

Folder Number	Date (yyyy-mm-dd) 2021-12-28
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Project Information

Street Number 2	Street Name St. Clair Avenue East	Lot Number	Plan Number
Describe the variance(s) being applied for: 1. The proposed 218 square metres sign face area of the proposed third party wall sign exceeds the permitted area for a third party wall sign in a CR-Sign District (See attached PPR Sign Bylaw Notice 21 168451 ZPR 00 ZR). 2. The proposed 49.1m sign height from grade will exceed the permitted height of 3.0m in a CR Sign District.			
If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:			
Existing Sign Dimensions		Location	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): Please See Attached "Rationale for Approval".			

Property Owner Information

First Name KATIE		Last Name FONG	
Company Name (if applicable) SLATE ASSET MANAGEMENT			Telephone Number (416) 583-1754
Street Number 121	Street Name KING STREET WEST	Suite/Unit Number 200	Mobile Number
City/Town TORONTO	Province ON	Postal Code M5H 3T9	Fax Number
Email katie@slateam.com			

Attachment Required

- Sign Variance Data Sheet - Copies of any supporting documents - All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Applicant Information and Declaration

First Name I, NORM		Last Name GIRDHAR	
Company Name ABCON MEDIA			Telephone Number (416) 727-8068
Street Number of 1000	Street Name YONGE STREET	Suite/Unit Number 500	Mobile Number (416) 727-8068
City/Town TORONTO	Province ON	Postal Code M4W 2K2	Fax Number (416) 766-8245
Email norm.girdhar@gmail.com			

Do hereby declare the following:

- That I am ☐ the Property Owner as stated above
- ☐ the owner's authorized agent.
- ☒ an officer/employee of Agent-Abcon Media, which is an authorized agent of the owner.
- ☐ an officer/employee of _____, which is the Property Owner's authorized agent.
- That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application.
- That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law
- That the information included in this application and in the documents filed with this application is correct.


Signature

Norm Girdhar
Print Name (First, Last)

2021-12-28
Date (yyyy-mm-dd)

Continue on next page

Sign Variance

Folder number	Request Date (yyyy-mm-dd) 2021-12-28
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This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street Number 2	Street Name ST. CLAIR AVENUE EAST	Lot Number	Plan Number
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Site and Building Data

Lot Area	Lot Frontage	Lot Depth
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	Number of Storeys 14	Building(s) Gross Floor Area
Building Uses(s)		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)

North CR-SIGN DISTRICT with low-rise commercial buildings with retail uses fronting on Yonge Street.

South CR Sign District

East CR Sign District

West CR Sign District

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)

THE PROPERTY IS LOCATED AT THE NORTHEAST OF St. CLAIR AVENUE EAST AND YONGE STREET IN A "CR-SIGN DISTRICT" WHERE THIRD PARTY WALL SIGNS ARE PERMITTED. THE PROPOSAL IS TO ERECT AND DISPLAY A THIRD PARTY WALL SIGN ON THE NORTH FACE OF THE 14 STOREY BUILDING LOCATED ON THE PREMISES MUNICIPALLY KNOWN AS 2 ST. CLAIR AVENUE EAST, TORONTO.

PLEASE SEE ATTACHED PROPOSAL DOCUMENTS AND RATIONALE FOR APPROVAL

Sign Variance

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- 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
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary)

PLEASE SEE ATTACHED RATIONALE FOR APPROVAL

The Manager

City of Toronto Sign Bylaw Unit

First Floor East Tower

100 Queen Street West, Toronto, ON M5H 2N2

Re: Submission of Sign Variance Application for a Third Party illuminated wall sign to be erected and displayed on the north face of the building located on the premises municipally known as 2 St. Clair Avenue East, Toronto.

Dear Sir,

Please find enclosed here with is a duly completed Sign Variance Application for a proposed third party illuminated wall sign to be erected on the north face of the building located on the premises, municipally known as 2 St. Clair Avenue East, Toronto. The premises is located at the northeast corner of St. Clair Avenue and Yonge Street in a CR-Sign District, where a third-party wall sign is permitted type sign. The premises is surrounded by CR-Sign Districts to its north, south, east and west. The premises occupies a 14-storey office building. It is adjoining by similar type office buildings to the east, west and south. The properties north of the site are developed with low-rise commercial building with mostly retail uses fronting on Yonge Street. We believe that the proposed third-party wall sign at this location meets all the nine criteria listed under Chapter 694-30A for granting the required variances.

In fact, this sign variance application could be treated as a reinstatement of an existing third-party wall sign which was lawfully erected in 2003 and was erected and displayed there for number of years (Please See attached City Council's Decision of June 24,25 and 26,2003). However, for some unknown reasons Toronto Building revoked our sign permit. Although, it was an unfair treatment, but we cooperated and obeyed the city's decision and removed the sign from the building.

