

**Variances from Chapter 297, Signs,  
of the former City of Toronto Municipal Code -  
819 Yonge Street (Midtown)**

*(City Council on February 29, March 1 and 2, 2000, adopted this Clause, without amendment.)*

**The Toronto Community Council recommends that City Council refuse Application No. 999074 for minor variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising, an illuminated fascia sign on the north wall of the building at 819 Yonge Street.**

The Toronto Community Council reports, for the information of Council, having requested the Commissioner of Urban Development Services to report to the Toronto Community Council on:

- (1) eliminating such signs as the one presently located at 819 Yonge Street; and
- (2) regulating the intensity of light emitted from illuminated signs.

**The Toronto Community Council submits the following report (December 21, 1999) from the Acting Commissioner of Urban Development Services:**

Purpose:

To review and make recommendations for an application for minor variances to maintain, for third party advertising, an illuminated fascia sign on the north wall of the building at 819 Yonge Street.

Financial Implications and Impact Statement:

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

Recommendations:

It is recommended that:

City Council refuse Application No. 999074 for minor variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising, an illuminated fascia sign on the north wall of the building at 819 Yonge Street.

Comments:

The property is located north of Bloor Street, on the southeast corner of Yonge Street and Church Street in a (CR) mixed-use zone district. The property contains a three storey commercial building. The applicant is requesting permission to maintain an illuminated fascia sign, for third party advertising purposes on the north wall of the building. The sign is 5.92

metres long and 9.17 metres high with an area of 54.29 m<sup>2</sup> (see Figure 1, 2 & 4).

The sign does not comply with Chapter 297 of the Municipal Code in the following ways:

1. a fascia sign which faces a street and does not identify a business within the building is not permitted;
2. a fascia sign which faces a street and is located above the second storey of the building and more than 10 metres above grade is not permitted;
3. the area of the sign (54.29 m<sup>2</sup>) exceeds by 29.29 m<sup>2</sup> the maximum 25.00 m<sup>2</sup> sign area permitted; and
4. the required 60 metres separation distance from other third party signs will not be provided.

This proposal involves a request to maintain a large third party illuminated fascia sign. The sign in question is one of three signs (two non-conforming third party roof signs and the large illuminated fascia sign in question) erected on this building. There are three additional third party signs located on the surrounding properties and the sign in question does not meet the required 60 metres separation distance from those signs. Overall, these signs create a tawdry visual appearance for the southeast corner of Yonge and Church Street and detract from the up-scale image being promoted in the Yonge-Bloor area.

I do not support this application. A large third party illuminated fascia sign at this location is not acceptable. It would be completely contrary to the Municipal Code's intent to provide for well-spaced signage, if any more third party signs were to be permitted on a property which already contains two non-conforming third party roof signs, none of which meets the 60 metres minimum separation distance requirement.

I am recommending refusal of this application on the basis that the variances requested are not minor and are not in keeping with the general intent and purpose of the sign provisions of the Municipal Code.

Contact:

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The Toronto Community Council reports, for the information of Council, having also had before it during consideration of the foregoing matter, the following communications, and a copy thereof is on file in the office of the City Clerk:

- (January 17, 2000) from Mr. James L. Robinson, Bloor-Yorkville B.I.A.
- (January 11, 2000) from Ms. Diane Lea Coutts, ABC Residents' Association

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The following persons appeared before the Toronto Community Council in connection with the foregoing matter:

- Ms. Shirley Morris, Toronto, Ontario;
- Ms. Diane Dyer; and
- Mr. Blair Murdoch, Mediacom.

Map 1

Map 2

Map 3

Map 4

Insert Map 5