

Sign Variance - 624 St Clair Ave W

Date:	December 10, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 21 – St. Paul's
Reference Number:	P:\2010\Cluster B\BLD\Toronto and East York\2010TE014 09 165469 ZSV 00 ZR

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 Sid Catalano of Pattison Outdoor on behalf of 857447 Ontario Inc for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit replacement of an existing third party, four-sided illuminated pedestal sign with a newly designed four-sided illuminated ground sign for third party advertising purposes, along St. Clair Avenue West frontage of the property at 624 St. Clair Avenue West.

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

RECOMMENDATIONS

The Toronto Building Division recommends that:

Toronto and East York Community Council refuse the request for a variance to permit replacement of an existing illuminated third party, four-sided pedestal sign with a newly designed four-sided illuminated ground sign, for third party



advertising purposes, along St. Clair Avenue West frontage of the property at 624 St. Clair Avenue West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located west of Bathurst Street, on the northwest corner of St. Clair Avenue West and Wychwood Avenue in a MCR zone district. The property contains a one-storey building. The applicant is seeking permission to replace an existing legal non-conforming, third party, four-sided illuminated pedestal sign with a newly designed four-sided, illuminated ground sign for third party advertising purposes, along St. Clair Avenue West frontage of the property at 624 St. Clair Avenue West. Each side of the proposed ground sign is 1.53m wide and 3.14m high with an area of 4.80m². The overall height from grade to the top of the proposed sign is 4.27m (see attached graphics).

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
Chapter 297-10C (2)(b)(12)	To install a four-sided illuminated ground sign along St. Clair Avenue West frontage of the property and to remove the existing legal non-conforming third party, four-sided illuminated pedestal sign located on this location.	A third party ground sign or a pedestal sign is not permitted in a CR or MCR zone district.

COMMENTS

At its meeting of April 2, 1996, the former City of Toronto Council passed By-law No. 1996-0172 to amend Chapter 297 of the Municipal Code to prohibit third party ground signs and pedestal signs in CR and MCR districts. The regulations are aimed at restricting proliferation and limiting life span of existing third party ground or pedestal signs in the mixed-use zone districts.

Although, the existing third party illuminated pedestal sign located on this property is a legal non-conforming sign, the current Sign By-law does not permit the replacement of existing legal non-conforming signs in the CR or MCR zone districts. Also, in zones where third party ground signs are permitted, the By-law requires a minimum set back of 2.0m from the property line, in this case, the proposed third party ground sign would not meet that requirement.

Staff can advise that the ground sign as outlined in this application would not be permitted in the sign district to be established under the new sign by-law approved by City Council at their meeting of December 8, 2009.

Staff is of the opinion that approval of this application by way of minor variance process is not appropriate and would be contrary to city policy aimed at restricting the proliferation and limiting the life span of existing third party ground or pedestal signs in the mixed-use zone districts.

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

CONTACT

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SIGNATURE

Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Elevations

624 St. Clair Avenue West

File # 09_165469



Not to Scale
12/08/09