

**Sign Variance Report – Further Report  
931 Yonge Street**

<b>Date:</b>	April 10, 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 report addresses the request by Toronto and East York Community Council for staff to report on the status of the existing permit.

**Financial Impact**

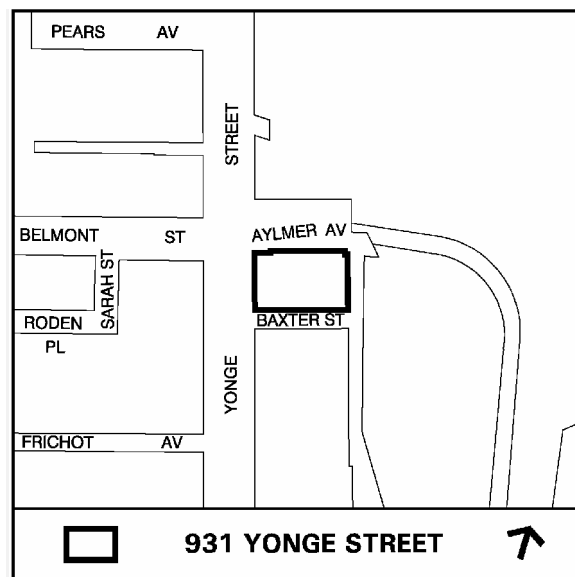
There are no financial implications.

**DECISION HISTORY**

In May, 2005 City Council refused a sign variance application for two third party roof signs on this property. In the later part of 2005 a second application for two third party roof signs was not acted upon. This is a new and the third application for two third party roof signs.

**ISSUE BACKGROUND**

At its meeting held on March 27, 2007, the Toronto and East York Community Council deferred consideration of the report dated March 7, 2007, from the Director, Community Planning, Toronto and East York District, and requested the Director, Community Planning to investigate and report back the findings to the May 1, 2007 meeting on the status of the existing roof sign permit.



## **COMMENTS**

In the early 1950's, sign permits were granted to erect a roof top sign and a wall sign on the car dealership building that was on this site. This building was later demolished.

In 1971, Sign Permit No. 005295 was issued. This permit allowed a 3 sided-roof sign with a total area of 36.21m<sup>2</sup> (12.07m<sup>2</sup> for each side), on a commercial building. These signs were removed.

The new application is for two illuminated roof signs on top of north and south parapet walls of the mechanical penthouse of the building. Each sign is 12.19m wide and 3.05m high with an area of 37.18m<sup>2</sup>. The third party roof signs have an aggregate area of 74.36m<sup>2</sup>, which is more than double the 1971 approval. No sign permit has been issued for the existing 2 sided illuminated sign.

## **CONTACT**

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## **SIGNATURE**

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

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