This time, prior to submission of our sign variance application, we met with and presented our sign proposal to the Deer Park Residents Association and to the Ward Councillor and everyone is supportive of our proposed third-party wall sign at this location (please see attached a letter of support from Ward Councillor and a letter of support from Deer Park Residents Association).

With this letter, I am enclosing a duly completed Sign Variance Application along with all the required supporting documents and drawings to facilitate your decision process. If you require any other information in this regard please contact me, thanks.

Regards

Norm Girdhar

416-727-8068



The voice
of our
community

December 1, 2021

Councillor Matlow
Toronto City Hall

Re: Proposed new sign on the north wall of 2 St. Clair East

The application is to be made by Slate, the owner of 2 St. Clair East and the support of the DPRG is being requested by the sign company in advance of their submitting a formal application. The information provided by the sign company is: "We plan to change from a roof top third party sign to a wall banner. The City is planning to encourage removal of roof top signs eventually. The existing sign is illuminated from the bottom up, we plan to illuminate this new banner from the top down. The lights will be louvered thus controlling the angle of direct lighting. The direction of the beam will not be facing the traffic directly. The important factor as well is to note that this is not a permanent installation as it will be removed as soon as the sight lines are blocked by the new development.

At its November 30 meeting, the Deer Park Residents Group Board agreed to support an application for a mural sign, lit from the top, with similar dimensions to the existing roof sign at 1 Delisle, provided that the sign be removed by the time that the construction of the south west tower is completed.

Yours sincerely,

Cathie Macdonald
President, Deer Park Residents Group

CC Fertaa Yieleh-Chireh



Councillor Josh Matlow

Ward 12, Toronto – St. Paul's
City Hall, 100 Queen Street West
2nd Floor, Suite A17
Toronto, Ontario M5H 2N2

Tel: 416-392-7906
Fax: 416-392-0124
councillor_matlow@toronto.ca
www.joshmatlow.ca



Mr. Ted Van Vliet
Manager, Sign By-Law Unit
Toronto City Hall
1st fl. E., 100 Queen St. W.
Toronto ON M5H 2N2

December 10, 2021

RE: Application to Install an Illuminated Third Party Sign at 2 St. Clair Ave East

Dear Mr. Van Vliet,

I am writing in respect of the subject application for a permit to install and display an illuminated third party wall sign on the north elevation of 2 St. Clair Ave East.

My office has facilitated discussions between the applicant and the local community through the Deer Park Residents Group (DPRG), and I have no objections to this application in so far as the conditions set out by the DPRG, through a letter to my office that I have enclosed with this letter, are met.

Thank you very much for your kind consideration.

Sincerely,

Councillor Josh Matlow
City Councillor
Toronto – St. Paul's
www.joshmatlow.ca

Enclosure:

Letter from the Deer Park Residents' Group

Clause embodied in Report No. 5 of the Midtown Community Council, as adopted by the Council of the City of Toronto at its meeting held on June 24, 25 and 26, 2003.

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**Request for Approval of a Variance from Chapter 297, Signs,
of the Former City of Toronto Municipal Code, to Permit an
Illuminated Third Party Mural Sign at 2 St. Clair Avenue East
902077, 02-189849 (St. Paul's - Ward 22)**

(City Council on June 24, 25 and 26, 2003, adopted this Clause, without amendment.)

The Midtown Community Council recommends that:

- (1) a request for variance be approved to permit a non-illuminated third party mural sign at 2 St. Clair Avenue East; and
- (2) the applicant be advised, upon approval of the variances, of the requirement to obtain the necessary sign permit(s) from the Commissioner of Urban Development Services.

The Midtown Community Council submits the following report (May 14, 2003) from the Director, Community Planning, South District:

Purpose:

To review and make recommendations on a request by Michael McKague with Abcon Media Group Inc. for Dundee Realty Management Corp. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code, to permit an illuminated third party mural sign at the above noted location.

Financial Implications and Impact Statement:

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

Recommendations:

It is recommended that:

- (1) the request for variance be approved to permit an illuminated third party mural sign at 2 St. Clair Avenue East; and
- (2) the applicant be advised, upon approval of the variances, of the requirement to obtain the necessary sign permit(s) from the Commissioner of Urban Development Services.

Background:

The property is located at the northeast corner of St. Clair Avenue and Yonge Street in a "CR" zone. The property is occupied by a 14-storey office building. It is adjoined by similar office buildings to the south, west and east. The properties north of the site are developed with low-rise commercial buildings with retail uses fronting on Yonge Street.

Comments:

The initial application contemplated a 329 m² mural sign on the north face of the building. After discussion with staff and the local Councillor, the sign has been reduced in area to 49.14 m². The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the in the following way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
297 10 D 11	A sign with an area of 49.14 m ²	The area of the sign exceeds the 25 m ² permitted maximum by 24.14 m ²

The sign is positioned on the north face of the building to provide exposure to Yonge Street. Although the size of the sign exceeds the permitted area, its location and its proportions in relation to the face of the building make it supportable.

