

Application for Three Variances Respecting One Third Party Illuminated Wall Sign

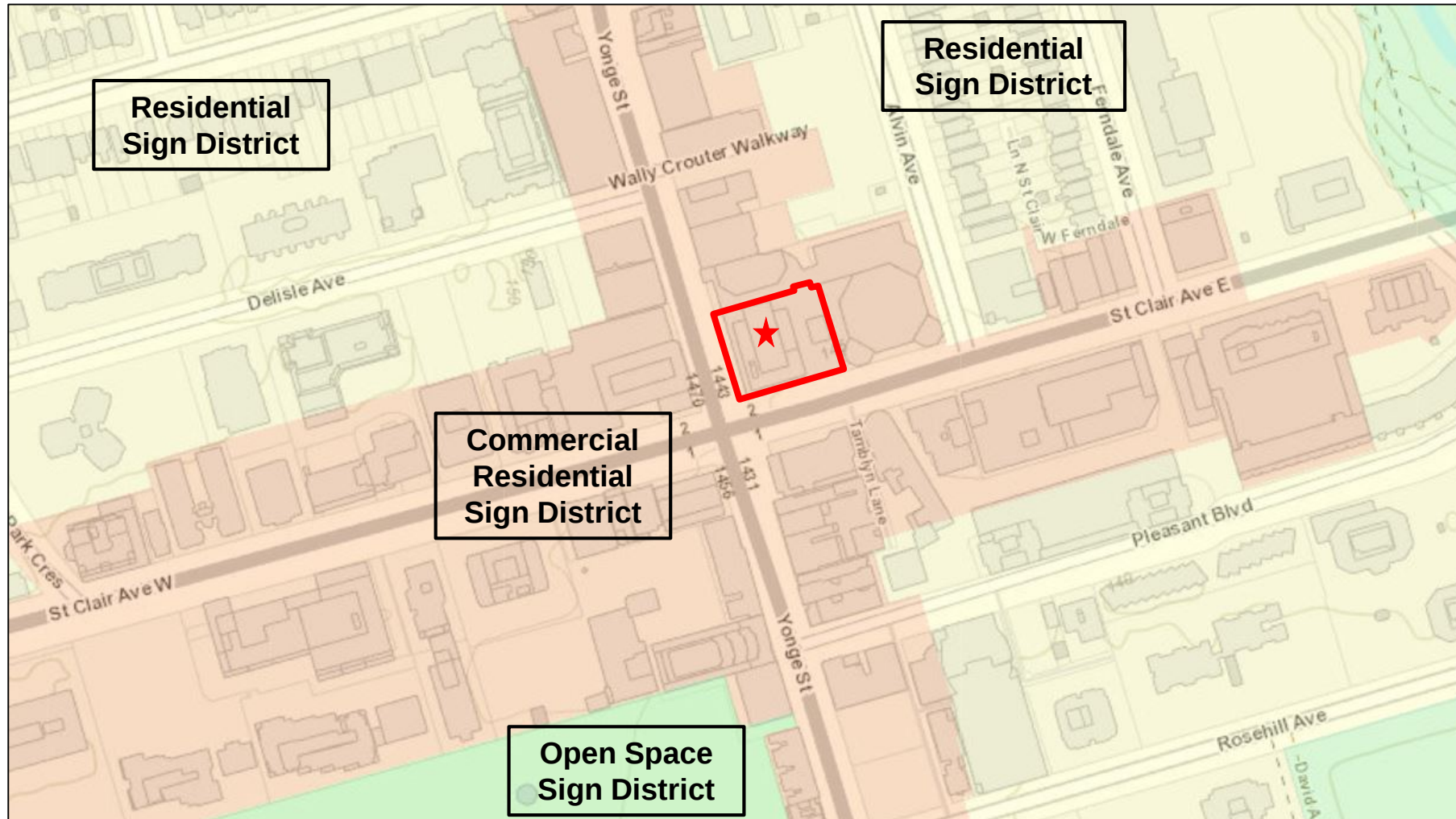
2 St Clair Ave E

June 03, 2022

Proposed Sign Description

Sign Type	Wall Sign
Sign Copy Type	Static Copy
# of Sign Faces	One face
Sign Location	9 th to 13 th Storey of North Elevation
Face Orientation	Northerly- southerly
Sign Face Dimensions (width x length)	12.20 metres (horizontally) x 17.90 metres (vertically)
Sign Face Area / height	218.38 square metres / 49 metres

