

**Sign Variance Report
263 Yonge Street**

Date:	March 12, 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:	File No. 07 102803 ZSV 00 ZR

SUMMARY

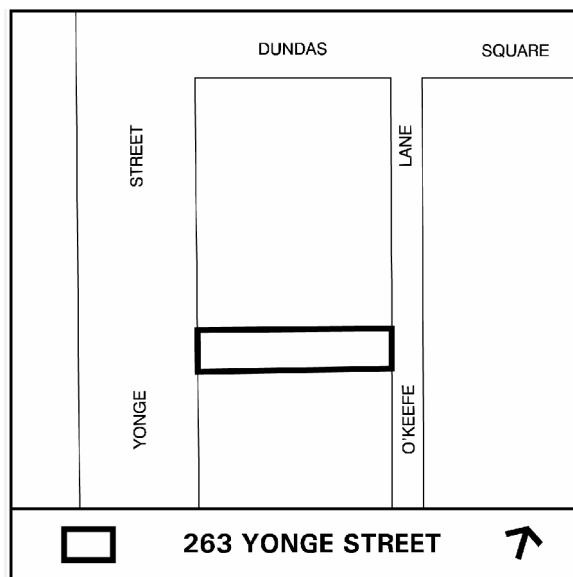
To review and make recommendations on a request by Grant Milligan of Quinn Dressel Associates for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a temporary sign in the form of a statue above the existing canopy on the east elevation of the Canon Theatre at 263 Yonge Street.

Staff recommends approval of this application subject to four conditions of approval regarding heritage approval, right-of-way encroachment and period of authorization for the temporary sign.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for a variance to permit, for first party identification purposes, a temporary sign in the form of a statue above the existing canopy on the east elevation of the Canon Theatre at 263 Yonge Street, subject to the following conditions:
 - (a) require the applicant to obtain



- approval from Heritage Preservation Services with respect to the obligations contained within the registered Heritage Easement Agreement;
- (b) require the applicant to provide a Letter of Credit in an amount satisfactory to the Manager of Heritage Preservation Services to protect the designated heritage building;
 - (c) require the applicant to obtain the necessary permits for the encroachment from Right-of-Way Management, Transportation Services Division; and
 - (d) authorize the temporary sign for a period not exceeding 15 business days after the last performance of the musical production at the Canon Theatre; and
2. Toronto and East York Community Council direct the City Clerk to advise the applicant, upon approval of the variance, of the requirement to obtain the necessary sign permit from the Chief Building Official.

FINANCIAL IMPACT

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

ISSUE BACKGROUND

The musical, “We will Rock You“, opens on March 14, 2007 at the Canon Theatre, 263 Yonge Street. As part of the promotion for the musical, a statue approximately six metres in height is proposed above the canopy fronting Yonge Street.

The proposed first party identification sign in the form of a statue does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

Sign By-law Section	By-law Requirements	Required Variance for Applicant’s Proposal
Chapter 297-10C(2)	A proposed sign in the form of a statue (structure) is not permitted	To erect a temporary sign in the former of a statue on the east elevation of the Canon Theatre

COMMENTS

Attachment 1 provides the building’s footprint and identifies the location of the proposed statue on the Canon Theatre’s Yonge Street frontage. Attachment 2 shows the east elevation of Canon Theatre and the proposed statue’s details.

The Canon Theatre is a designated heritage building and subject to a registered Heritage Easement Agreement. Clause 2.9 of the Agreement requires written approval of the City

for any signs, awnings, television aerial or other object of a similar nature. Heritage Preservation Services will review the plans forming part of the sign permit application to the Toronto Building Division. Their approval is required prior to the issuance of the necessary sign permit by the Chief Building Official.

This report recommends securing a Letter of Credit as a condition of approval. Heritage Preservation Services has requested a Letter of Credit to any cover damage to the existing canopy and building as a result of the proposed statue including during its set-up or takedown. The amount of the Letter of Credit will be determined by the Manager of Heritage Preservation Services in consultation with the applicant's engineer.

