

Sign Variance Committee Meeting – August 12, 2021

Third Party Electronic Ground Sign – 2568 St. Clair
Ave. W.
Urban Design and Planning Presentation

Presenters: Tunde Paczai and Michaela Abatecola



CONTEXT PLAN 01 - AERIAL

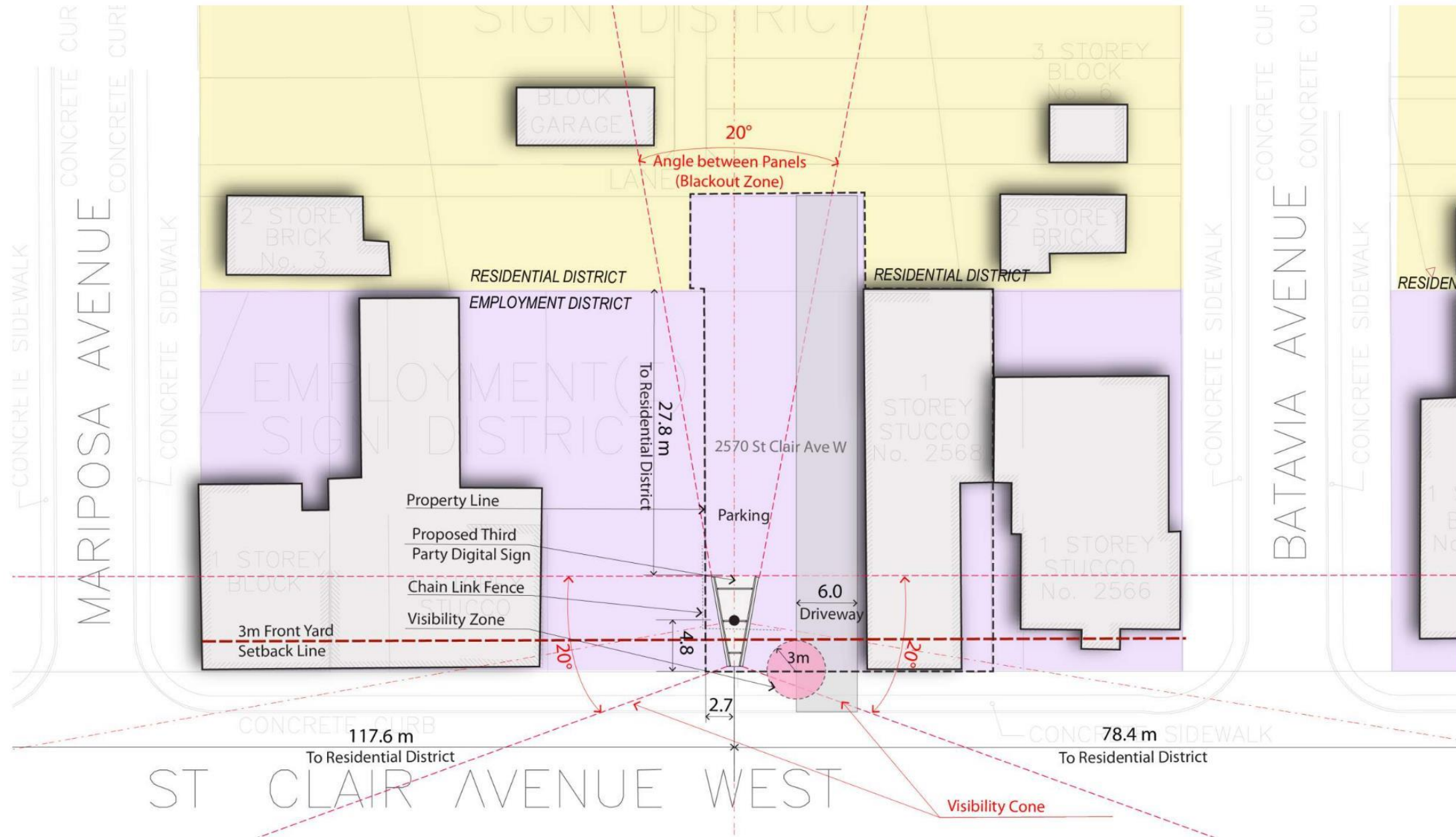
2



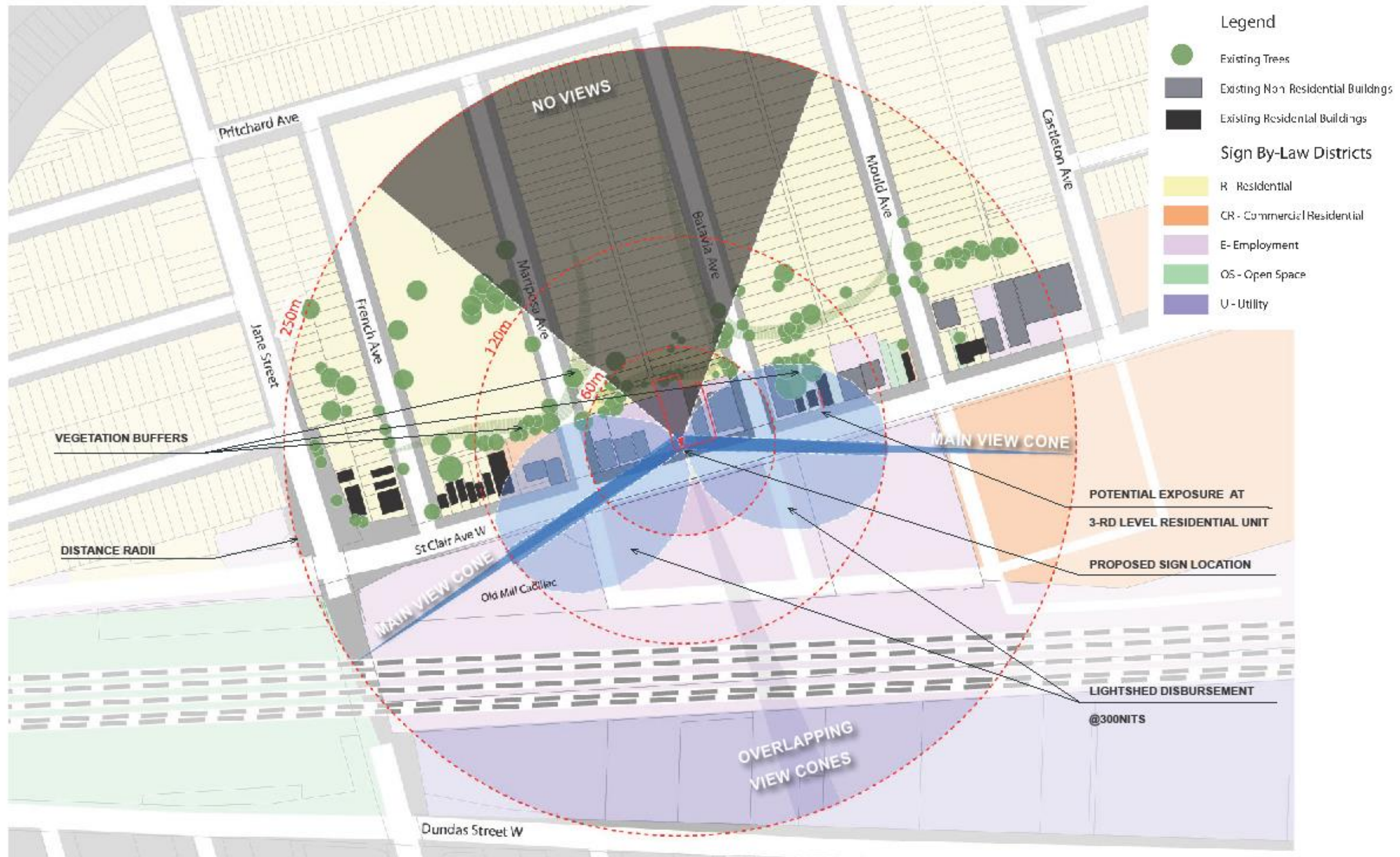