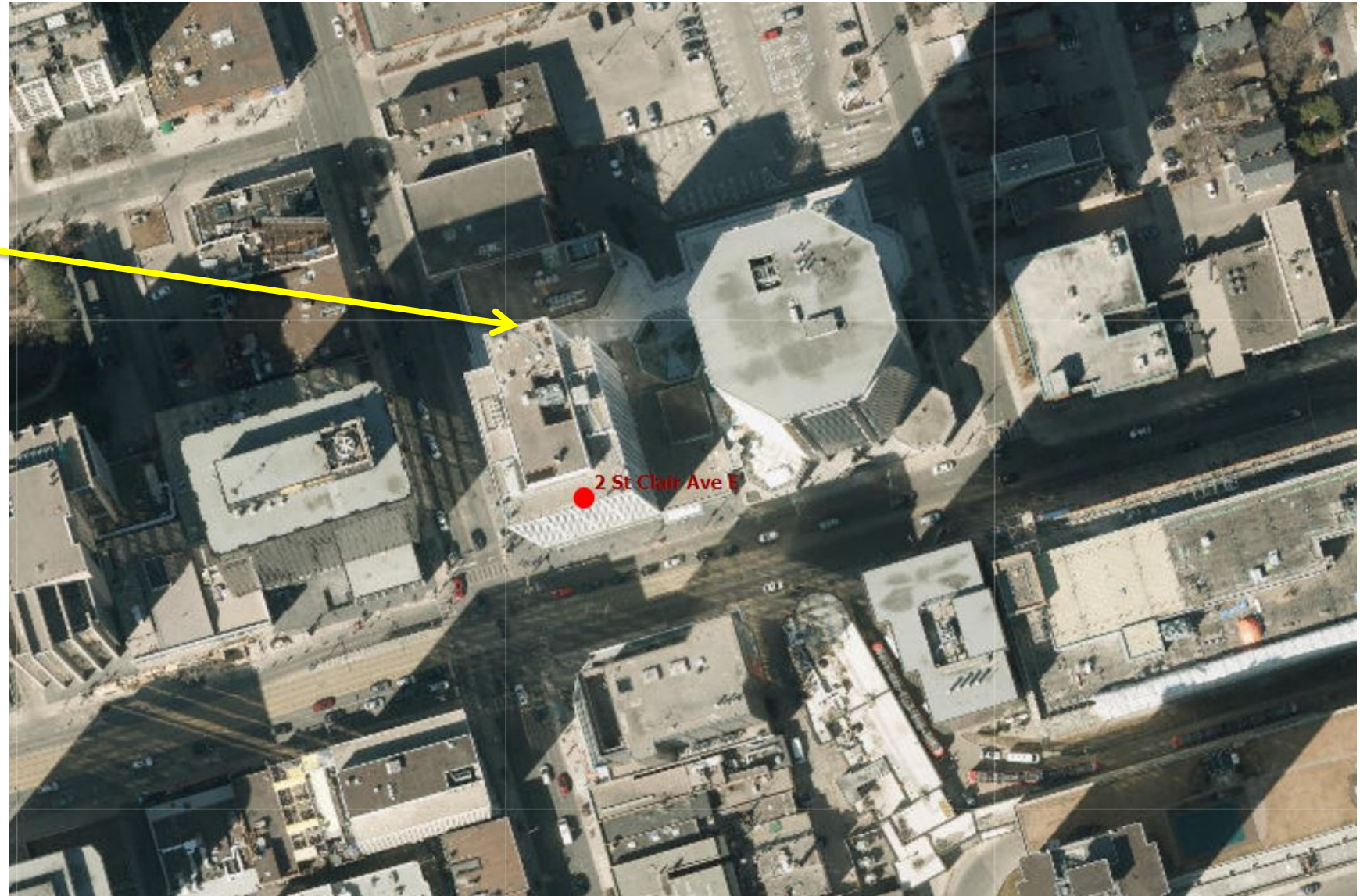
Sign District Designation



Sign Location



Location of
Proposed
Sign

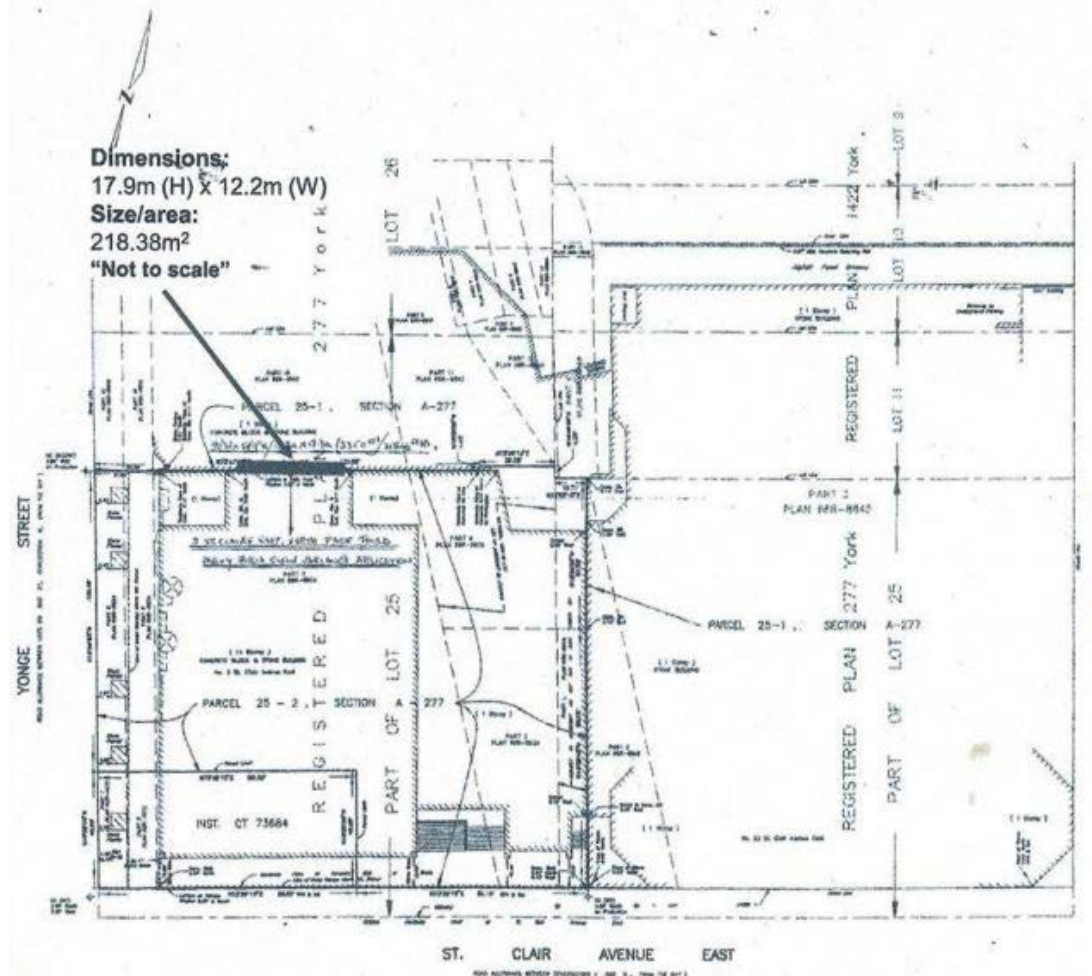


Sign Location

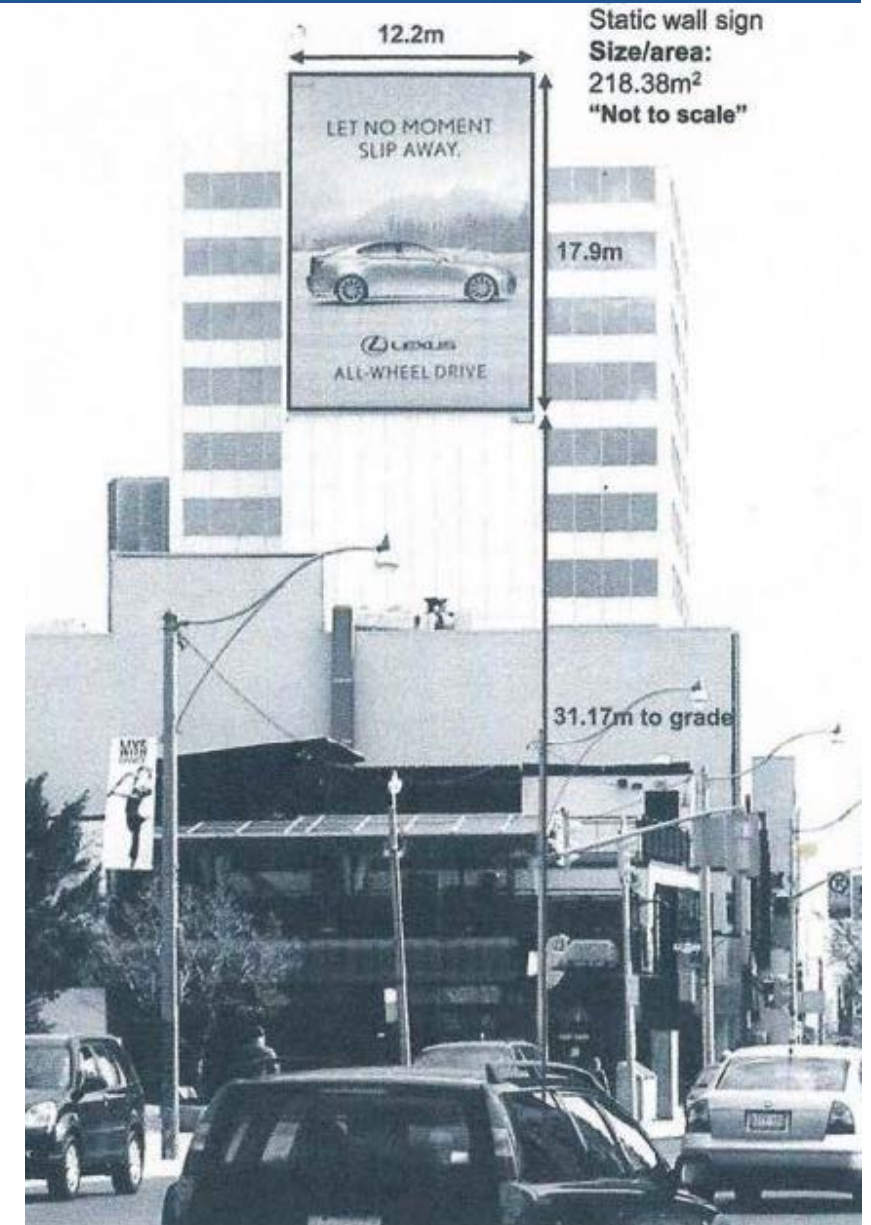
Location of
Proposed
Sign



Proposed Sign Description



Survey



Elevation

Requested Variances – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694-24.A(26)	A third party sign shall not be erected or displayed or caused to be erected or displayed in whole or in part within 100.0 metres of any limit of St. Clair Avenue, from the westerly limit of Bathurst Street to the easterly limit of Inglewood Drive.	The Proposed Sign would be erected and displayed approximately 60 meters of northern limit of St. Clair Avenue, from the westerly limit of Bathurst Street to the easterly limit of Inglewood Drive.
§ 694-25.B(1)(a)	A CR – Commercial Residential sign district may contain a wall sign provided the sign face area shall not exceed 3.0 square metres .	The Proposed Sign would have a sign face area that would not exceed 218.38 square meters .
§ 694-25.B(1)(b)	A CR – Commercial Residential sign district may contain a wall sign provided the height shall not exceed 3.0 metres .	The Proposed Sign would have a height that would not exceed 49 meters .

Sign Variance Criteria – Established Criteria

694-30A(1) - The Proposed Sign belongs to a sign class permitted in the Sign District:

- Third party signs are permitted in Commercial Residential Sign District.

694-30A(2) - In the case of a third party sign, the Proposed Sign is of a sign type permitted in the Sign District:

- Wall signs are permitted in Commercial Residential Sign District.

