

**Sign Variance Report
401 Yonge Street**

Date:	March 26, 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:	06-193568

SUMMARY

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

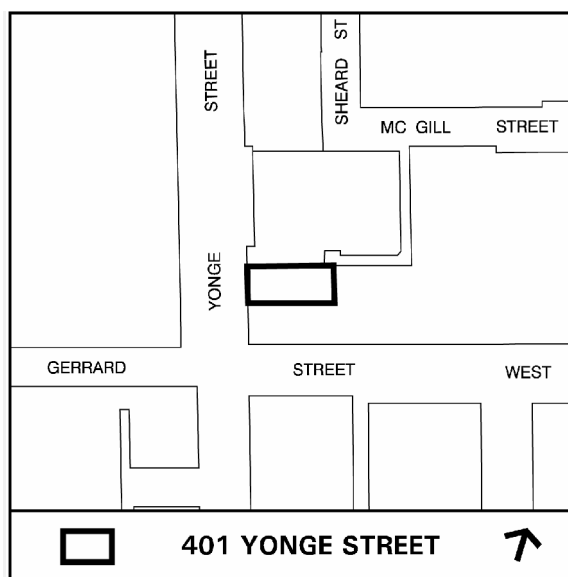
This report reviews and makes recommendations on a request by No-Yong Park of 401 Games for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign at the second floor level, on the front elevation of the building at 401 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:

1. Toronto and East York Community Council refuse the request for variances to permit, for identification purposes, an illuminated fascia sign at the second floor level, on the front elevation of the building.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located north of Gerrard Street, on the east side of Yonge Street in a “CR” zone. The property contains a three storey listed historic building with retail uses at the grade level. The applicant is seeking permission to maintain an illuminated fascia sign located at the second floor level on the front elevation of the building. The sign is 2.13m wide and 1.22m high with an area of 2.60m². The sign blocks an entire window located at the second floor level.

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

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter 297-10D (5) (c) (2)	The sign projects 2.03m above into the second storey level of the building.	The sign projects 2.03m high above into the second storey of the building and that exceeds by 1.23m of the permitted projection height.
Chapter 297-10E (6)	The sign obstructs or interferes with a second floor window on the front elevation of the building.	The Municipal Code does not permit any sign to obstruct or interferes with a window of the building.

COMMENTS

The pattern of windows is part of basic architectural integrity of a building and involves a two-way relationship - being able to see inside as well as to see out. Planning staff sees no rationale for recommending approval of variances that allow windows to be covered up and that are contrary to the intent of the Municipal Code.

Staff of the Heritage Preservation Services have also reviewed the plans and have advised that the existing sign located at the second-storey level is not supportable.

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

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



Elevation

Applicant's Submitted Drawing

Not to Scale
01/05/07

401 Yonge Street

File # 06_193568