

Sign Variance - 2 St. Clair Avenue West

Date:	June 10, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 22 - St. Paul's
Reference Number:	08-146229

SUMMARY

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

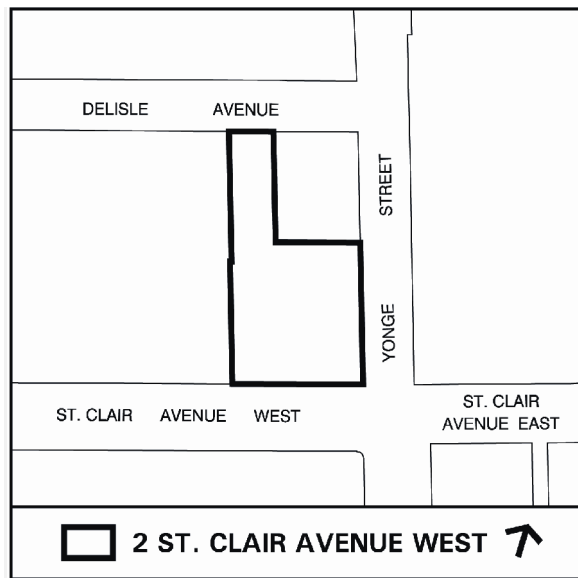
This report reviews and makes recommendations on a request by Curtis Lanfrey of Geometric Design Woodworking, on behalf of Gian-Frank Stavo, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated awning sign on the Yonge Street frontage of the building at 2 St. Clair Avenue West.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the requested variances to permit for identification purposes, an illuminated awning sign on the Yonge Street elevation of the building at 2 St. Clair Avenue West



on condition that energy efficient lights be used; and

2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located at the northwest corner of Yonge and St. Clair Avenue in a CR zone. The property contains a 21-storey office building with retail uses at the grade level. The “Fiorio“ Salon & Spa occupies the northeast retail unit at the grade level of the building. The applicant has requested permission for variances that will allow an illuminated awning sign on the east elevation of the building. The sign is 11.58m wide and 0.61m high with an area of 7.06m².

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 297-10E(5)	The vertical clearance from grade to the bottom of the awning sign is 2.36m.	The 2.36m vertical clearance from grade to the bottom of the awning sign would be 0.14m less than the required 2.50m.
2.. Chapter 297-10E(6)	The awning sign would obstruct or interfere with the window of the building.	An awning sign obstructing or interfering with a window or door of a building is not permitted.
3. Chapter 297-11 AA	The illuminated awning sign for identification purposes would be located at the ground floor commercial unit.	A first party illuminated ground sign located at the ground floor commercial unit is not permitted.

COMMENTS

With regards to the first and second variances, the vertical clearance from grade to the bottom of sign is 0.14m less than the required vertical clearance of 2.50m. The sign slightly interferes with the top portion of the window on the east elevation of the building. It is staff’s opinion that minor interference and slightly reduced vertical clearance would not affect access, light or views to and from the store and would not adversely impact the building or streetscape.

With respect to the third variance, the Yonge – St. Clair Part II Plan directs that signage should contribute to the attractiveness of the area. The proposed awning sign is designed, sized and positioned to complement the building façade. It is staff’s opinion that the proposed sign is in keeping with the other similar type signs located in the Yonge and St. Clair Avenue area.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax No. 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

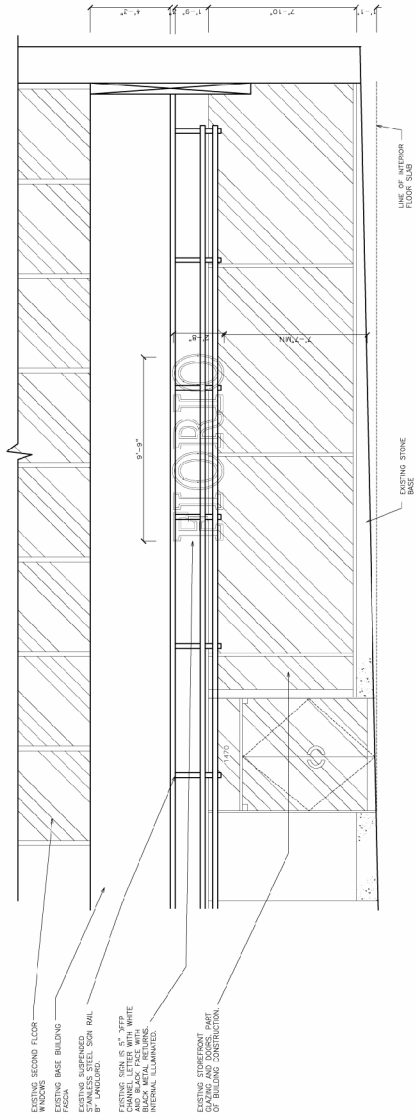
Raymond David, Acting Director
Community Planning, Toronto and East York District

