

Supplementary Report - Application for Three Variances, Each Subject to Four Conditions, Respecting One Third Party Electronic Ground Sign - 2568 St. Clair Ave. W.

Date: August 11, 2021
To: Sign Variance Committee
From: Manager, Sign By-Law Unit, Toronto Building
Wards: York South-Weston (Ward 05)

SUMMARY

This report is to provide copies of communications from members of the public that were received by the City of Toronto Sign Bylaw Unit with respect to the Sign Variance application for a third party electronic ground sign at 2568 St. Clair Avenue West.

CONTACT

Mahsa Hatefi Shirvan, Sign Building Code Examiner Inspector, Sign By-law Unit
E-mail: Mahsa.Shirvan@toronto.ca; Tel: 416-392-7209

SIGNATURE

Ted Van Vliet
Manager, Sign By-law Unit, Toronto Building

ATTACHMENTS

Attachment 1 – Communications Received

Attachment 1 - Communications Received

From: shana mcchesney [mailto:shanadawn@hotmail.com]
Sent: May 6, 2021 10:46 AM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: 2568 st Clair 20-121183

To whom it may concern,

I just received notification regarding a billboard style sign application at the end of my street (Batavia ave). I am baffled that this is even being considered?

Regarding safety, if you aren't already aware there have been many accidents and even a recent death of a pedestrian crossing close to this location. The street does NOT need another distraction!! This area is already too congested and is a FAMILY neighbourhood! This will make walking along st Clair even more dangerous.

Regarding esthetics, this is a complete `eye sore for an area that is currently gentrifying. The area does NOT need anything that will affect the property values and esthetics of the neighbourhood.

This is a residential neighborhood and will shine in residents windows at night. This is absolutely unfair and unjust.

Please have some thought for the property owners and their safety otherwise there may be legal implications.

I would like a response ASAP

From: Madeleine Lyons [mailto:madeleine.lyons@gmail.com]
Sent: May 7, 2021 6:51 AM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: File 20-121183 Opposition

Dear Sir/Madam,

I'm dismayed to hear about the potential installation of two enormous (8m) electric Denny's signs along St Clair West. This is already an area busy with distracting signage impacting both drivers and bikers, especially at night. Equally importantly it adds to unnatural light pollution and is challenging for individuals like myself who live in the neighbourhood and drive with night myopia.

I would be grateful if you could please register my opposition to this proposal.

Thank you,

Madeleine Lyons
131 Bernice Crescent

Toronto, ON
M6N 1X3

From: Alfred Brusse [mailto:fredbrusse44@gmail.com]
Sent: May 7, 2021 8:02 AM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: Denny's Sign

Good morning,
Just a quick message to express my opposition to the proposed sign on St. Clair Ave.,
file 20-121183.
There is no need for more light pollution or distractions on this road in my opinion.
Denny's is quite visible as it is.
Thanks,
Alfred Brusse.

From: Jaclyn Harrick [mailto:jaclyn.harrick@gmail.com]
Sent: May 7, 2021 8:56 AM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: file number 20-121183

I oppose this sign as a resident of the neighbourhood. --
Jaclyn Harrick
647-627-3252

From: Daniel Marcus [mailto:speaktodaniel@gmail.com]
Sent: May 7, 2021 9:56 AM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: quote file 20-121183

Hello

I am writing to you to OPPOSE the proposed electronic sign at the bottom of my
neighboring street.

This is a ridiculous location considering the community and family who live here. The
light pollution is already bad enough, we don't need more - and we don't need a giant
advertising board beside our houses.

A very frustrated resident,
Daniel Marcus
M6N 4A5

From: A Buster [mailto:buster1313@rogers.com]
Sent: May 7, 2021 9:44 AM
To: signbylawunit signbylawunit@toronto.ca
Subject: Community consultation session May 17

Hello,
I would like to join the community consultation session May 17, 2021 @ 6pm, please register me. This is for the sign variance application for St. Clair.
Thank you
Buster Brown

From: Sandra S [mailto:sanso23@gmail.com]
Sent: May 7, 2021 10:07 AM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: Opposition of sign 20-121183

Dear Council et al.,

As a member of the community, I am opposing the proposition of the billboard sign (20-121183). The area is already inundated with signs and light pollution making it a distraction when driving. We should be focusing on making it safer and friendlier for members of the community to walk and feel safe.

