



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
1687 St Clair Ave. W.**

Date:	February 23, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Davenport, Ward 17
Reference Number:	2010EY056

SUMMARY

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

Request for approval of variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to erect a third party illuminated roof sign with 2 panels measuring 3.05m x 6.1m (10ft x 20ft), back to back with upward illumination displaying a single static copy. Sign will be located at 1687 St Clair Ave. W.

The request comes from Timothy May with CBS Outdoor Canada on behalf of the owner, Rosina Signorile for approval of the variances from Chapter 297, Signs, of the former City of Toronto Municipal Code.

RECOMMENDATIONS

It is recommended that:

1. the Etobicoke York Community Council refuse the requested variances for a sign at 1687 St Clair Ave. W. as they are not minor in nature.

FINANCIAL IMPACT

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

ISSUE BACKGROUND

The property is located in the former municipality of Toronto and is subject to Zoning By-law No. 438-86, as amended. Based on Zoning By-law No. 438-86, the property is zoned Mixed Use (MCR). The surrounding area is zoned MCR along both sides of St Clair Ave. W. while in behind the mixed use buildings there are old existing residential districts zoned R2.

COMMENTS

The proposed illuminated roof sign with 2 panels measuring 3.05m x 6.1m (10ft x 20ft), back to back with upward illumination displaying a single static copy will be erected on the existing 3 storey building. The top of the sign panels will be 4.57 m (15 ft) above the roof.

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

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Section 297-10 lists signs that are permitted in a Mixed Use District (MCR). Third party roof signs are not listed as permitted in this section under the heading of MCR, therefore a roof sign is not permitted in a Mixed Use District (MCR).	To erect a third party illuminated roof sign with 2 panels, back to back with upward illumination displaying a single static copy.	To permit a third party illuminated roof sign with 2 panels, back to back with upward illumination displaying a single static copy when a roof signs is not permitted in a MCR District.

It is recommended that Council deny the requested variances as the variances are not minor in nature.

NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that comes into force on April 6, 2010. The following is an evaluation of this particular sign variance application against the new Sign By-Law requirements that would govern this particular sign. This evaluation has been done to assist Council in understanding how this proposed sign would compare to the new regulatory requirements contained in the new Sign By-law.

One of the main features of the new Sign By-law is that the regulations governing signs are based upon the "Sign District" in which the sign is located. These Sign Districts align with the underlying land uses as envisioned in the Official Plan and will classify every property into a "sign district" and utilizes a series of maps to identify the various sign districts throughout the City.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as a Commercial Residential (CR) District.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
694-15. Prohibited signs. 694-15.B.(2) a roof sign is expressly prohibited	Erect a third party illuminated roof sign with back to back panels in a Commercial Residential (CR) District.	A variance cannot be granted under the new Sign By-law. An amendment to the new Sign By-law would be required as per Section 694-31 due to the fact that the proposed sign is expressly prohibited.
694-18. Illumination 694-14.E.(1) Signs shall not be up-lit	Erect a third party illuminated roof sign with back to back panels with upward illumination for sign panels displaying static copy	To permit upward illumination for sign panels displaying static copy.