Conclusions:

It is recommended that the request for the variance be approved..

Contact:

Dave McKillop, Manager, West Section
Telephone: 416-392-1317, Fax: 416-392-1330
E-mail: dmckillo@toronto.ca

List of Attachments:

Attachment 1: North Elevation Option 1

(An attachment appended to the foregoing report was forwarded to all Members of the Midtown Community Council with the agenda for its meeting on June 10, 2003, and a copy is on file in the office of the City Clerk, North York Civic Centre.)

2 St CLAIR AVENUE EAST- THIRD PARTY WALL SIGN ON THE NORTH FACE OF THE BUILDING

RATIONALE FOR APPROVAL

The proposal is to erect and display an illuminated third-party wall sign on the north face of the 14-storey office building located on the premises municipally known as 2 St Clair Ave East. The premises is located within CR-Sign District. We believe that the proposed wall sign at this location meets all the nine criteria listed under Chapter 694-30 A, for granting the required variances.

1. Belongs to a sign class permitted in the sign district where the premises is located.

Yes, the premises is located within the CR Sign district where an illuminated third-party wall sign is permitted.

2. In the case of third-party sign, be of a sign type that is permitted in the sign district, where the premises is located.

Yes, an illuminated wall sign is permitted type sign in the CR Sign district.

3. Be compatible with the development of the premises and surrounding area.

Yes, few years back we had obtained a sign permit from the city to install and display a third-party wall sign at this location on the premises. The third-party wall sign was erected and displayed there for long time, until for some unknown reasons the sign permit was revoked.

4. Support the Official Plan objectives for the subject premises and surrounding area.

Yes, we believe that the proposed sign conforms with the City's Official Plan Objectives and City Council's policies and goals for the City's defined business centres and sub-centres, such as Yonge-St Clair Center and Yonge-Eglinton Centre and Yonge-Sheppard Centre etc. where all type of business promotional advertising is encouraged.

5. Not adversely affect adjacent premises.

No, it does not adversely affect adjacent premises because adjacent premises to the south, west and east has similar type office towers and are also located within the CR Sign districts. The premises located north of this site are developed with low-rise commercial buildings with retail uses fronting on Yonge Street.

6. Not adversely affect public safety, including traffic and pedestrian safety.

No, the proposed vinyl sign will be of light weight and will be professionally installed by keeping public and traffic safety in mind. The sign located almost 49 metres above grade would be least intrusive to the public and traffic safety.

7. Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B.

No, the proposed third-party wall sign is not a sign listed as prohibited type by Toronto Municipal Code Chapter 684-15B

8. Not Alter the character of the premises or surrounding area.

No, the proposed wall sign would not alter the character of the premises or surrounding area as in the past we were granted the sign permit to erect and display a similar type third party wall sign at this location on the building. The areas located to the north, south, east and west are all in CR Sign districts and contain similar type of signage. Therefore, the proposal would not alter the character of the premises or the surrounding area.

9. Not be, in the opinion of the decision maker, contrary to the public interest.

The Deer Park Residents Association and the Ward Councillor are supportive of this proposal. Prior to the submission of this Sign Variance Application, we had presented our proposal to the Ward Councillor and as well to the Deer Park Residents Association and they agreed and believe that the proposal will have the least negative impact on the premises or the surrounding area.

2021-06-10	-	Ider N .
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Sign Information

Sign N	Sign Type	Method of Copy display	Sign Face Dimensions			Sign Depth (metres)	Sign Height (metres)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (metres)	Width (metres)	Area (m ²)				
1	Wall Sign	Static Copy	17.90	12.20	1.00	0.01	49.07	Yes	No
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				

* Please ensure that the sign numbers listed in this sheet are indicated on all sign plans



COVID-19: Canada Emergency Rent Subsidy (CERS) - Confirmation

SITE PLAN - 2 ST. CLAIR AVE EAST

N.T.S.

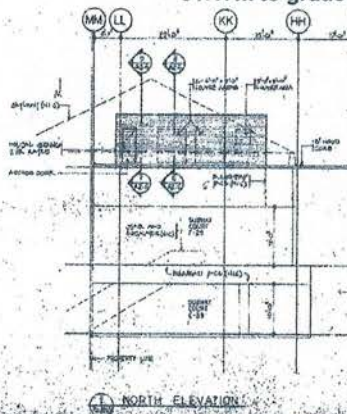
2 ST. CLAIR EAST
NORTH FACE.
THIRD PARTY FASCIA
SIGN VARIANCE
APPLICATION:

THIRD PARTY-STATIC
WALL SIGN
12.20m X 17.9m =
AREA 218.38 m²

NOTE: ELEVATION SHOWN BASED ON
1985 MEAN SEA LEVEL
SHOWN CURRENTLY ON MAPS
SHOWN IN ELEVATION ONLY

102.25' / 31.17m TO GRADE

31.17m to grade



Bregman
& Hamann

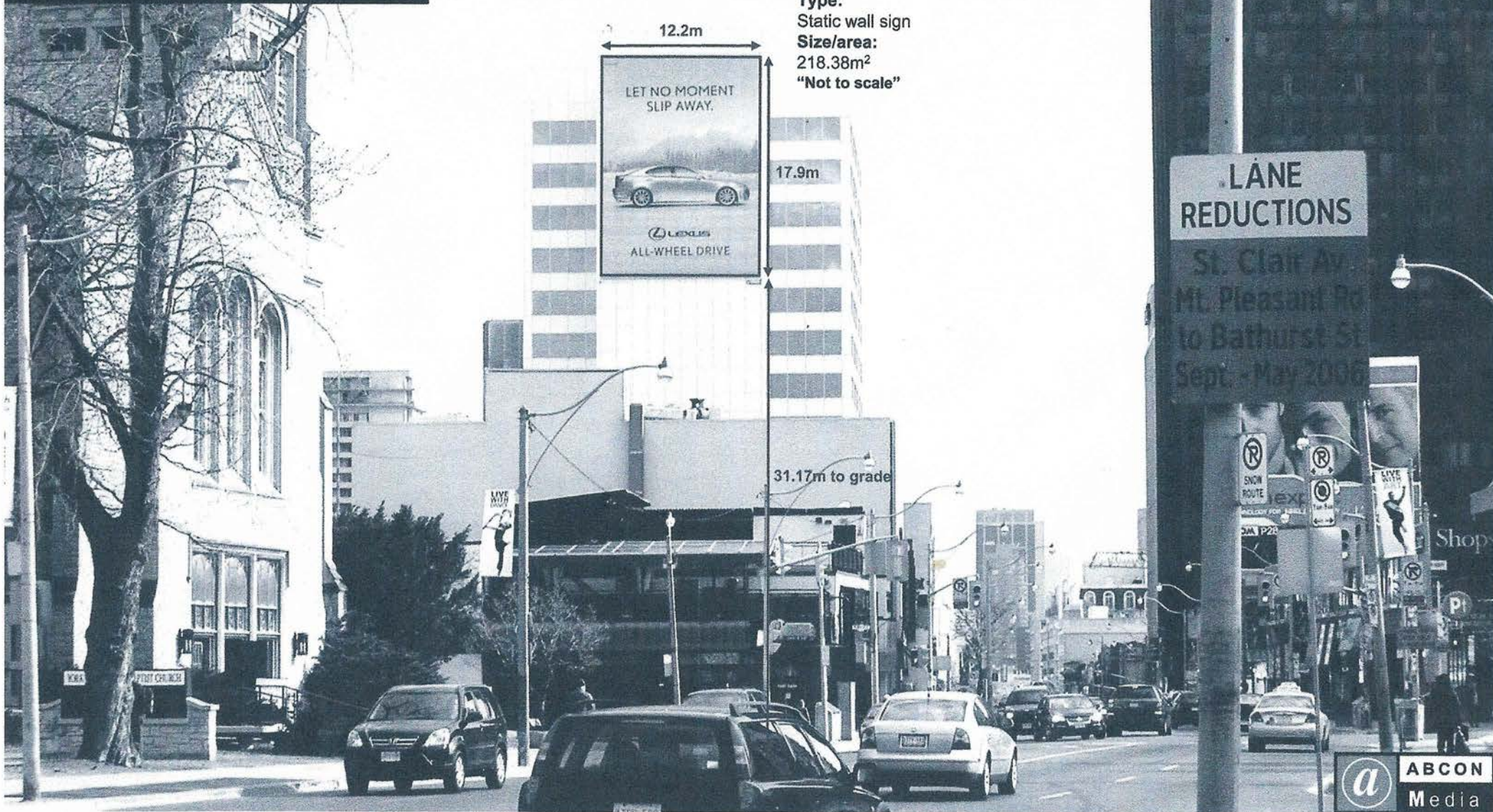
Architects and Engineers

Author	Rev	Date
1	1	10/1/01
2	1	10/1/01
3	1	10/1/01
4	1	10/1/01
5	1	10/1/01
6	1	10/1/01
7	1	10/1/01
8	1	10/1/01
9	1	10/1/01
10	1	10/1/01

Project name is
2 ST. CLAIR AVE EAST
102.25' / 31.17m TO GRADE
31.17m to grade



2 St. Clair Ave E, Toronto – Elevation Mock-Up



NORTH ELEVATION - 2 ST. CLAIR AVE. EAST
N.T.S.