The signage on storefronts and plaza entrances should suffice. Lastly, the sign benefits no one in the community except the private entity proposing it for financial gain.

Let's continue making decisions that elevate the community, not hinder it.

Sandra

From: Judith Ponte [mailto:judith.ponte@rogers.com]
Sent: May 7, 2021 10:30 AM
To: signbylawunit <signbylawunit@toronto.ca>
Cc: Councillor Nunziata <Councillor_Nunziata@toronto.ca>; Geno Orsi <Geno.Orsi3@toronto.ca>
Subject: Variance Application (20-121183)

I am writing to object to the application for a variance related to a Third Party sign at 2568 St. Clair Avenue West (20-121183).

This is already an unsightly and cluttered stretch of St. Clair Avenue West. In addition to the light pollution that this sign will inevitably create for neighbouring residents, it will also prove dangerous to pedestrians and cyclists. Motorists do not need yet another visual distraction on our roads.

The residents of this neighbourhood deserve so much better than this. Rather than investing in public infrastructure, we are approving variances so that private corporations can benefit.

The city of Toronto should turn down this application and send a message to private corporations that they can no longer monetize our streets and sidewalks to the detriment of our community's well being.

Sincerely yours,
Judith Ponte
M6N 5C8

Hello, just received a pamphlet containing information on a proposed sign at the above address.

I live on Batavia Ave. and I am opposed to this sign going up in my neighbourhood especially at the bottom of my street, I feel such a sign is going to be an eyesore for the neighbourhood. This is not Yonge and Dundas and not the place for a sign that big.

Thank You
Victor

From: Jenn W [mailto:jenn_wellman@hotmail.com]
Sent: May 10, 2021 7:43 AM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: File #: 20-121183

To whom it may concern,

I am writing this in opposition to the proposed electric sign on St. Clair Ave West, east of Jane.

It appears that once again, the residents of this neighbourhood's desires to move beyond its industrial past and try to make parts of the area more residential, has been overridden by government bending to business interests.

It happened most recently with the reopening of the Tru Harvest meatpackers, and this new signage is just another example.

A concerned resident,
Jennifer Wellman

From: Dinah Rutherford [mailto:dinah.rutherford@gmail.com]
Sent: May 7, 2021 10:19 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: 2568 St Clair Ave West - File 20-121183

Good evening,

It has come to my attention that a proposal for a large electronic ground sign at the address above has been submitted to you.

As a resident in this St Clair Ave West neighbourhood, I am writing this email to let you know that I am strongly opposed to this sign being erected. I believe it will be an obnoxious eyesore in the neighbourhood. The area needs more greenery, not more signage and definitely not electronic signage.

Please consider this email, and do not permit this sign to be erected.

Thank you.

From a concerned resident,
Dinah
--
Dinah Rutherford

From: Pamela Tylee [mailto:pamtylee@rogers.com]
Sent: May 7, 2021 3:20 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: Signage Proposal (20-121183)

To Whom It May Concern:

I am writing to express my concern about the proposed electronic billboard on St. Clair Ave. West. I do not think that this is an appropriate area for another ugly sign that will add to the already crowded area across from a strip mall. There are several billboard signs at the St. Clair / Keele intersection and they do not add to the neighbourhood aesthetics. After speaking with several neighbours, it is clear that we would like to have the street stay as it is, with small local store signs on the actual stores.

I think an electric sign will further discourage foot traffic on St. Clair and further contribute to a commercial aspect of the area rather than the ambiance of a friendly neighbourhood on the streets on the north side of St. Clair.

I have registered for the meeting on May 17 when I am hoping that this proposal will be put to rest.

Pamela Tylee
27 Batavia Ave.

pamtylee@rogers.com

From: Trasa Bracken [mailto:trasa@rogers.com]
Sent: May 6, 2021 7:45 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: Re : 2568 St Clair Ave West (20 -121183)

To whom it concerns

Can you please send me more information re the proposed erection of electronic sign at above address

Thank you
Trasa Bracken
Resident

Sent from my LG Mobile

From: Tanya Rimanich [mailto:trimanich@hotmail.com]
Sent: May 6, 2021 8:23 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: Re: 20-121183 - 2568 St Clair Avenue West

Forgot to add . I am opposed to the sign.
T. Rimanich

On May 6, 2021, at 7:25 PM, Tanya Rimanich wrote:

Hello, can I please get more information regarding the community consultation session on May 17th regarding the application for the third party sign at 2568 St. Clair Avenue West.