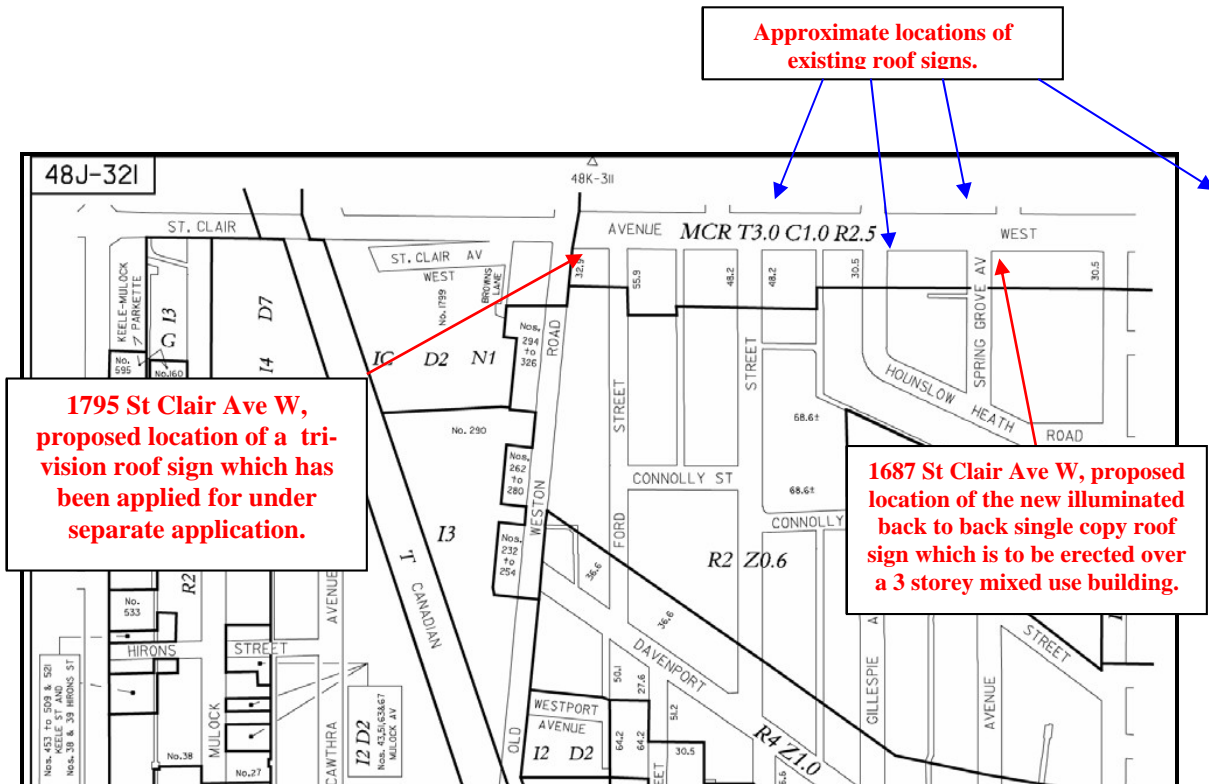
CONTACT

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

ATTACHMENTS

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





1687 St Clair Ave W approximate location of proposed third party double sided roof sign with upward illuminated having single static copy display is proposed.