CONTEXT PLAN 04 - GENERAL OVERVIEW



STUDY AREA - DETAILED PLAN VIEW

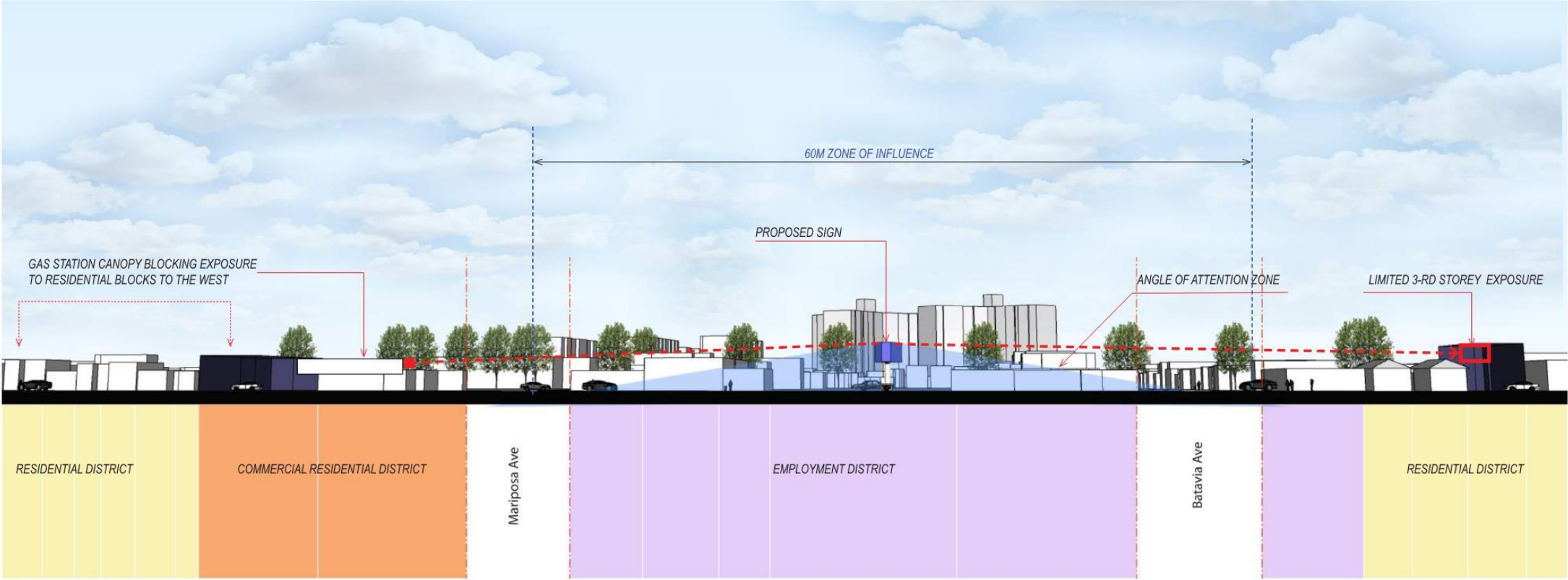


CONTEXT PLAN 05 - VISUAL IMPACT ASSESSMENT UPDATE