Thank you.

From: Fana Seife [mailto:fanaseife@gmail.com]
Sent: May 6, 2021 7:59 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: Opposition to 20-121183/ 2568 St Clair Ave w

To Whom it May Concern,

Please accept this as my opposition to the electronic ground sign. It is a safety hazard and is not needed in this already heavily commercialized area. Please confirm receipt as I cannot attend the community meeting. Thanks, Fana

From: Patrick Pritchard [mailto:patrick@d26.net]
Sent: May 6, 2021 10:22 PM
To: signbylawunit <signbylawunit@toronto.ca>
Cc: Councillor Nunziata <Councillor_Nunziata@toronto.ca>
Subject: Third party sign variance (20-121183) - virtual meeting

Hello.

Can you provide details for the virtual meeting with regards to file #20-121183, for a third party sign variance at 2568 St. Clair Ave W.

Moreover, I would like to officially oppose this for the following reasons:

- A large electronic ground sign will be visually distracting in the area
- Installing more signage traditionally used for drivers promotes a “driver first” mentality, when we should be moving away from that mindset in this part of the city
- As more residents move into the area, we should be transitioning away from an industrial look and feel mindset by having more large signage atop buildings
- Most importantly: The combined signage of approximately 40 sq meters will add considerable light pollution to the area - the entire area is already too bright, especially at night, and this will not help the area

Thank you.

Patrick Pritchard, MBA, PMP
D26 Consulting Ltd.
E-mail: patrick@d26.net
Mobile: 416-994-9767

From: Tanya Connors [mailto:tconnors56@hotmail.com]
Sent: May 6, 2021 8:02 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: Fwd: No to large sign 2568 St. Clair Ave West (20-121183))

Dear sign bylaw department, and Councillor Nunziata,

I am writing to register my displeasure and objection regarding the request to post a large election sign along St. Clair Ave West by Denny's .

This area is a congested, busy mixed use strip of residential and commercial properties. A large sign hardly fits the theme of a " Main Street " or grand Boulevard as previously referenced in the St. Clair Ave West master plan.

This current part of St. Clair is already very dangerous with a large number of industrial trucks, fast traffic and poor sign lines due to numerous exits from the Walmart / Dollarama plaza.

There is only one cross walk, and because of a lot of foot traffic it is easy to be distracted along this road way.

Adding a large unsightly electric sign to an already busy road way will just add to further pollute, clutter and further drive down the already poor and unkempt atmosphere of this poorly designed area.

It is a very dangerous busy road way that both pedestrians and bikers find dangerous and unsafe.

A large sign only adds the chaos.

Please note my objection on the minutes and file for future meetings about this issue.

Also please invite me to the public meeting.

Thank you

Sincerely,
Tanya Connors

From: Fiona Lee [mailto:fiona.c.lee@gmail.com]
Sent: May 11, 2021 7:09 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: Third party sign variance (20-121183)

Hi,

We received a notice for a third party sign variance at 2568 St. Clair Ave. W (20-121183). Is there any more information regarding what this sign is for, and what it will look like?

Thanks,

From: robyn madill [mailto:robynmadill@yahoo.com]
Sent: May 12, 2021 8:22 AM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: community consultation session

I am interested in attending the community consultation session for 2568 st clair. (20-121183). Can you please send me the virtual information . thank you.

From: Matt Kereliuk [mailto:mkereliuk@gmail.com]
Sent: May 13, 2021 5:15 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: Re: 2568 St. Clair Ave. W (20-121183)

Hello,

I am the resident at 66 Pritchard Ave, and have received a notice of application for a third party electronic sign variance.

I wanted to express my concern about this signage such that this sign will likely cause a significant amount of light pollution and potentially affect the land values of the surrounding community. I am not clear on what the purpose of this sign is or why it would need to be so tall at 7.98 meters and large at 8 meters x 2 meters, in what is an area with mostly one- to two-story commercial and residential buildings.

I nor the other occupants are not able to attend the consultation session as a result of my work schedule. I wanted to get more information on this and express my concerns about it.

Thank you,

--

Matthew Kereliuk, MD, MSc, CCFP
Resident, 66 Prichard Ave.
647-767-5644

From: Ilana Kotin [mailto:ilana@mac.com]
Sent: May 12, 2021 5:48 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: Re 2568 St. Clair Ave W (20-121183)

Hi,

I am opposed to the proposed installation of an electronic sign at 2568 St. Clair Ave W (20-121183). Electronic signs are too intrusive and they set a precedence for more. Please reject the proposal.