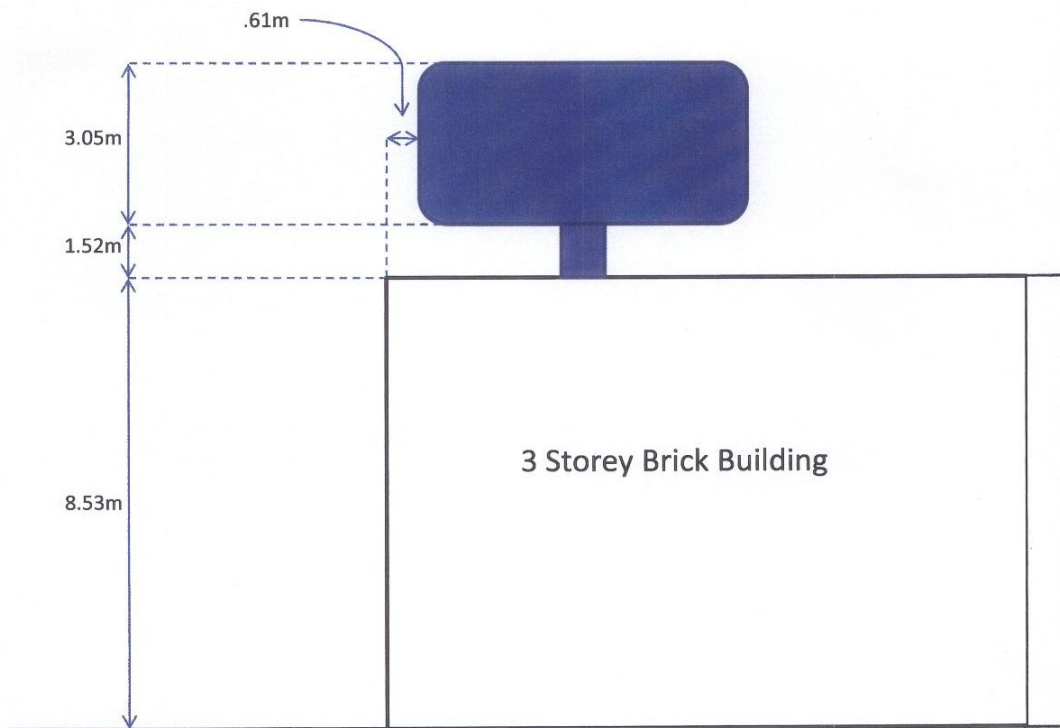


Looking west from 1687 St Clair Ave W





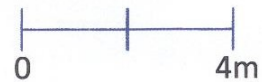
Looking east from 1687 St Clair Ave W

1687 St. Clair Avenue West – West Elevations



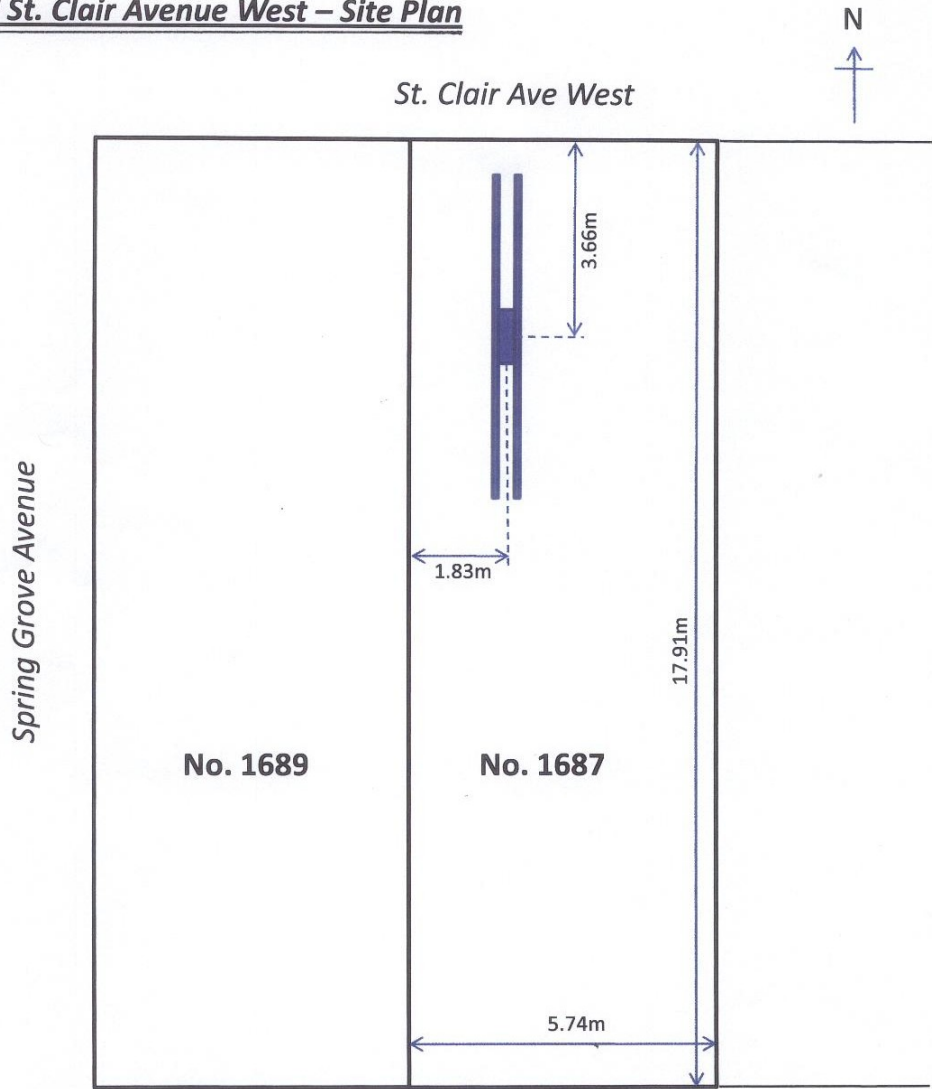
Legend

-  - Building Outline
-  - 3rd party roof sign, upward illuminated, 2 faces back-to-back, 10' x 20' each face, both faces static copy display



Proposed Roof Sign detail

1687 St. Clair Avenue West – Site Plan



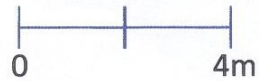
Legend



- Building Outline



- 3rd party roof sign, upward illuminated, 2 faces
back-to-back, 10' x 20' each face, both faces
static copy display