STUDY AREA - STREET ELEVATION

6



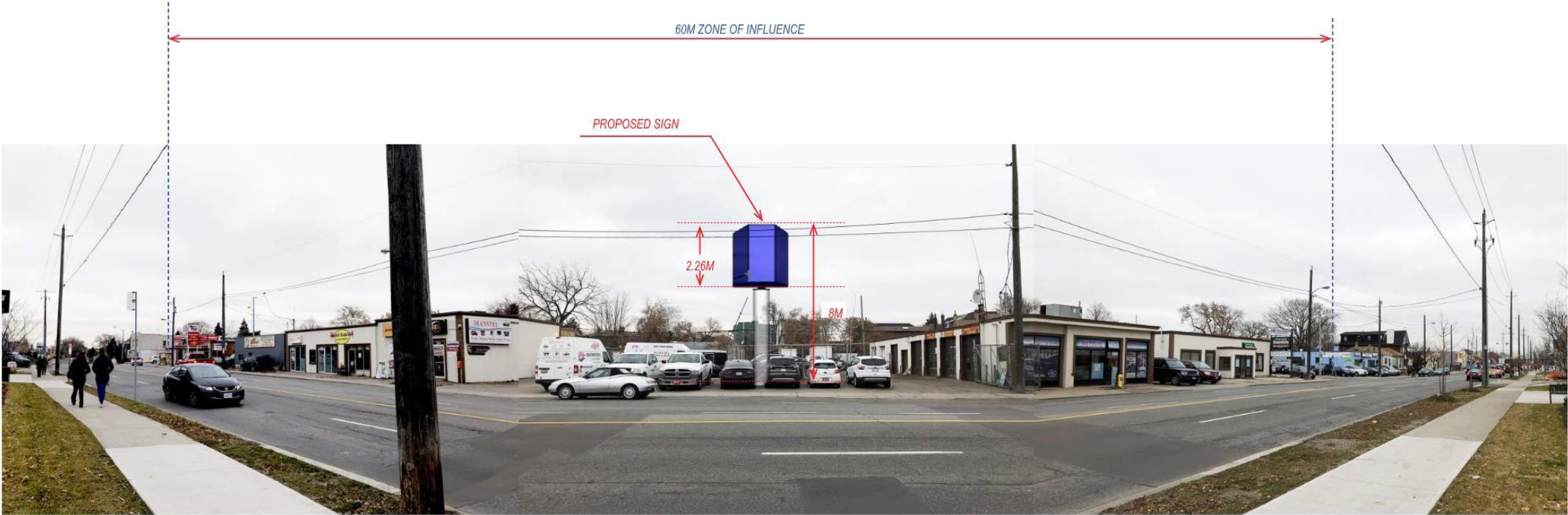
KEY PLAN - VIEWS

7



PANORAMIC STREET VIEW AND SIGN LOCATION (01)