Thank you,
Ilana Kotin
Toronto

From: Lindsay McManus [mailto:Mc.Lindsay@hotmail.com]
Sent: May 16, 2021 2:36 PM
To: signbylawunit <signbylawunit@toronto.ca>; Councillor Nunziata
<Councillor_Nunziata@toronto.ca>
Subject: NO to Sign Application 2568 St. Clair Ave W

Hi!

I got a Notice of Application Third Party Sign Variance. I do not want this sign to go up. The proposed location is 2568 St. Clair Ave West (20-121183)
Please let me know what follow up information you need (i.e my address, etc).

Best,
Lindsay McManus

From: Mandeep Mann [mailto:mann.mandeepsingh@gmail.com]
Sent: May 17, 2021 12:43 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: 2568 St Clair Ave W (20-121183)

Hello. I am writing on behalf of the owner of 2566 St Clair Ave W.

We received a notice of application for a third party sign variance.

We would like to object for various reasons:

(i) subject property is designated as Neighbourhood as per the Official Plan. The current commercial uses are interim. Given the surrounding neighborhood and recent residential developments in the area, it is only a matter of time before the subject site is redeveloped to its highest and best use as a residential development. Any long term lease with a third party sign company unnecessarily encumbers the property and hinders the redevelopment potential of the site.

(ii) we also object to the sign given we are the neighbouring property (2566 St Clair Ave W). The electronic sign would be a distraction and the light emitted by the sign a nuisance when dark.

(ii) is it not true that an application can only be put forth by an owner of the property? 2568 and 2574 St Clair Ave W are owned by Corporations. The true owner of the corporations, Beant Mann, died in September 2018. These properties should have fallen under the Estate of the deceased. However, the owner's son, Onkar Mann, has illegally taken control of all of the deceased's corporations claiming to be the founder and owner of the corporations. The matter is before the courts. If needed, I can provide

you the appropriate docs after consulting with the lawyer. Please let me know which docs would be of assistance to you.

Regards.

From: annie lim [mailto:al23nessjack@gmail.com]
Sent: May 17, 2021 4:38 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: 2568 st clair ave w (20-121183)

I would like to attend the virtual meetings for the community consultation session on May 17,2021 and the sign variance committee meeting on June 4,2021

My husband and my opinion is that we do not agree to having another giant sign variance in our area. It is not consistent with the character of our residential neighbourhood.

Thank you. I hope our opinion counts.

From: Daniel Atkinson [mailto:daniel.thomas.atkinson@gmail.com]
Sent: May 25, 2021 9:48 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: 2568 St Clair W (20-121183)

To whom it may concern,

The proposed sign on St Clair West is not a suitable addition to a family neighbourhood. It is oversized/ vulgar and better suited to Las Vegas strip. The sign is an obvious eye sore that will distract drivers attention. This is a sign designed to be next to a highway not St Clair.

I am troubled to remember seeing a sign like the one proposed in any other residential neighbourhood. I very much doubt the proposal would go ahead in Forest Hill or other more affluent areas.

I live on Mould Avenue and would like my disapproval against the proposal be noted and every effort be made to avoid its construction.

Regards,

Daniel Atkinson

From: Alejandra Urso [mailto:ally89u@gmail.com]
Sent: May 25, 2021 9:46 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: 2568 St. Clair Ave West (20-121183)

Hi,

I live on Mould Ave and I am writing to express my concern and disapproval at this potential sign being allowed/built in my community.

The sign appears to be enormous, over a residential area and a huge distraction to drivers. I believe it will also be a disturbance to the houses nearby as it will be lit up. Overall allowing this sign to be built will deteriorate the neighbourhood and is unnecessary.

Please note that I am highly opposed to this atrocity being built in my neighbourhood - I cannot imagine this would even have been proposed in a more affluent area.

Best regards,

Alejandra Urso

From: cancon1 cancon1 [mailto:cancon1@sympatico.ca]
Sent: June 4, 2021 2:43 PM
To: signbylawunit <signbylawunit@toronto.ca>
Cc: Councillor Nunziata <Councillor_Nunziata@toronto.ca>; Barbara Gray <Barbara.Gray@toronto.ca>
Subject: Objection to 3rd Party Sign at 2568 St. Clair Ave W (20-121183)

RE: 3rd Party Sign at 2568 St. Clair Ave W (20-121183)

I am voicing my objection to the 3rd Party Sign proposed for 2568 St. Clair Ave. W (20-211183). There are so many issues that scream "WRONG" with regards to the idea of putting an electronic sign in this space.