The proposed statue is located above an existing canopy, which projects out from the Canon Theatre over the public sidewalk on Yonge Street. The applicant will be required to obtain the necessary permit for the statue's encroachment from Right-of-Way Management, Transportation Services Division.

The proposed statue will be removed when the musical has finished its run at the Canon Theatre. In light of the temporary nature of the proposed statue, the approval should not exceed 15 business days after the last performance of the musical production at the Canon Theatre.

CONTACT

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SIGNATURE

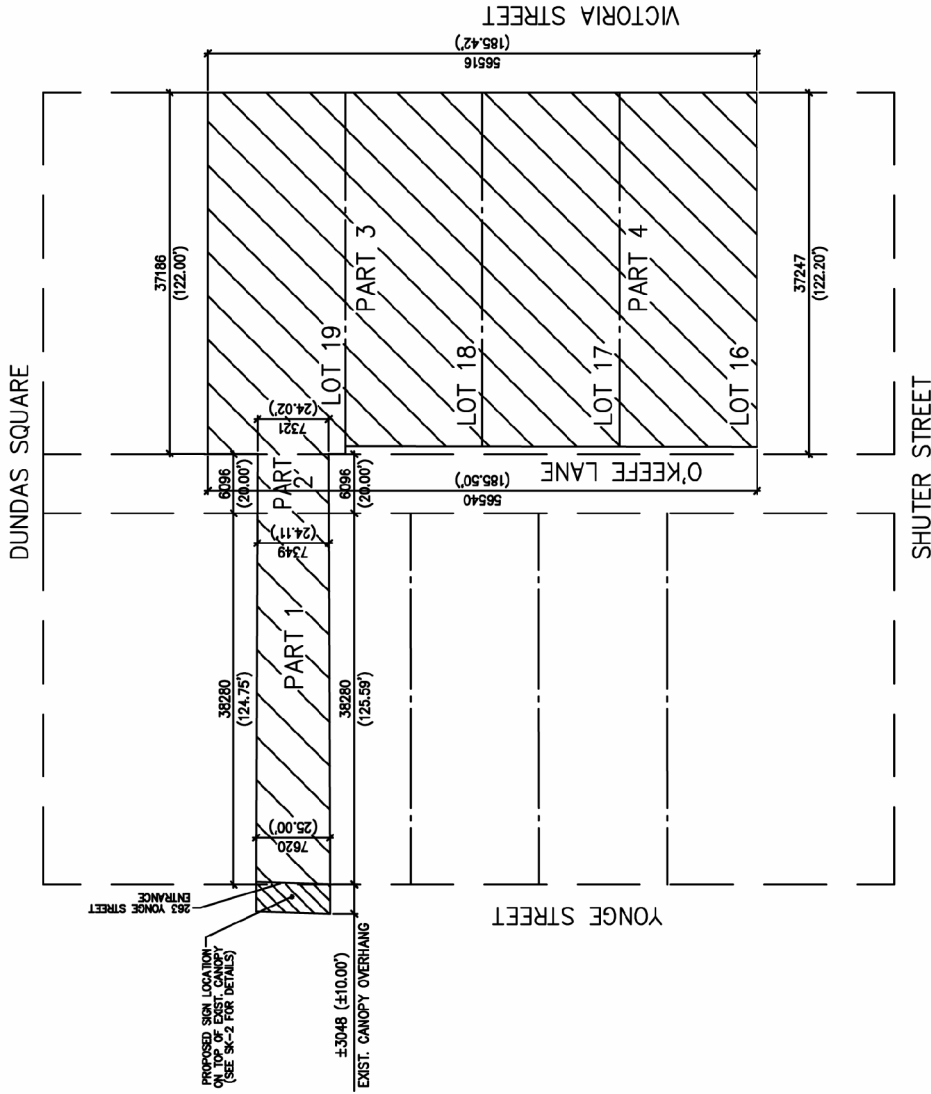
Gary Wright
Director, Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Site Location Plan
Attachment 2: East Elevation / Plan View / Details