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1. STREET ELEVATION VIEW ALONG ST CLAIR STREET WEST



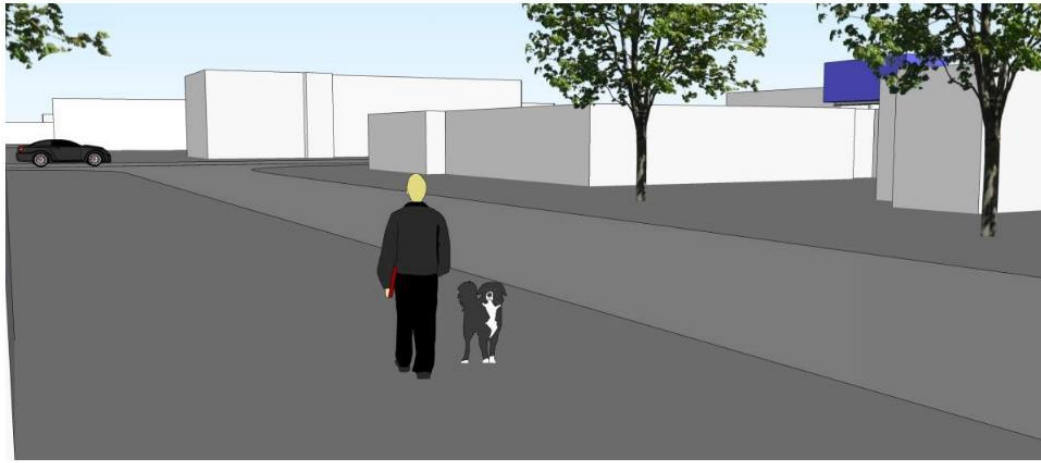


3. VIEW ALONG SOUTH SIDE OF ST CLAIR AVENUE LOOKING WEST

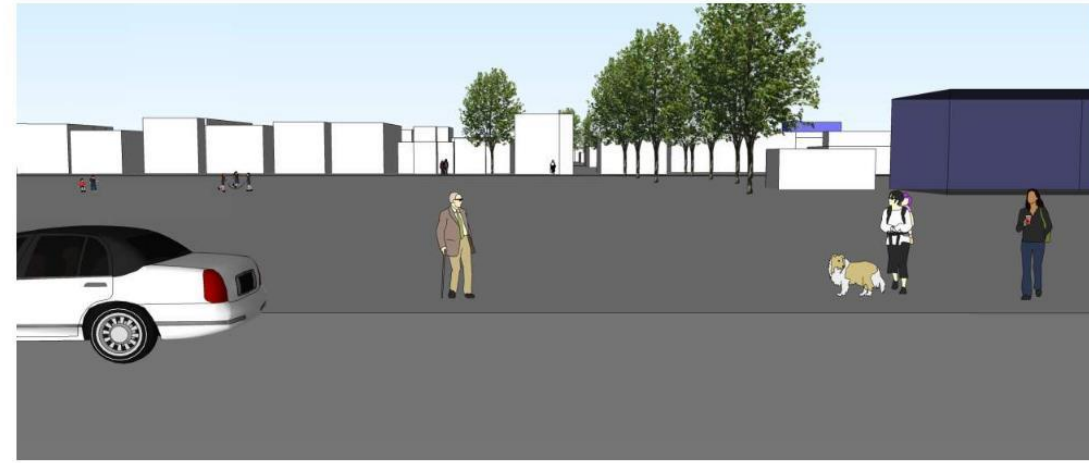


2. VIEW ACROSS ST CLAIR AVENUE LOOKING WEST

3D MASSING VIEWS