694-30A(7) - The Proposed Sign will not be a sign prohibited by §694-15B:

- The Proposed Sign is not prohibited by §694-15B

Sign Variance Criteria – Criteria Not Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area:

- The Subject Premises is surrounded by properties in the CR Sign district to the east, west, north & south.
- These areas contain mainly commercial and office uses with retail uses facing toward Yonge Street and St. Clair Avenue.
- CR Sign Districts allow small, pedestrian scale third party wall signs displaying static copy.
 - The Proposed Sign will exceed the max. permitted height by more than 46 metres
 - The proposed Sign will exceed the max. permitted sign face area by almost 215 square metres.
- The previously approved sign had a sign face area of 49.14 square metres, less than ¼ of the Proposed Sign face area.
 - The previously approved sign had a variance to the former City of Toronto Municipal Code (Chapter 297) in 2003, prior to the current Sign By-law being adopted by Council.

Sign Variance Criteria – Criteria Not Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area:

- Third party signs within 100 metres of any limit of St. Clair Avenue, from the westerly limit of Bathurst Street to the easterly limit of Inglewood Drive are prohibited:
 - The distance to the northern limit of St. Clair Avenue is 60 metres.
- The area-specific restrictions in the Sign By-law are due to a specific determination that third party signs:
 - Are incompatible with the premises and surrounding area for these areas
 - Would not contribute positively to the quality of the appearance of this area
 - Would not enhance the image of the area, and Toronto as a whole.
- No materials have been provided as to how the Proposed Sign this location is unique or how the Proposed Sign at this location would be consistent with the development of the Subject Premises and surrounding area.

Sign Variance Criteria – Criteria Not Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area:

- Approximately 100 metres to the northeast of the Proposed Sign are properties designated as Residential ("R") Sign District.
- The proposed sign will be visible from the nearby R sign district due to the orientation, sign face area & height.

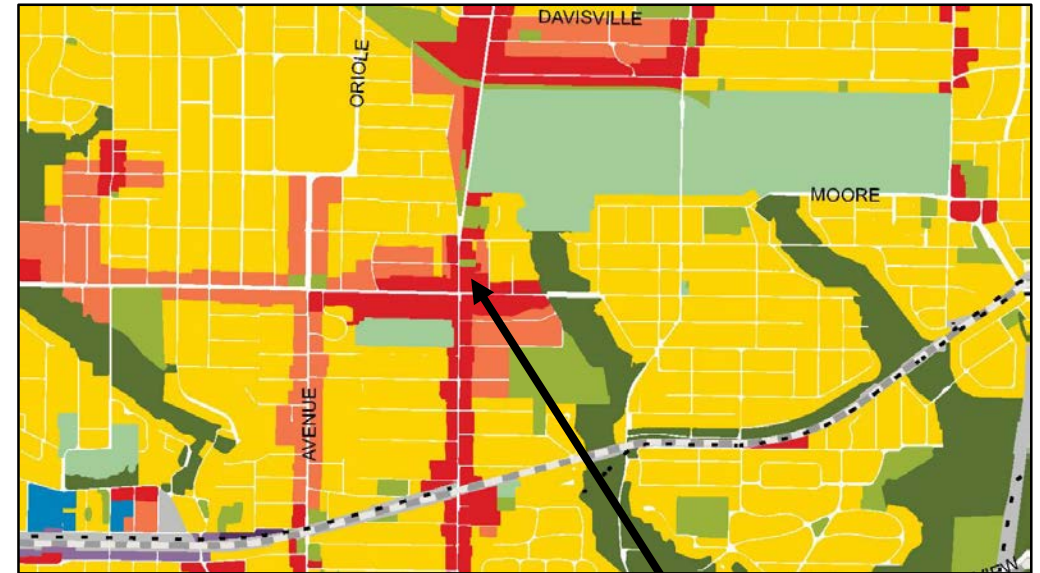


Location of
Proposed
Sign

Sign Variance Criteria – Criteria Not Established

694-30A(4) - The Proposed Sign does not support Official Plan objectives for the premises and surrounding area:

- 2 St Clair Avenue East is designated as a Mixed Use Area in the Official Plan.
 - Mixed Use Areas are intended to blend a wide variety of uses to achieve a multitude of planning objectives.
- The property is also in a Secondary Plan area and it is subject to the Yonge St Clair area in Chapter 6 of the Official Plan.

