

DEPUTATION TO THE COMMITTEE OF THE WHOLE

April 4, 2016

Good Afternoon Mayor McKean and Members of Council.

My name is Vivienne Alper and I live [REDACTED] in Thornbury.

I would like to thank you for allowing me this opportunity to speak on behalf of the many concerned members of this community regarding the LCBO's request for five sign variances for their new Thornbury store.

These variances cover the number, style and size of signs, as well as the size of awning copy and a request to offset lettering. But if I may, I would like just to address what we believe to be the three major issues:

First – the revised LCBO proposal asks for five fascia signs when only one is allowed per frontage; with two of those proposed facing onto residential streets we would suggest that those be eliminated, along with the “Thornbury” sign over the front door which would seem unnecessary.

Second – their request asks to double the height of the backlit fascia signs from 2.13m rather than the .9m allowed under the current Bylaw. For the metrically challenged that is the difference between just under 7 feet, to less than 3 feet, which is considerable!

Thirdly, the style of some signage requested includes backlit fascia signs and awnings. We would hope that these would not be placed on the East and South faces of the building, as they would adversely affect those living opposite on Victoria and Louisa streets. This supports development that is compatible with the character of our community, and which is a key goal of our new Official Plan and our Community Design guidelines.

An additional consideration is the concern for wildlife being negatively affected by these backlit signs. While it is suggested the LCBO could solve this problem by turning them off at closing time, it would still actually exist for up to 5 hours a day during the winter months.

The external lighting allowed under the Bylaw would negate both these problems.

While we appreciate the changes that have been made from the original variances requested by the LCBO, they have made accommodations elsewhere, not the least of which was their Niagara on the Lake store, (Photo) built in the style of the old town shops with only one LCBO channel sign and the three words “Wines” “Spirits” “Beer” illuminated by external lighting. Also the Bloor West Village store in the west end of Toronto, (Photo) enlarged only two years ago, has very different signage from their regular style of store.

While the community recognizes that both new and re-locating businesses are a part of our future, we ask that the Committee not recommend approval of any sign variance to this store. We believe that the LCBO should comply with our current Bylaws, especially while there is a new Draft Bylaw yet to be discussed.

In closing, we ask that you please remember that “every variance creates a precedent”.

Thank you.





LCBO

Glendon Avenue

LCBO

LCBO

LCBO

LCBO

Bloor St W