8. LOOKING WEST FROM BATAVIA AVE



9. VIEW FROM FRENCH STREET



10. LOOKING WEST ALONG ST CLAIR AVE FROM VEHICLE

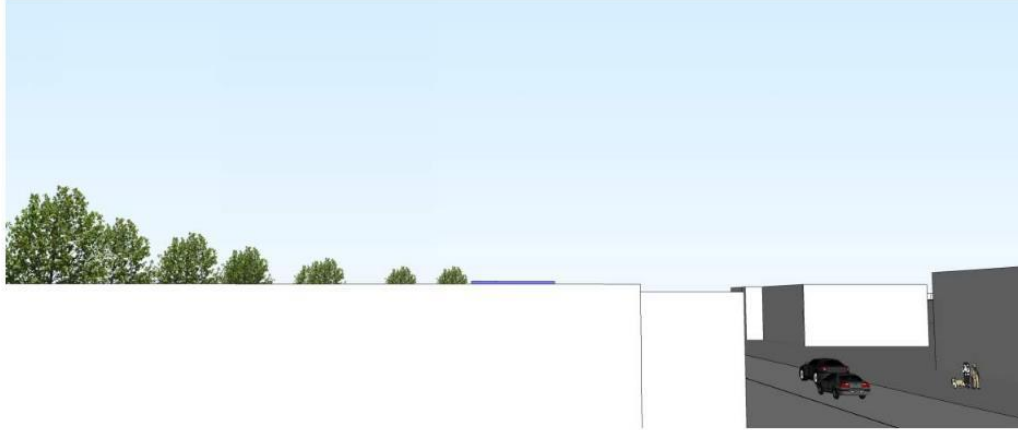


11. LOOKING EAST ALONG ST CLAIR AVE FROM VEHICLE

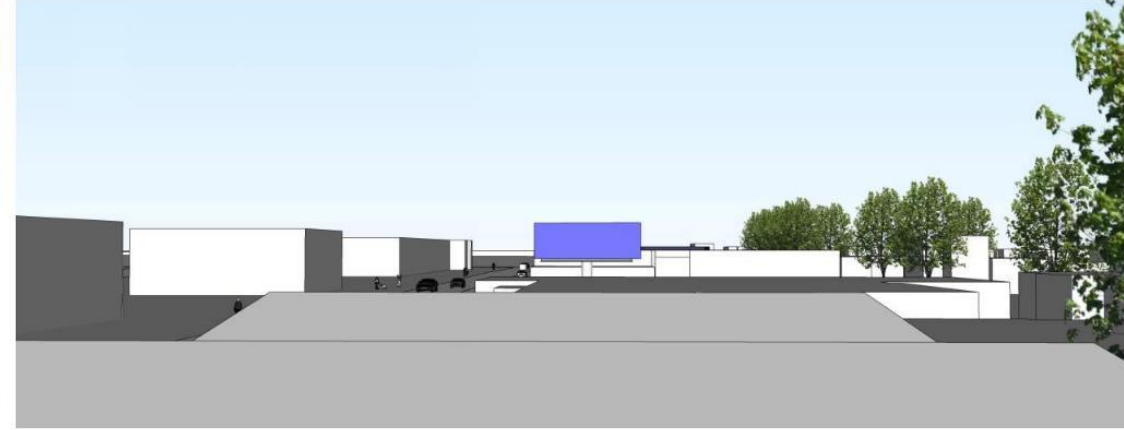
10



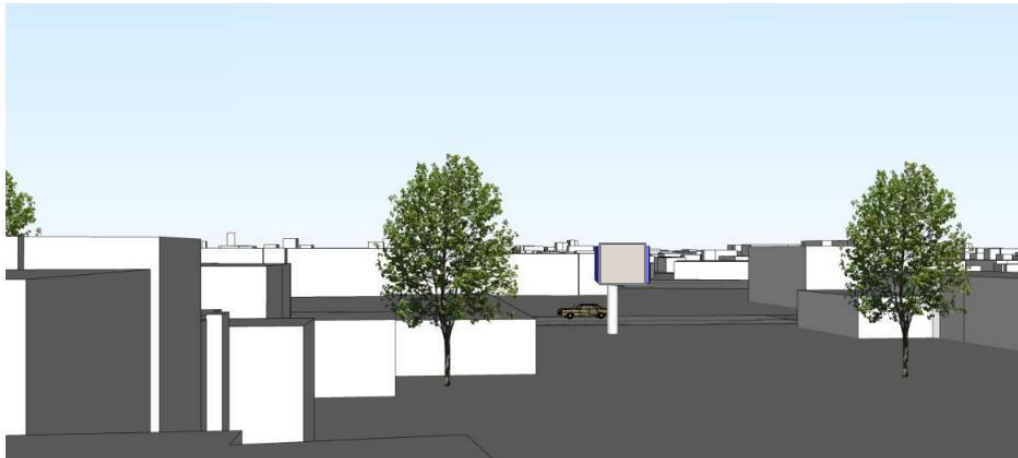
ADDITIONAL 3D MASSING VIEWS (04-07)