1) DRIVER DISTRACTION:

Though described as "static" signage, this board will flip through ads and then hold for 15 seconds and then flip again. Given that it is a digital sign, the LEDs are super bright which can cause driver's to be distracted. These electronic signs should never, ever be placed in an area that has moving vehicular traffic, especially so close to a major intersection like Jane & St. Clair W. There are already too many brightly lit signs across the street in the mall that mimics the Vegas strip...this sign will just add further distraction. **Statistic: 71% of people consciously look at billboards when driving. (Source: Hubspot.com)**

2) ONE-WAY RESIDENTIAL STREETS EXITING AT A MAJOR INTERSECTION:

Residential streets (Mariposa and French Avenues) west of the proposed sign site are one-way streets exiting out to St. Clair Ave. West. In between them is a gas station which also only exits out to St. Clair. To enter into the westbound left hand turn lane at Jane and St. Clair, drivers must cross over 2 lanes with oncoming traffic in less than 450 ft. and 135 ft of space respectively. These protracted distances make entering the westbound lanes all the more dangerous given the excessive volume of traffic St. Clair Ave. has on a daily basis plus the overflow from the mall.

3) DRIVERS SPEED TO MAKE UP DRIVE TIME OR CATCH THE LIGHTS:

St. Clair Ave. is no longer a viable street to travel crosstown on. The dedicated streetcar line eliminated two lanes on a street with both street parking and bike lanes. It's a frustrating drive now. Stop and go practically all the way from Yonge St. with a few open sections to make up time. Rush hour times make it even more congested. It is obtuse to think the average driver does not try to speed up a little in order to make up time or catch the lights. There are 2 traffic stop lights within the 1/2 km distance from Runnymede Rd. to Jane St. By the time driver's pass the second one at the Walmart in the mall, they tend to race to catch the light at the Jane/St. Clair W. intersection. Add the distraction of a digital sign and frustrated, speeding driver's lose more their attention to the road.

4) SCHOOL BUSES EXIT FROM MARIPOSA AVE.

George Syme Community School is located just NW of the sign site. School buses transporting children are forced to exit onto St. Clair Ave. W. as Mariposa Ave. is a one-way street. It would be a total shame if a distracted driver were to hit a school bus.

5) ILLUMINATING ONE OF THE MOST UNSIGHTLY PROPERTIES ON ST. CLAIR AVE. W.

The site for the proposed sign is one of the ugliest pieces of property on St. Clair Ave. W. For over 30 years Manntel Auto Plaza has been an eye sore with its broken down and junk vehicles littering the space. The oil stained property is unsightly and it is clear the property owner does not care about maintenance of his own property let alone how it affects the neighbourhood he does business in. (SEE ATTACHED PHOTOS) I don't feel this property owner should gain any financial benefit by way of a sign as he is truly not a caring, concerned or conscientious member of this neighbourhood.

6) THIRD PARTY SIGN MAY BE SOLD TO ANOTHER ENTITY BY PROPERTY OWNER

This stipulation allows the property owner the option to sell his contract with third party to another entity after 5 years. If current property owner decides to do this, then the new entity who holds the sign contract can halt any ungrade, improvement, beautification or new development from occurring on this property in the future. The entity could literally hold this property hostage should any neighbourhood improvement be sought for the space.

7) LIGHT POLLUTION

Any electronic sign will create unnecessary light pollution in the area. The back laneway between Batavia Ave. and Mariposa Ave. is a Laneway Suite Program area and new laneway homes are being built. The residents that move into these homes will have to contend with the annoyance of light pollution. A newly built laneway home a mere 150 ft away from the sign's proposed location will catch all the light from this V-style sign. The tenants second floor bedroom will have to endure flashing advertising all night every night. Aren't there laws preventing bright lights shining into a home?

Lastly, less signage would be a start in truly revitalizing this area which for so long has been neglected. A neighbourhood like this deserves more trees, green space and less gaudy signage,

I object to the 3rd Party Sign at 2568 St. Clair W.....it's not needed, it's not wanted and it's dangerous.

Sincerely,

Linda Kroboth

34 Batavia Ave.

cancon1@sympatico.ca