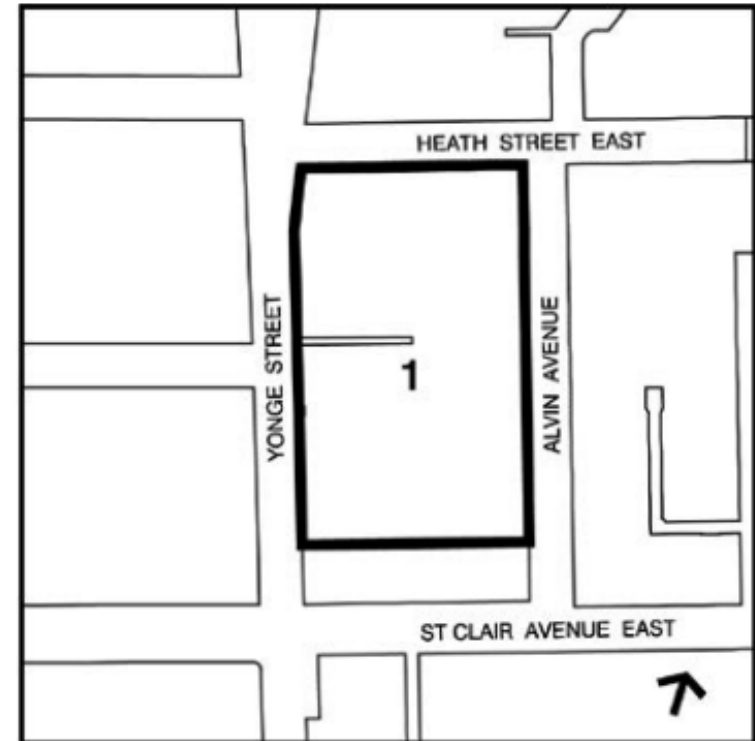


Approximate
location of
Proposed Sign

Sign Variance Criteria – Criteria Not Established

694-30A(4) - The Proposed Sign does not support Official Plan objectives for the premises and surrounding area:

- The Proposed Sign is located as 'Area 1' in Secondary Plan which sets out policies that identify the area as an 'area of redevelopment' & a policy stating that 'any development or redevelopment will complement the existing built form context of the area and new buildings will be physically compatible with surrounding areas'
- The Applicant has not provided any information as to how the Proposed Sign will complement the surrounding area or be compatible with the existing, as well as the future development to the north of 2 St. Clair Avenue East