(P:\2008\Cluster B\pln\teycc12053875090.doc) - smc

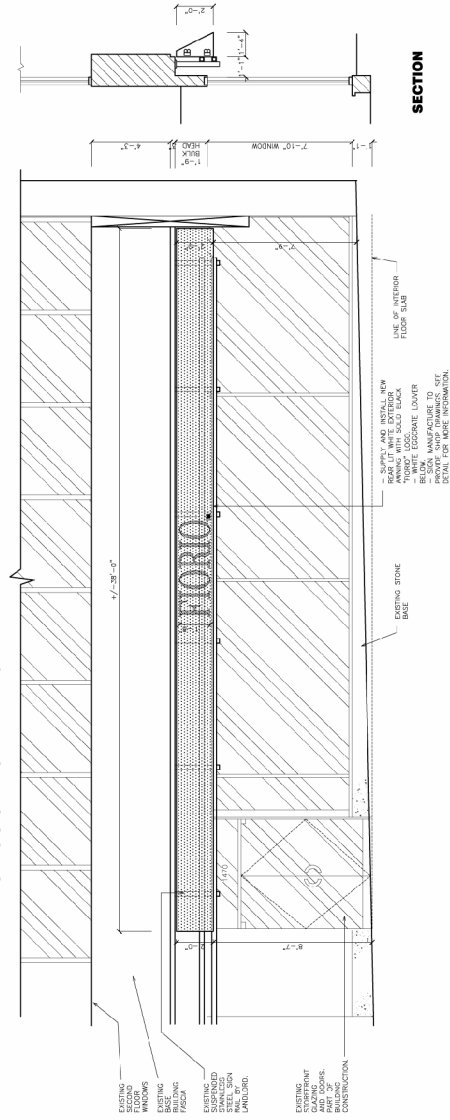
ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevation & Sign Detail

Attachment 1: Elevations



EXISTING STOREFRONT ELEVATION



NEW PROPOSED STOREFRONT ELEVATION

SECTION

Elevations

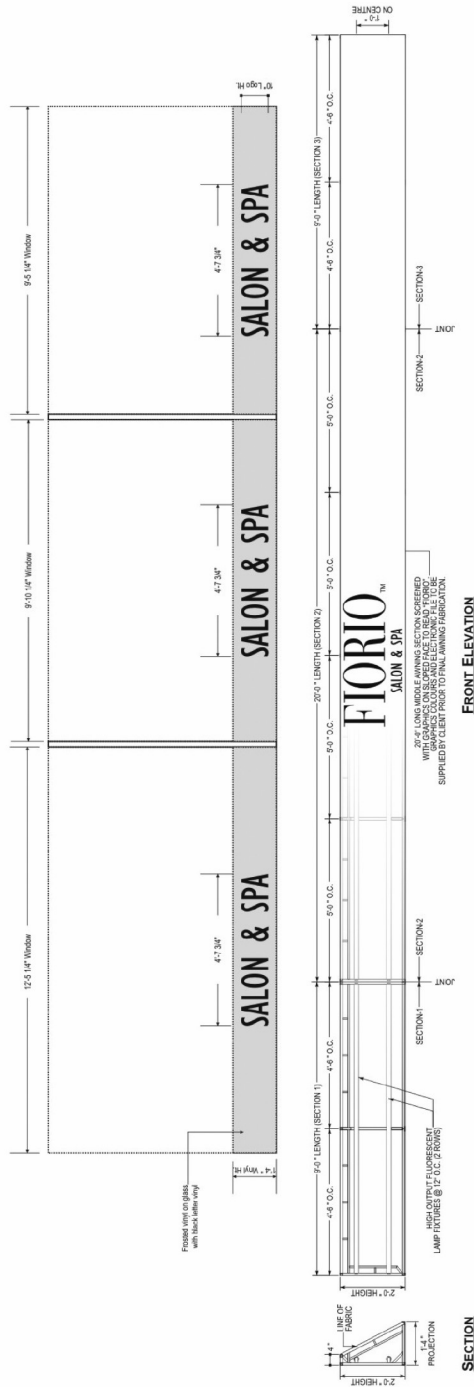
2 St. Clair Avenue West

Applicant's Submitted Drawing

Not to Scale
05/23/08

File # 08_146229

Attachment 2: Elevation & Sign Detail



Elevation & Sign Detail

Applicant's Submitted Drawing

Not to Scale
05/23/08

2 St. Clair Avenue West

File # 08_146229