

**Sign Variance Report  
64 St. Clair Avenue West**

<b>Date:</b>	December 3, 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>	07-260469

**SUMMARY**

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

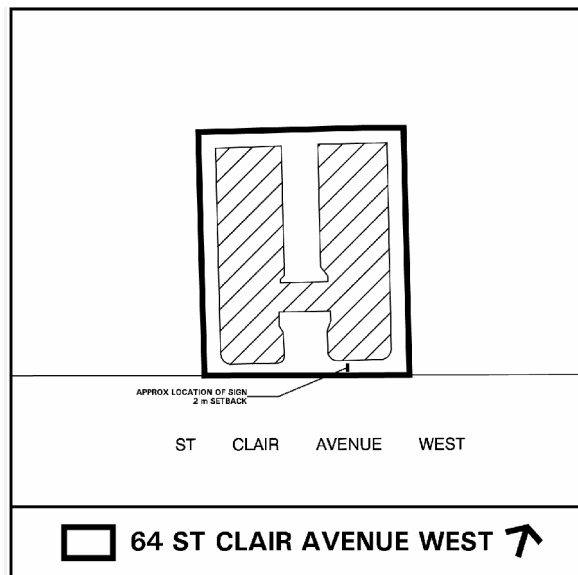
This report reviews and makes recommendations on a request by Dominic Rotundo with Pattison Sign Group, on behalf of McArthur Properties, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated double-sided ground sign along the south frontage of the property at 64 St. Clair West.

Staff recommends approval of the application. The variance is 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 variance to permit, for identification purposes, an illuminated double-sided ground sign along the south frontage of the property at 64 St.



Clair Avenue West and require 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 a variance, 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 listed historic property is located west of Yonge Street on the north side of St. Clair Avenue West in a CR zone. The property contains a six-storey residential apartment building. The applicant is requesting permission to erect, for identification purposes, an illuminated ground sign near the main entrance to the building, along the south frontage of the property. The sign is 0.89m wide and 1.14m high with an area of 1.01m<sup>2</sup>. The height from grade to the top of sign is 1.52m. The vertical clearance from grade to the bottom of the sign is 0.38m.

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

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Chapter 297-11 AA	To erect an illuminated, double-sided ground sign along the south frontage of the property.	An illuminated ground sign for identification is not permitted.

### **COMMENTS**

The Yonge – St. Clair Part II Plan directs that signage should contribute to the attractiveness of the area. The sign would be located just to the east of main entrance way, along the south frontage of the property. Although the proposal does not meet the By-law requirements, the sign is designed well to blend in with the heritage character of the listed building, surrounding uses and the streetscape. The sign sets back 2.0m from the property line and it would not obstruct the view corridor, endanger or inconvenience pedestrians. It is staff's opinion that the sign is designed well and it would not adversely impact the building, surrounding uses and the streetscape. Heritage Preservation Services staff have reviewed the plans and have advised that they are acceptable.

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

## **CONTACT**

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## **SIGNATURE**

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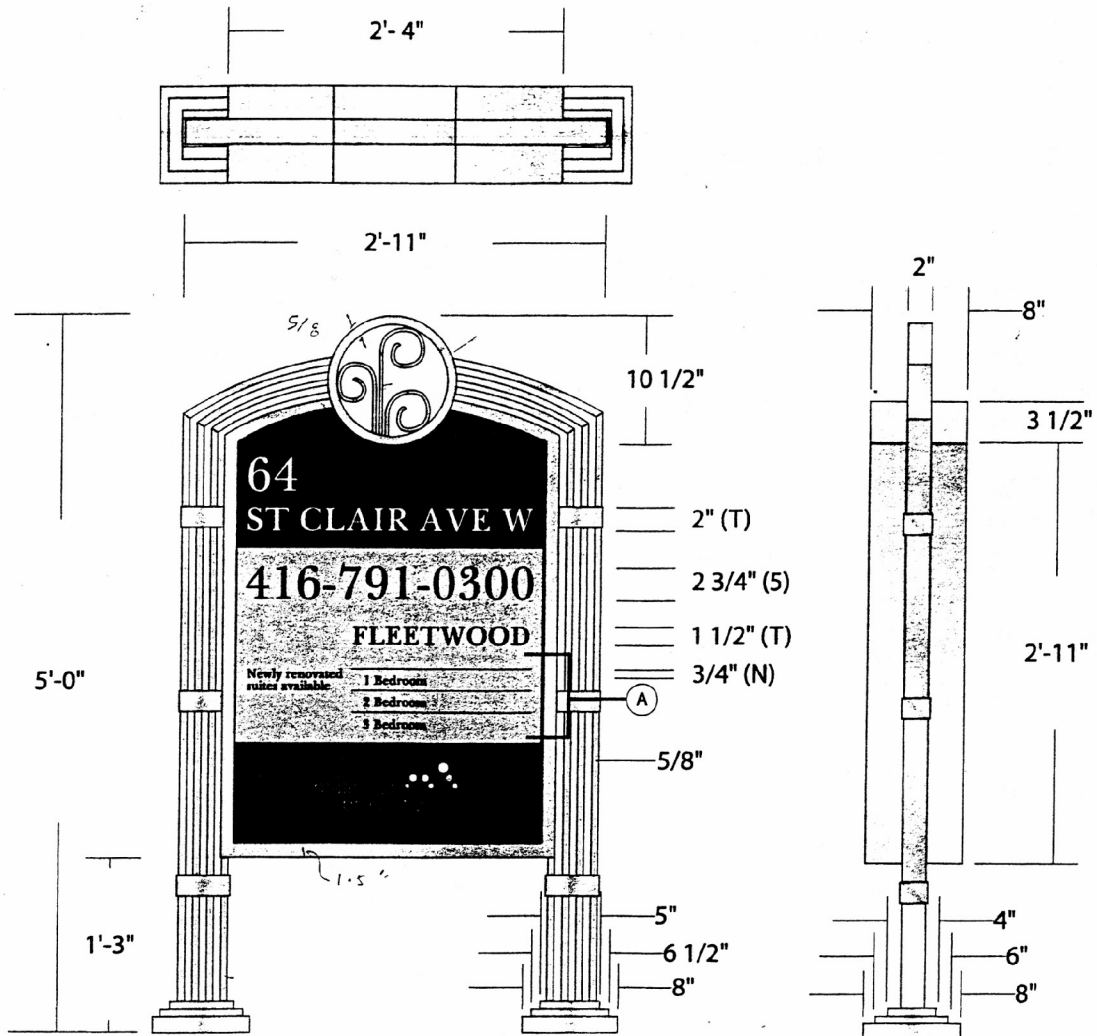
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation & Sign Details

## Attachment 1: Elevation & Sign Details



### Elevation & Sign Details

64 St Clair Avenue West

Applicant's Submitted Drawing

Not to Scale  
11/2607

File # 07\_260469