

**Sign Variance Report  
2 St. Clair Avenue East**

|                          |  |
|--------------------------|--|
| <b>Date:</b>             | November 12, 2007  |
| <b>To:</b>               | Toronto and East York Community Council                      |
| <b>From:</b>             | Director, Community Planning, Toronto and East York District |
| <b>Wards:</b>            | Ward 22 – St. Paul’s   |
| <b>Reference Number:</b> | 07-274308  |

**SUMMARY**

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

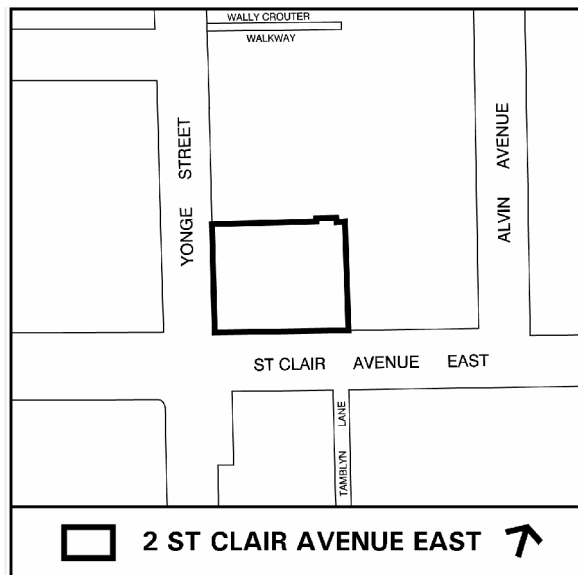
This report reviews and makes recommendations on a request by Leslie Abro of Abcon Outdoor Inc. on behalf of G E Real Estate for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a temporary non-illuminated fascia sign for a period of two years, on the north elevation of the building at 2 St. Clair Avenue East.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. Toronto and East York Community Council refuse the request for variances to permit, for identification purposes, a temporary non-illuminated fascia sign for a period of two years, on the north



elevation of the building at 2 St. Clair Avenue East.

### Financial Impact

The recommendations in this report have no financial impact.

### ISSUE BACKGROUND

The property is located at the north-east corner of Yonge Street and St. Clair Avenue East. The property contains a fifteen storey office building with retail uses at grade. The applicant is requesting permission to erect, for identification purposes, a temporary non-illuminated fascia sign for a period of two years, on the north elevation of the building. The sign would replace a previously approved, 49.14m<sup>2</sup> mural sign (Permit # 03156293) for third party advertising purposes on the north elevation of the building. The proposed non-illuminated sign would identify the Loblaws Group of Companies. The sign would be 12.19m wide and 15.24m high with an area of 185.78m<sup>2</sup> (almost 4 times larger than the existing sign).

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

| Sign By-law Section and Requirements | Applicant's Proposal  | Required Variance  |
|--------------------------------------|---|--|
| 1. Chapter 297-10D (5)(g)            | The proposed non-illuminated fascia sign would have an area of 185.78m <sup>2</sup> .   | The proposed 185.78m <sup>2</sup> sign area would exceed by 160.78m <sup>2</sup> , the maximum 25.0m sign area permitted.  |
| 2. Chapter 297-10F (2)               | The proposed fascia sign would be located less than 300m from the existing signs having an area of 70.0m <sup>2</sup> or more, located in the vicinity. | A fascia sign with an area of 70.0m <sup>2</sup> or more is required to have a minimum separation distance of 300m from the existing fascia signs having an area of 70.0m <sup>2</sup> or more, located in the vicinity. |
| 3. Chapter 297-11 AA(2)(e)           | The sign would be located on the north elevation of an office building which is not the main front wall of the building.                                | A fascia sign, for identification purposes, is not permitted on a wall other than the main front wall of a non-residential building.   |

## **COMMENTS**

The proposed non-illuminated fascia sign, for identification purposes, on the north elevation of the building would replace an already approved third party mural sign on the same wall and it would be there for a period of two years. The proposed sign is almost 4 times larger and higher on the building than the previously approved third party mural sign at this location. This larger sign is not appropriate and staff cannot support it.

