

**Sign Variance Report
415 Yonge Street**

Date:	February 7, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	06-197989

SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

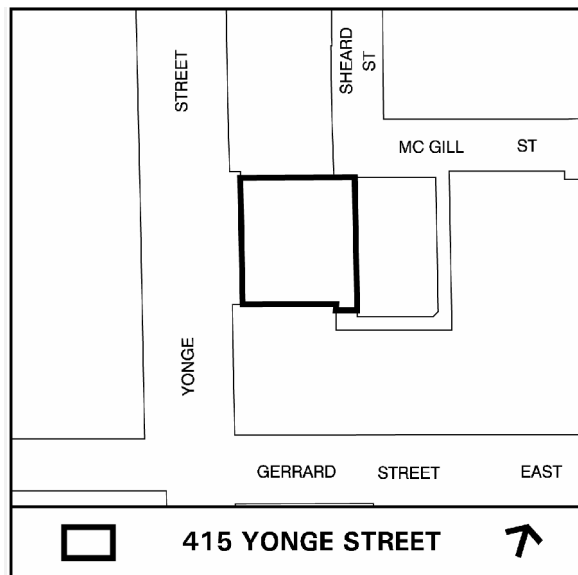
This report reviews and makes recommendations on a request by Leslie Abro of Abcon Media on behalf of Anthem 415 Yonge Street Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 415 Yonge Street.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 415 Yonge Street.



Financial Impact

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

ISSUE BACKGROUND

The property is located north of Gerrard Street on the east side of Yonge Street in a “CR” zone. The property contains an eighteen-storey office building with retail uses at the grade level. The applicant is seeking permission to erect, for third party advertising purposes, a non-illuminated fascia.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
(1) Chapter 297-10 D (5)(f)	The top of the proposed sign would be 63.02m high above the grade level.	The 63.02m height from grade to the top of the sign would exceed by 48.20m, the maximum 15.0m height permitted.
(2) Chapter 297-10 D (5)(g)	The proposed sign is 6.60m wide and 24.38m high with an area of 160.91m ² .	The proposed 160.91m ² sign area would exceed by 135.91m ² , the maximum 25.0m ² sign area permitted.
(3) Chapter 297-10F(2)	To erect a non-illuminated fascia sign having an area of 160.91m ² on the south elevation of the building.	A third party fascia having an area of more than 70.0m ² requires a separation distance of 300m from other third party signs located in the vicinity.

COMMENTS

The proposed third party fascia sign on the south elevation of the building is too large, too high and it covers a portion of the south elevation from eleventh floor to the eighteenth floors of the building. Also, in order to prevent sign clutter third party signs of this size and magnitude are required to have a minimum separation distance of 300m. In this case, several third party signs are located within a short distance from the proposed sign. There are three existing third party roof signs on the building located at the southwest corner of Yonge and Gerrard Streets and two third party ground signs are located on the parking lot located at the northwest corner of Yonge and Gerrard Streets.

The proposed sign would be significantly higher and it would be more than six times larger than the 25.0m² sign area permitted in a CR or MCR zone. It is staff's opinion that the sign of this size and at this height is not appropriate and would diminish the objectives for quality urban design in this area.

CONTACT

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SIGNATURE

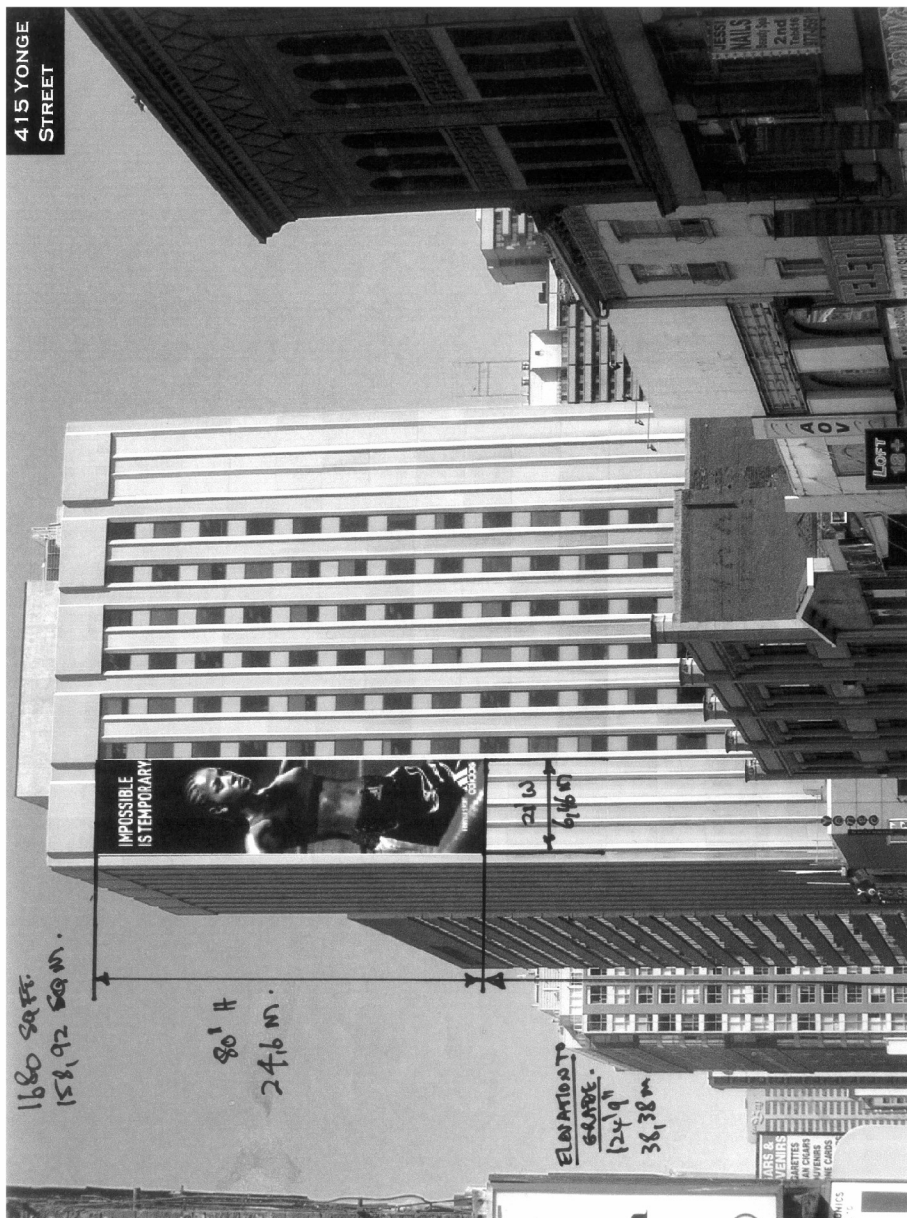
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevation

Attachment 1: Elevation



415 Yonge Street

File # 06_197989

Elevation

Applicant's Submitted Drawing

Not to Scale
02/01/07