

**Sign Variance Report  
931 Yonge Street**

<b>Date:</b>	March 7, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 27 – Toronto Centre-Rosedale
<b>Reference Number:</b>	06-197973

**SUMMARY**

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

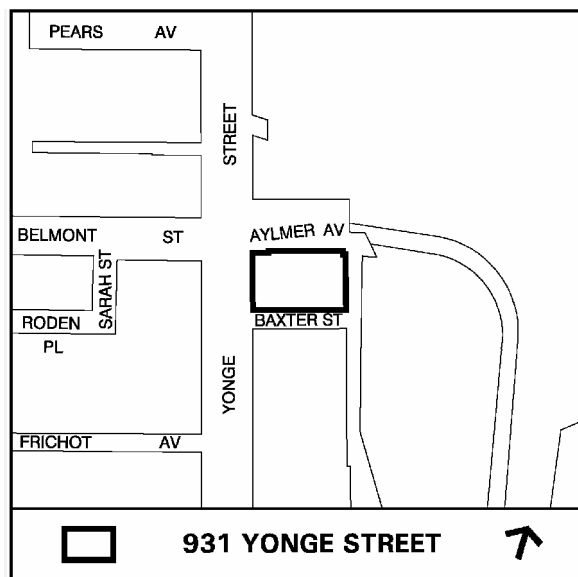
This report reviews and makes recommendations on a request by Leslie Abro of Abcon Media on behalf of Toronto Community Housing Corporation for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, two illuminated roof signs located on top of north and south parapet walls of the mechanical penthouse of the building at 931 Yonge Street.

Staff recommends refusal of this application. The variance is 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 a variance to permit, for third party advertising purposes,



two illuminated roof signs located on top of the north and south parapet walls of the building at 931 Yonge Street.

### **Financial Impact**

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

### **ISSUE BACKGROUND**

The property is located north of Bloor Street at the south-east corner of Yonge Street and Aylmer Avenue in a CR zone. The property contains a seven-storey high building. The applicant is requesting permission to erect two illuminated roof signs on top of the north and south walls of the mechanical penthouse of the building. Each roof sign is 12.19m wide and 3.05m high with an area of 113.40m<sup>2</sup>.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the in the following way:

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Chapter 297-10D (16)	To erect two illuminated roof signs, for third party advertising purposes, on top of the north and south parapet walls of the mechanical penthouse of the building.	A roof sign is not permitted in a "CR" or "MCR" zone.

### **COMMENTS**

In 1995, City Council adopted By-law 1995-0229 to amend Chapter 297 of the Municipal Code to prohibit roof signs in CR and MCR districts in the former City of Toronto. Roof signs were prohibited along the city's "main street" because of the negative effects of roof signs on skyline views, their unattractive appearance within these mixed-use areas and their intrusiveness when viewed from the adjacent residential districts.

These signs were erected without a sign permit. This is the third application requesting to maintain two illuminated third party signs. In May, 2005 City Council refused the first application. The second application was not acted upon. There is a new applicant, resulting in the third application.

This application clearly contradicts the City's prohibition on new roof signs and its objective not to extend the lifespan of existing signs. Allowing these two roof signs clearly undercuts the intent of City policy and it would undermine the integrity and spirit of the Municipal Code.

**CONTACT**

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**SIGNATURE**

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

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**ATTACHMENTS**

Attachment 1: North Face Elevation

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**North Face Elevation**

Applicant's Submitted Drawing

Not to Scale  
01/31/07

**931 Yonge Street**

File # 06\_197973