4. LOOKING EAST FROM 2-ND STOREY OF 2588 ST CLAIR AVE



5. LOOKING WEST FROM 2-ND STOREY AT 2556 ST CLAIR AVE

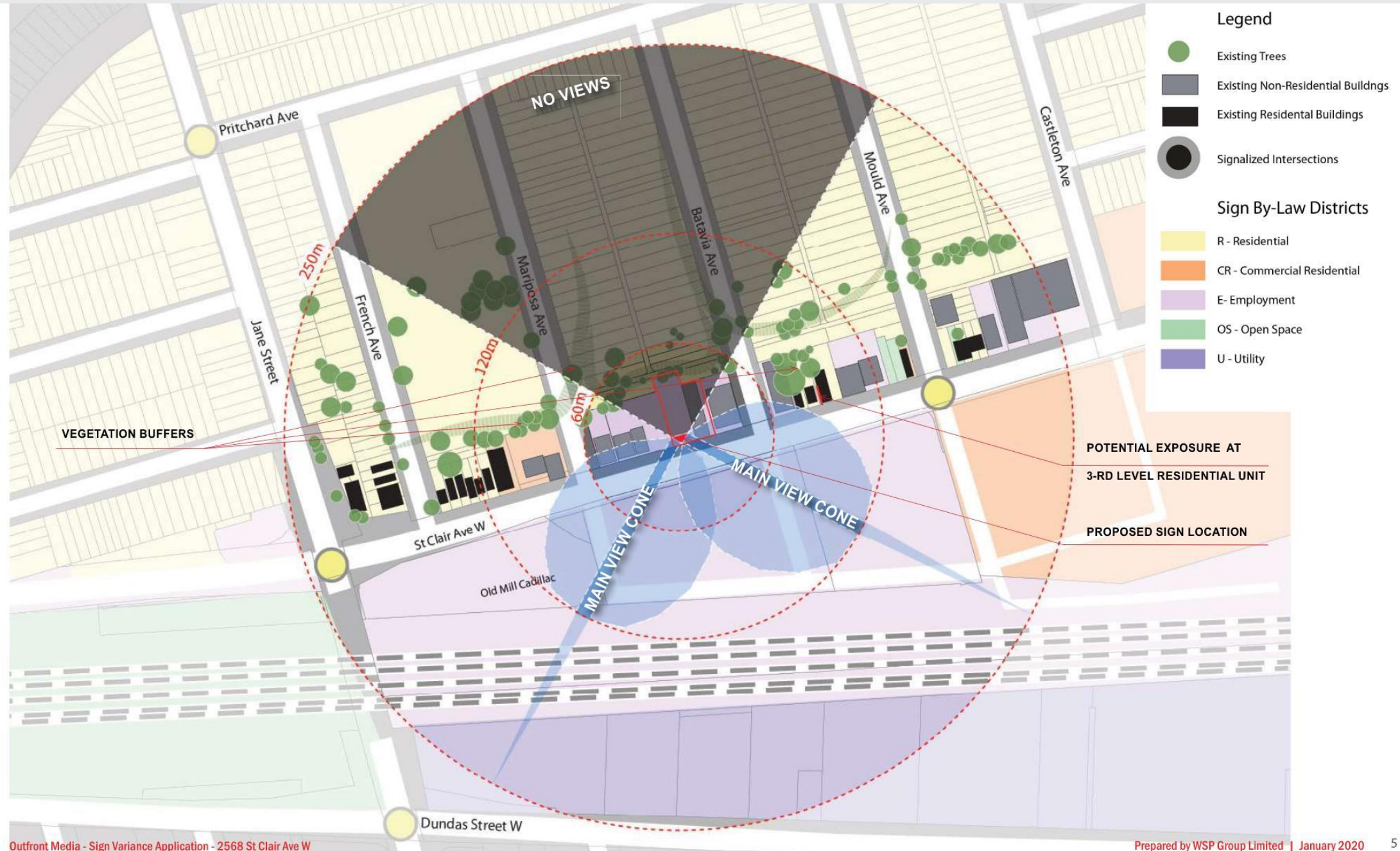


6. LOOKING SOUTH ACROSS THE LANEWAY



7. VIEW ACROSS THE SCHOOL PLAYGROUND

CONTEXT PLAN 05(ALT) - VISUAL IMPACT ASSESSMENT



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Criteria Established by §694-30A of The Sign By-law