Attachment 1: Site Location Plan



Sign Location

Applicant's Submitted Drawing

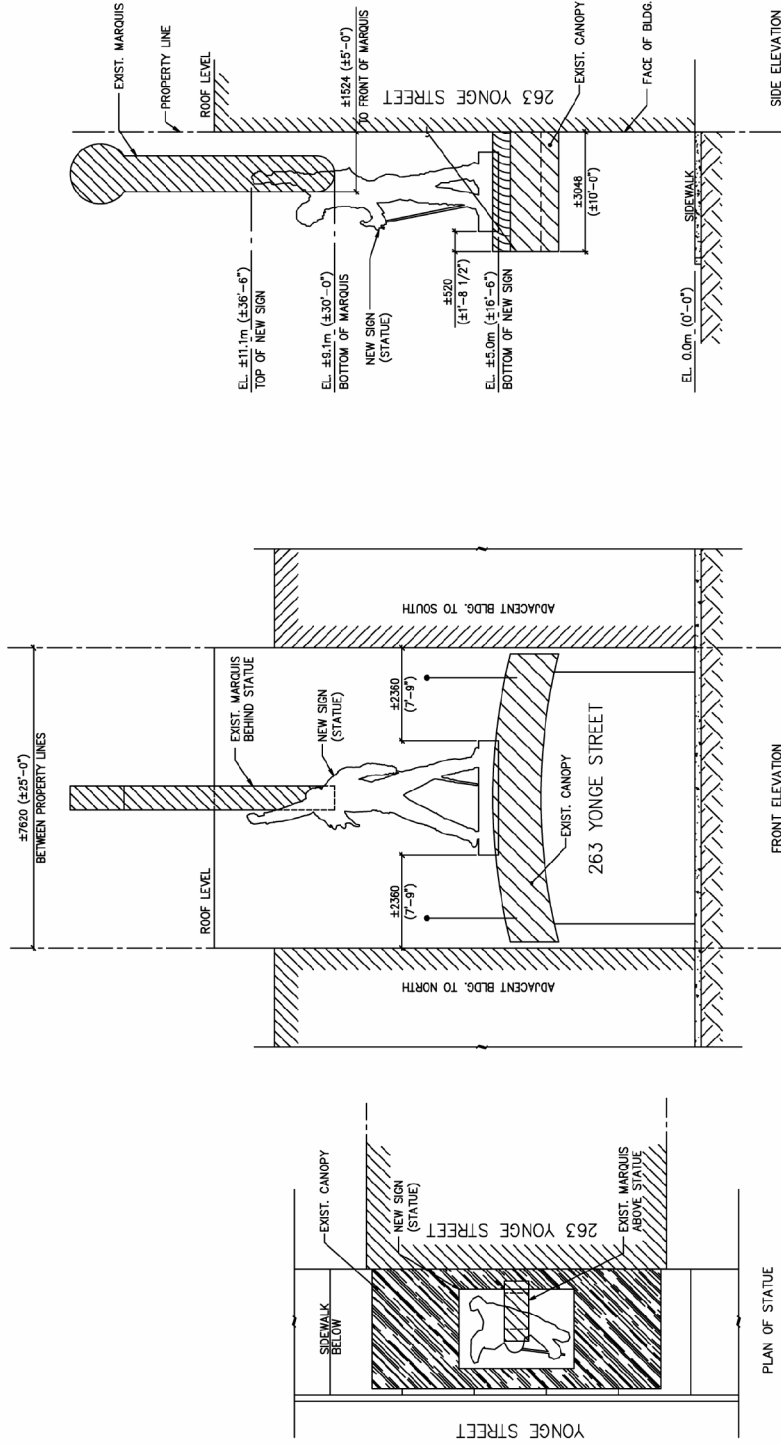
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02/01/07



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Attachment 2: East Elevation / Plan View / Details



Elevations, Plan View and Details

Applicant's Submitted Drawing

Not to Scale
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