Second variance is required because, in order to prevent clutter in the area, the signs with an area of 70.0m<sup>2</sup> or more are required to have a minimum separation distance of 300.0m from the existing signs of that size located in the vicinity. In this case, large third party signs are located within a short distance to the northwest of this property. It is staff's opinion that a large sign of this size at this location would diminish the objectives for quality urban design in this area.

With respect to the third variance, an identification fascia sign is allowed only on the front elevation of a non-residential building. In this instance, the sign would not be located on the front elevation of the building.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

## **CONTACT**

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## **SIGNATURE**

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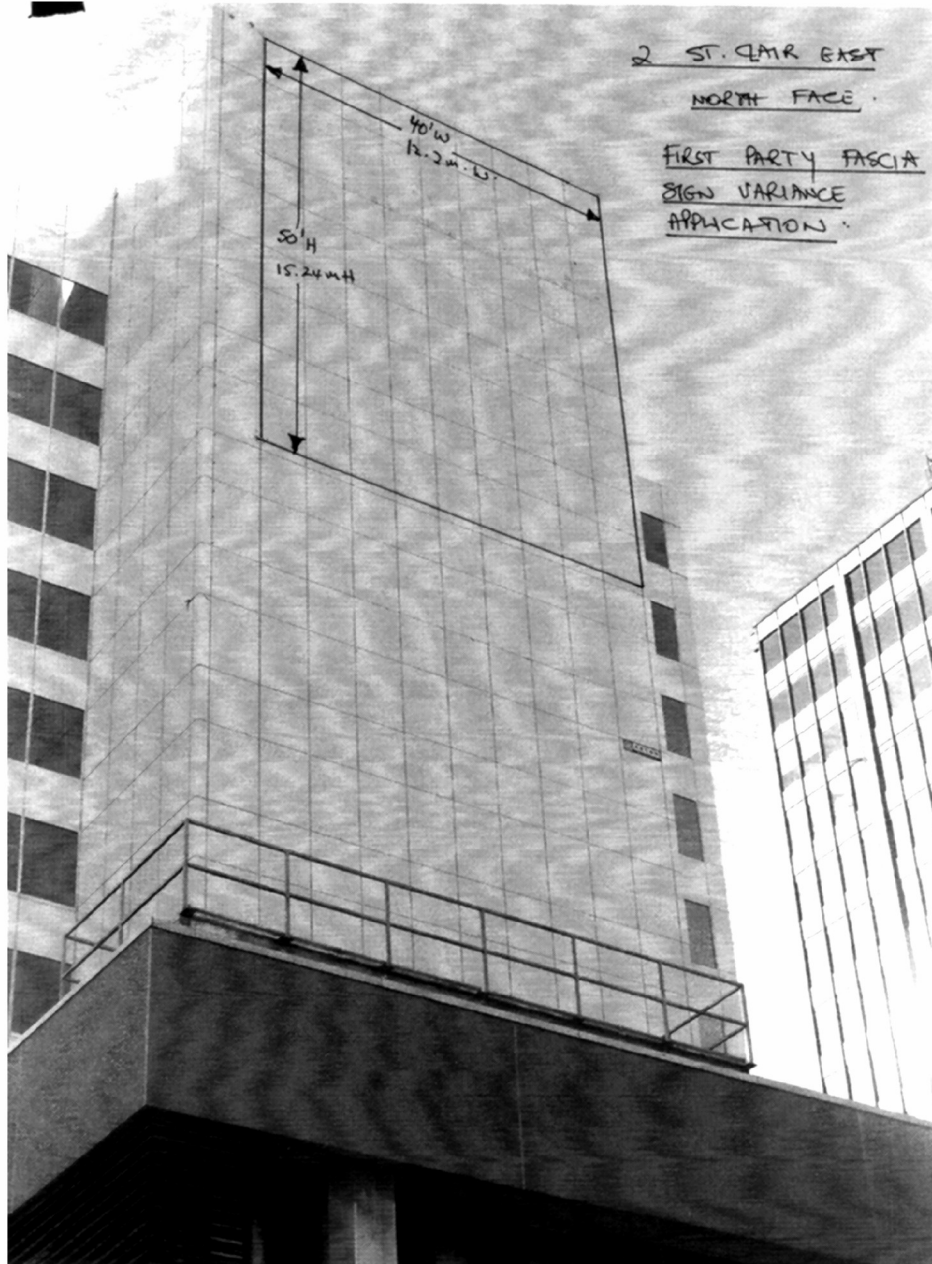
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: North Elevation  
Attachment 2: North Elevation