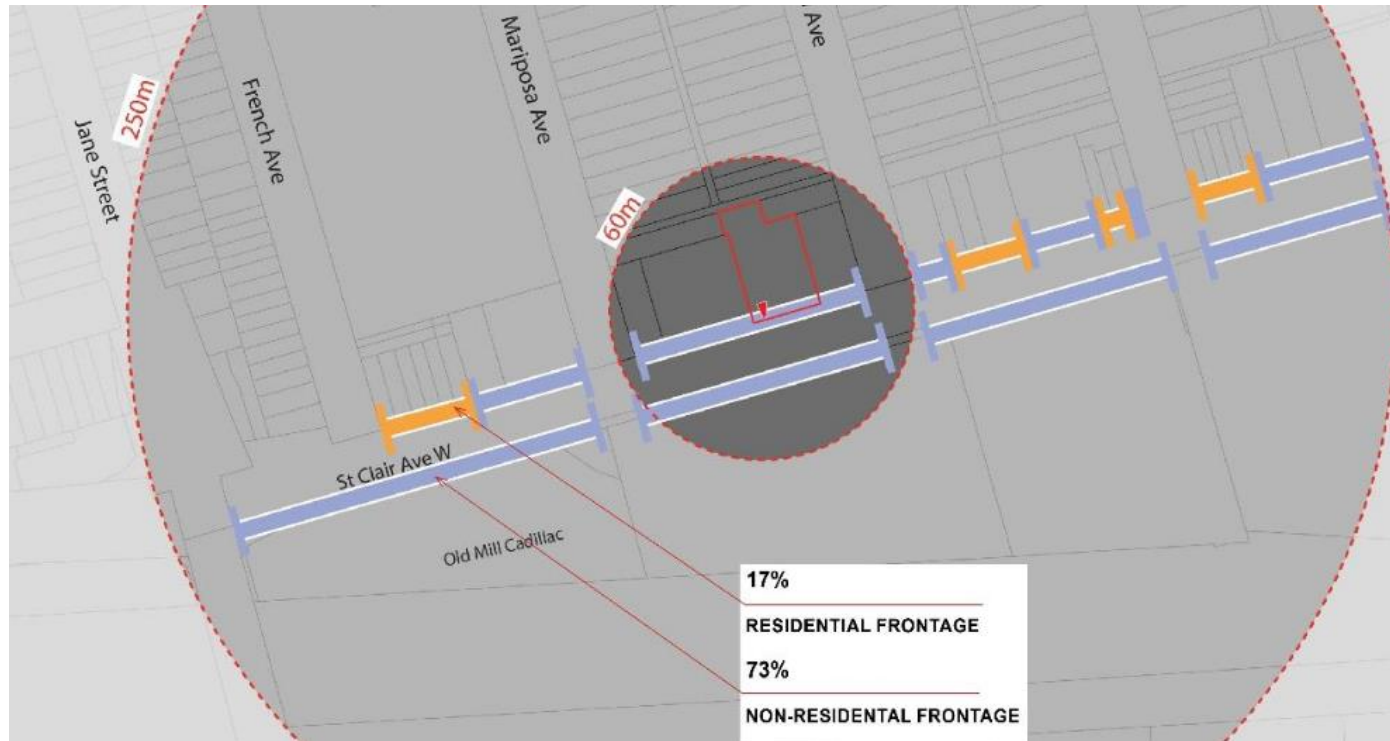
Criteria	Satisfied
1. Belong to a sign class permitted in the sign district where the premises is located	✓
2. In the case of a third-party sign, be of a sign type that is permitted in the sign district, where the premises is located	✓
3. Be compatible with the development of the premises and surrounding area	✗
4. Support the Official Plan objectives for the subject premises and surrounding area	✓
5. Not adversely affect adjacent premises	✓
6. Not adversely affect public safety, including traffic and pedestrian safety	✓
7. Not be a sign prohibited by § 694-15B	✓
8. Not alter the character of the premises or surrounding area	✗
9. Not be, in the opinion of the decision maker, contrary to the public interest	✗

Compatibility

- Proposed sign can coexist with surrounding residential uses without causing adverse impacts
- Site is immediately surrounded by an E-Sign District: Areas of the City which have specifically been set out in the Sign By-law to contain third-party electronic ground signs
- Proposed sign is compatible and complimentary to the existing commercial and light industrial character of St. Clair Avenue West
- Proposed sign complies with the Zoning By-law

Character

- St. Clair Avenue West is comprised of a mix of uses and different development styles
- Proposed sign is part of the commercial component of the area's character



Public Interest

- Proposed sign will contribute to the local economy and will not result in any adverse impacts
- Proposed sign complies with the technical requirements for a third party electronic ground sign
- Proposed sign is compatible and supports the commercial character of the area.

Thank You