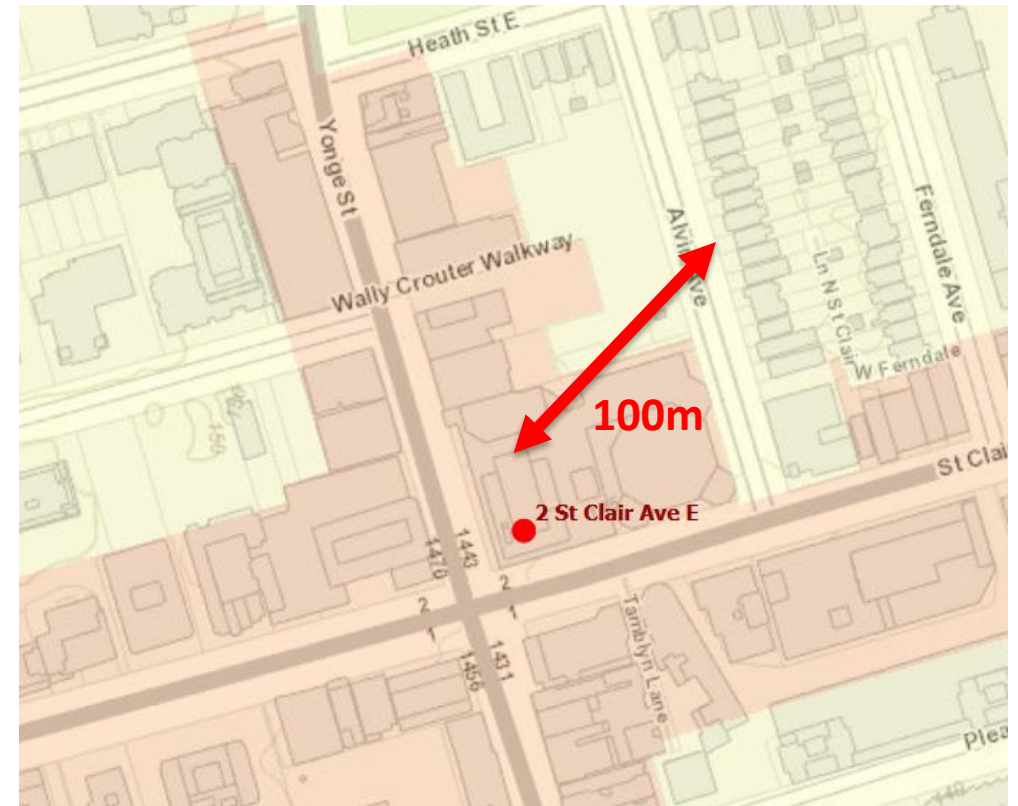


Area 1- Yonge & St. Clair
Secondary Plan

Sign Variance Criteria – Criteria Not Established

694-30A(5) - The Proposed Sign will adversely affect adjacent premises:

- Adjacent premises at north, south, east & west contain commercial & office uses.
- Approximately 100 metres to the northeast of the Proposed Sign are properties designated as Residential ("R") Sign District.
 - The Proposed Sign is visible from the nearby R Sign District due to its orientation, sign face area and height.



Sign Variance Criteria – Criteria Not Established

694-30A(5) - The Proposed Sign will adversely affect adjacent premises:

- There is currently an application directly north of the Proposed Sign to permit a mixed-use development, including three residential towers.
 - The Proposed Sign is likely to be visible from the units within these residential towers.
- Although the Proposed Sign is located on the north side of the building at 2 St. Clair Avenue East, the Applicant's submission has also not described how the Proposed Sign, which would be located in an area subject to an area-specific restriction, will not adversely affect this area, particularly in the context of this area-specific restriction.

Sign Variance Criteria – Criteria Not Established

694-30A(6) - The Proposed Sign will not adversely affect public safety, including traffic and pedestrian safety:

- The vertical clearance of the proposed sign is 31.17m, if constructed in accordance with the OBC, there shouldn't be any potential adverse effects on traffic or pedestrian safety.



Sign Variance Criteria – Criteria Not Established

694-30A(8) - The Proposed Sign does alter the character of the premises or surrounding area:

- Although the Proposed Sign is a permitted sign type and class in a CR Sign District:
 - The Proposed Sign will exceed the max. permitted height in the Sign By-law by almost 46 metres and will also exceed the maximum permitted sign face area by almost 215 square metres
- The only comparable third party sign in the immediate area was a third party roof sign located at 1 Delisle Avenue (approximately 67 metres to the northwest) which was approved prior to the current Sign Bylaw
 - This sign was recently removed as part of a re-development of the property.
- The Sign By-Law restricts third party signs within 100 meters of any limit of St. Clair Avenue, from the westerly limit of Bathurst Street to the easterly limit of Inglewood Drive.
- The Applicant has not provided any information as to how the Proposed Sign with these attributes will not alter the character of the premises and surrounding area.

Sign Variance Criteria – Criteria Not Established

694-30A(9): The Proposed Sign is contrary to the public interest:

- CR Sign District permits the third party wall signs, however not at the size or height of the Proposed Sign:
 - The Proposed Sign will exceed the max. permitted height in the Sign By-law by almost 46 metres and will also exceed the maximum permitted sign face area by almost 215 square metres
- The area-specific restriction prohibits third party signs within 100 metres of the St Clair Avenue East, from the westerly limit of Bathurst Street to the easterly limit of Inglewood Drive.
 - No information has been provided to indicate how locating a sign within this area-specific restriction would not be contrary to the public interest.
- The previous approvals for a third party sign at 2 St. Clair East was for a sign that was less than 1/4 of the size of the proposed sign and was granted under a previous sign bylaw.
- It is the CBO's position that applicant has not provided sufficient information to support a conclusion that the Proposed Sign is not contrary to the public interest.

Conclusion and CBO Recommendation

The Chief Building Official and Executive Director, Toronto Building, recommends that:

The Sign Variance Committee **refuse** the requested variances to the Sign By-Law, as required to allow the Applicant to obtain a permit for the erection and display of one third party illuminated wall sign displaying static copy at the property municipally known as 2 St Clair Ave E.

QUESTIONS?