



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 1295A St Clair Ave W

<b>Date:</b>	February 24, 2009
<b>To:</b>	Chair and Members, The Etobicoke York Community Council
<b>From:</b>	Mark Sraga, Director and Deputy Chief Building Official
<b>Wards:</b>	Davenport - Ward 17
<b>Reference Number:</b>	2009EY007

### **SUMMARY**

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

Toronto Building received a request from Robert Doran with Transworld Signs, for B.J.B. Letterio Law Office, for approval of variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to install a First Party Illuminated Projecting Sign for "B.J.B. Letterio Law Office" on the north elevations at the second storey of 1295A St Clair Ave W.

### **RECOMMENDATIONS**

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It is recommended that:

- (1) the request for variance(s) be approved for the reasons outlined in this report; and
- (2) the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permit; and
- (3) the proposed sign is equipped with a timer that will automatically turn the lights off in the projecting sign at 10:00 p.m., and will not permit the lights to be turned on until 8:00 a.m. every day.

## Financial Impact

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

## ISSUE BACKGROUND

The sign will be erected on a building that is located in a MCR zone. The MCR zone runs along most of St Clair Ave W in this part of the City, and directly behind the MCR zone in this area is the residential zone R2 Z0.6.

## COMMENTS

The proposed sign will be located on the north elevation of the second storey, almost directly above the entrance door to the 2<sup>nd</sup> floor law offices of B.J.B. Letterio. The sign will be a First Party Illuminated Sign that projects out from the building approximately 1.0 metre, with a sign area of approximately 0.76 m<sup>2</sup> (8 sf).

The proposed sign location is such that it will be located just above the second storey windows of 1295 St Clair Ave W and the 2<sup>nd</sup> storey windows of the adjacent building at 1299 St Clair Ave W. The windows at the 2<sup>nd</sup> storey of 1299 St Clair Ave W serve a residential unit.

As part of their proposal, the applicant proposes to remove two illuminated fascia signs at the second storey advertising B.J.B. Letterio Law Office. One sign is located on the east elevation and the other is located on the north elevation.

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

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
297-10.D(14)(e) a projecting sign used for any purpose and which may contain tri-vision panels or changeable copy is permitted if in the case of an illuminated projecting sign, it is erected a minimum distance of ten (10) metres from a window of a residential use located on the same storey of any building	Erect on the north elevation at the second storey a projecting illuminated sign that will encroach over City owned land.	To permit the proposed projecting sign to be located within 10 m from the window of the residential use on the second floor of the adjacent building to the west ( 1299 – 1301 St Clair Ave W.

With the removal of the 2 fascia signs and their replacement with one projecting sign the net effect on the area illumination is decreased. The problem is that the new sign is

substantially closer to the residential dwelling unit at 1299 St Clair Ave W., which will have a greater impact on the residence of that dwelling unit.

Our recommendations are that the required variance be approved with the condition that the proposed sign is equipped with a timer that will automatically turn the lights off in the projecting sign at 10:00 p.m., and does not permit the lights to turn on until 8:00 a.m. every day.

## **CONTACT**

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Mark Sraga  
Director of Building and  
Deputy Chief Building Official  
The Etobicoke York District

## **ATTACHMENTS**

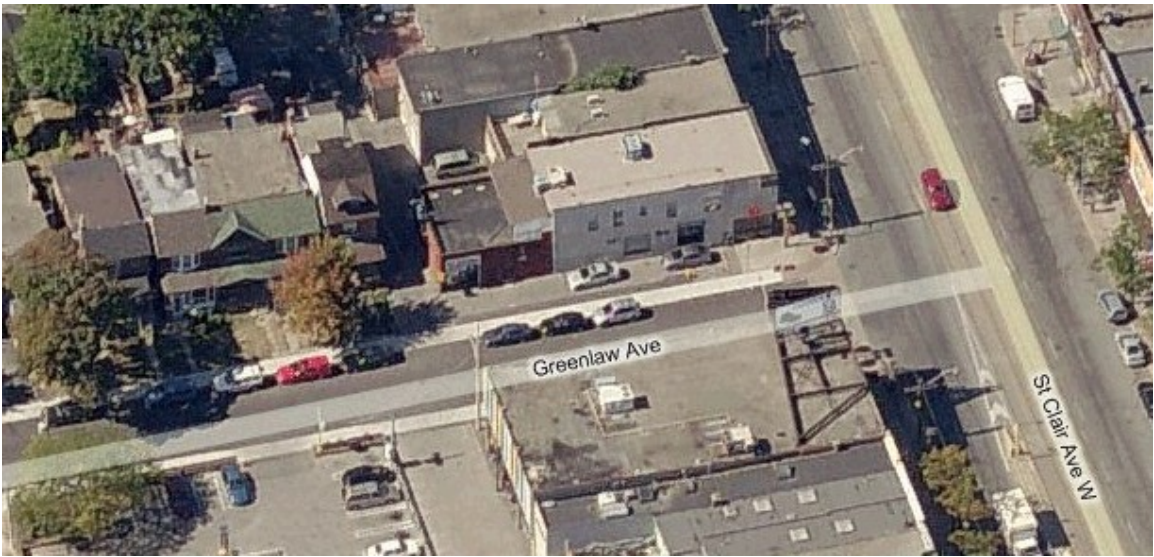
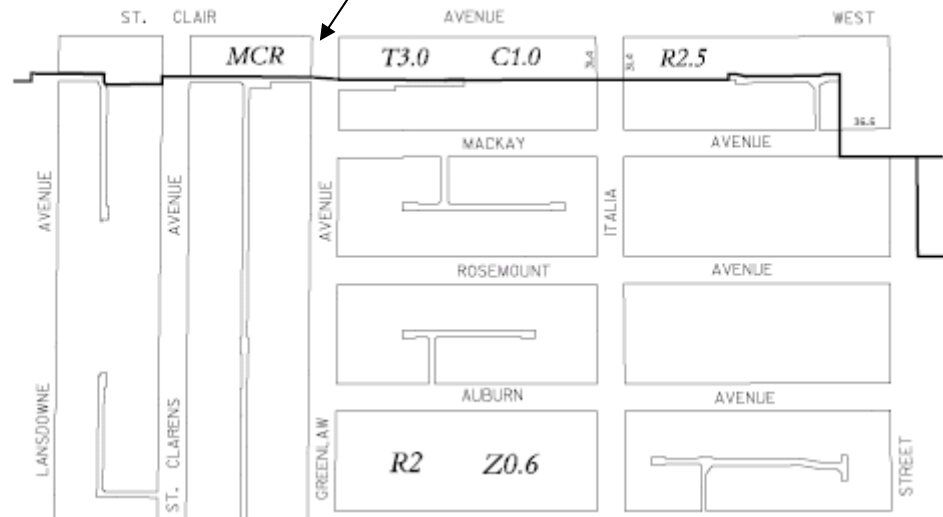
- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan

**APPLICANT:**

Robert Doran and Associates  
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Whitby, Ontario  
L1R 2A8  
Attention: Robert Doran

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**1295A St Clair Ave W is located at the south-west corner of St Clair Ave W and Greenlaw Ave**



**1295 A St Clair Ave W.  
Aerial view of north and  
east elevations**



Approximate location of  
proposed illuminated first  
party sign

