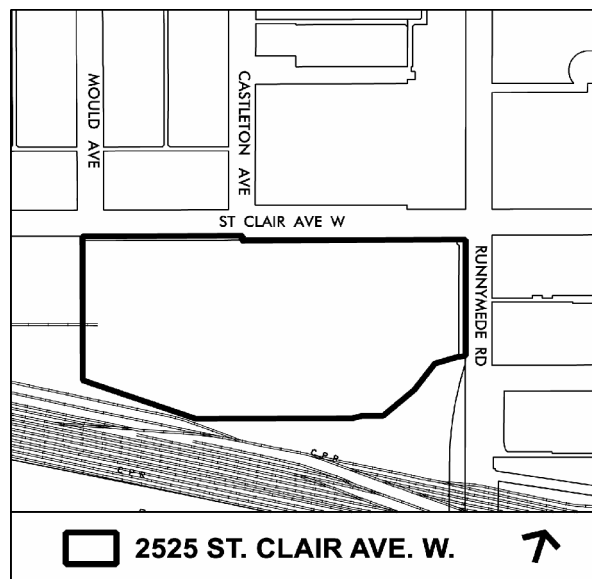
This staff report is in regard to a Sign Variance Application for which Community Council has delegated authority to make a decision.

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 illuminated fascia sign along the south rear wall of the building, and having a maximum permitted size of 4.59 square metres, subject to the sign permits being obtained and the sign 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.

ISSUE BACKGROUND

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 a few Site Plan requirements are near completion.

COMMENTS

This is an application for a variance from Sign By-law No. 3369-79, as amended, for the former City of York. The requested variance is to permit an illuminated fascia sign on the rear wall of the building, and having an area of 4.59 square metres, as opposed to the maximum permitted 4 square metres.

The application has been reviewed considering the intent of the By-law to limit the area of signs, and separation distances from a building wall and parking area.

The sign to the south of the building is proportionately sized relative to its commercial unit area, and 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 area of the property.

The proposed sign, which slightly exceeds the maximum permitted area, does not create adverse impacts to the surrounding area as it is directed towards the rear parking lot, and provides a visual interest to pedestrian and vehicle approaches to the building.

CONTACT

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SIGNATURE

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

ATTACHMENTS

Attachment 1: Existing South Elevation

Attachment 2: South Elevation with Proposed Sign

Attachment 1: Existing South Elevation



Elevations

Applicant's Submitted Drawing

Not to Scale
11/07/07

2525 St. Clair Avenue West

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Attachment 2: South Elevation with Proposed Sign



Elevations

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Applicant's Submitted Drawing

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