**Attachment 1: North Elevation**



**North Elevation**

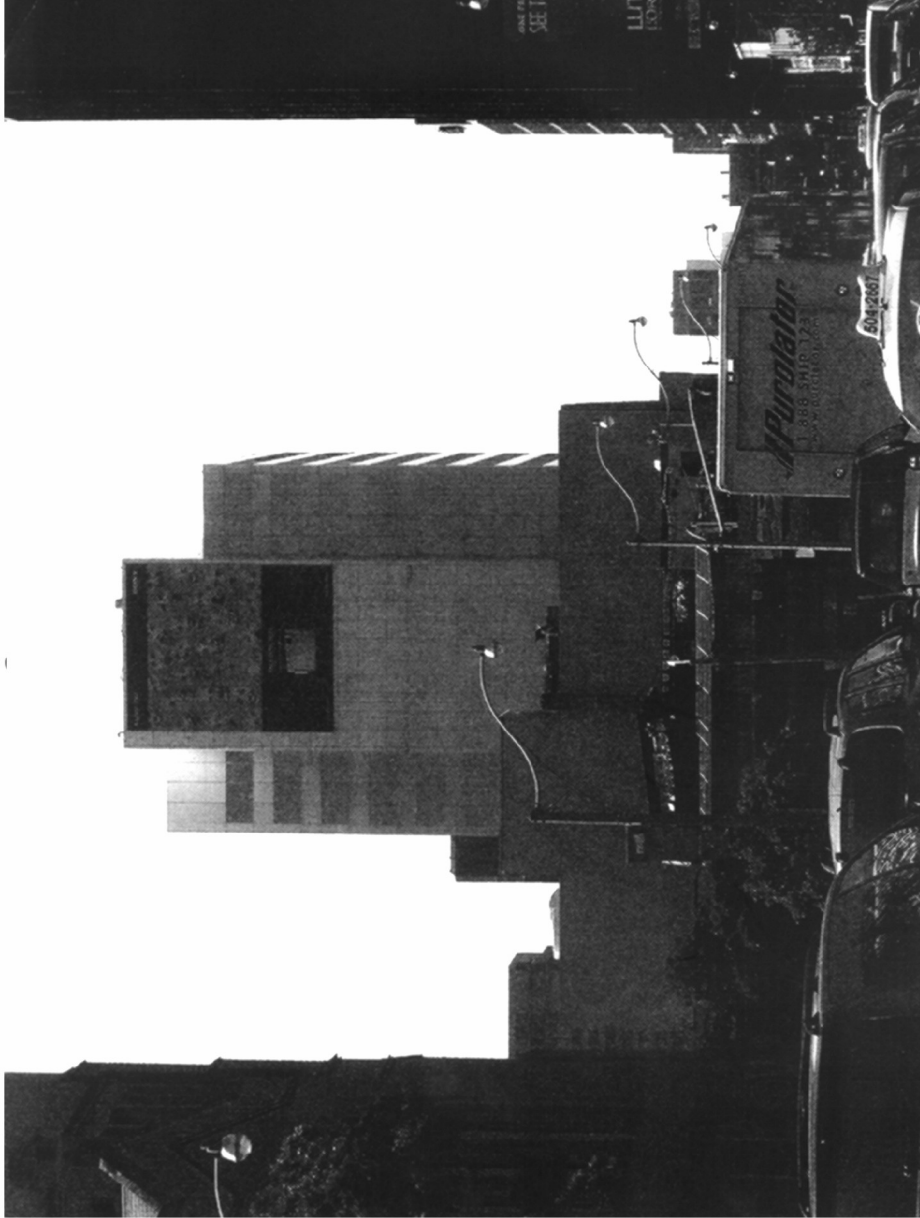
Applicant's Submitted Drawing

Not to Scale  
11/05/07

**2 St Clair Avenue East**

File # 07\_274308

**Attachment 2: North Elevation**



**North Elevation**

Applicant's Submitted Drawing

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