Proposed Roof Sign Plan View

Photos – 1687 St. Clair Avenue West

P.O.V. facing East



P.O.V. facing West

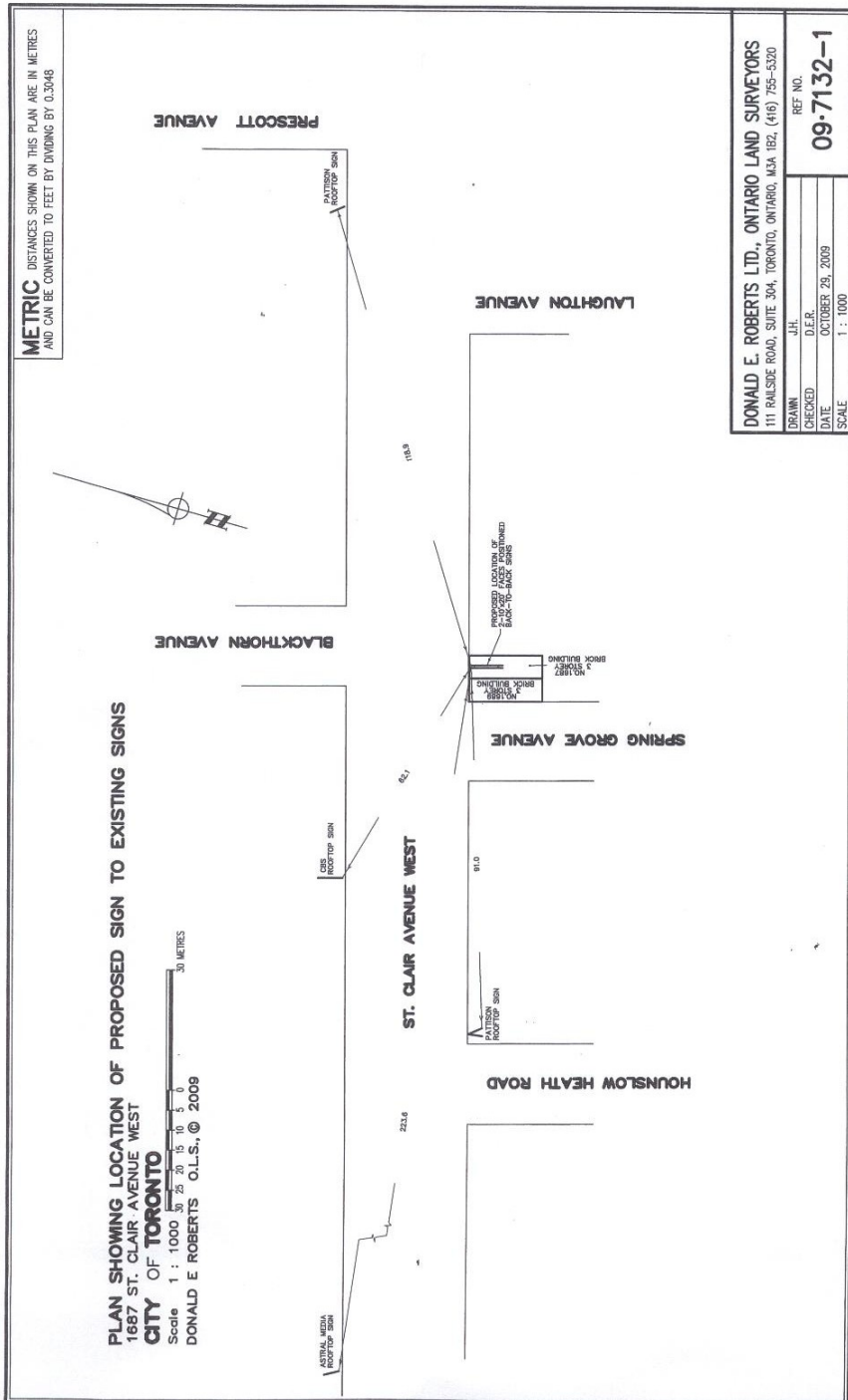


Proposal:

- To build a 3rd party roof sign, 2 faces back-to-back, 10'x20' each face, upward illuminated, static paper copy display
- Building/Sign located on the South side of St. Clair Avenue West
- Sign faces perpendicular to St. Clair Avenue West, one face facing East, one face facing West

Proposed Roof Sign – Elevation Details

1687 St. Clair Ave. West - Sign Distance Sketch



Proposed Roof Sign – Location Survey of Existing and Proposed Sign

Applicant:

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