

**Sign Variance Report
770 Yonge Street**

Date:	June 1, 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:	07-170425

SUMMARY

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

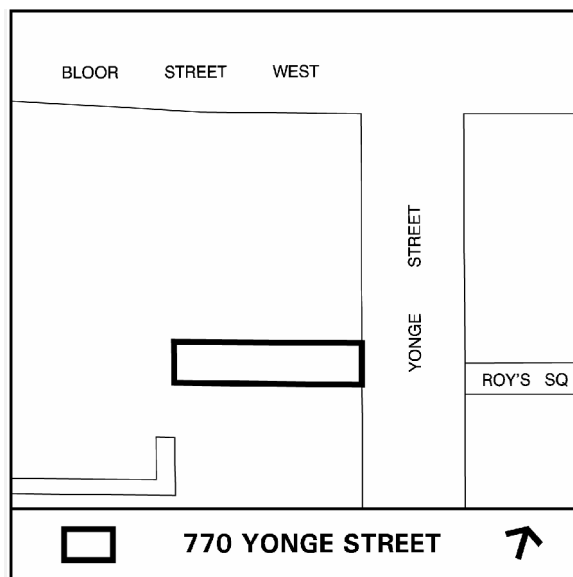
This report reviews and makes recommendations on a request by Stan Blonder with Mackenzie Construction, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated projecting sign on the front elevation of the building at 700 Yonge Street.

Staff recommends approval of the application. The variance is minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for a variance to permit, for identification purposes, an illuminated projecting sign on the front elevation of the building at 700 Yonge Street, and require that energy efficient lights



be used; and

2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located south of Bloor Street, on the west side of Yonge Street in a CR zone. The property contains a single storey building. The building is occupied by the Le Chateau retail store. The applicant is seeking permission to install an illuminated projecting sign on the front elevation of the building. The sign is 0.46m wide and 3.35m high with an area of 1.54m².

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

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. Chapter 297-10D(14)(c)	The sign would have an area of 1.54m ² .	The 1.54m ² sign area for the proposed projecting sign would exceed by 0.55m ² , the maximum 0.99m ² sign area permitted.

COMMENTS

The permitted area for a projecting sign is based on 0.1m² for each metre of the business unit frontage is on the street. In this case, the proposed sign area exceeds the permitted area because the store frontage is relatively narrow. The sign is consistent with many of the other existing signs located along this portion of Yonge Street. The modest size sign is designed well to blend in with the building façade. It is staff's opinion that the sign would not adversely impact the building, surrounding uses or the streetscape.

CONTACT

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SIGNATURE

Gary Wright, Director
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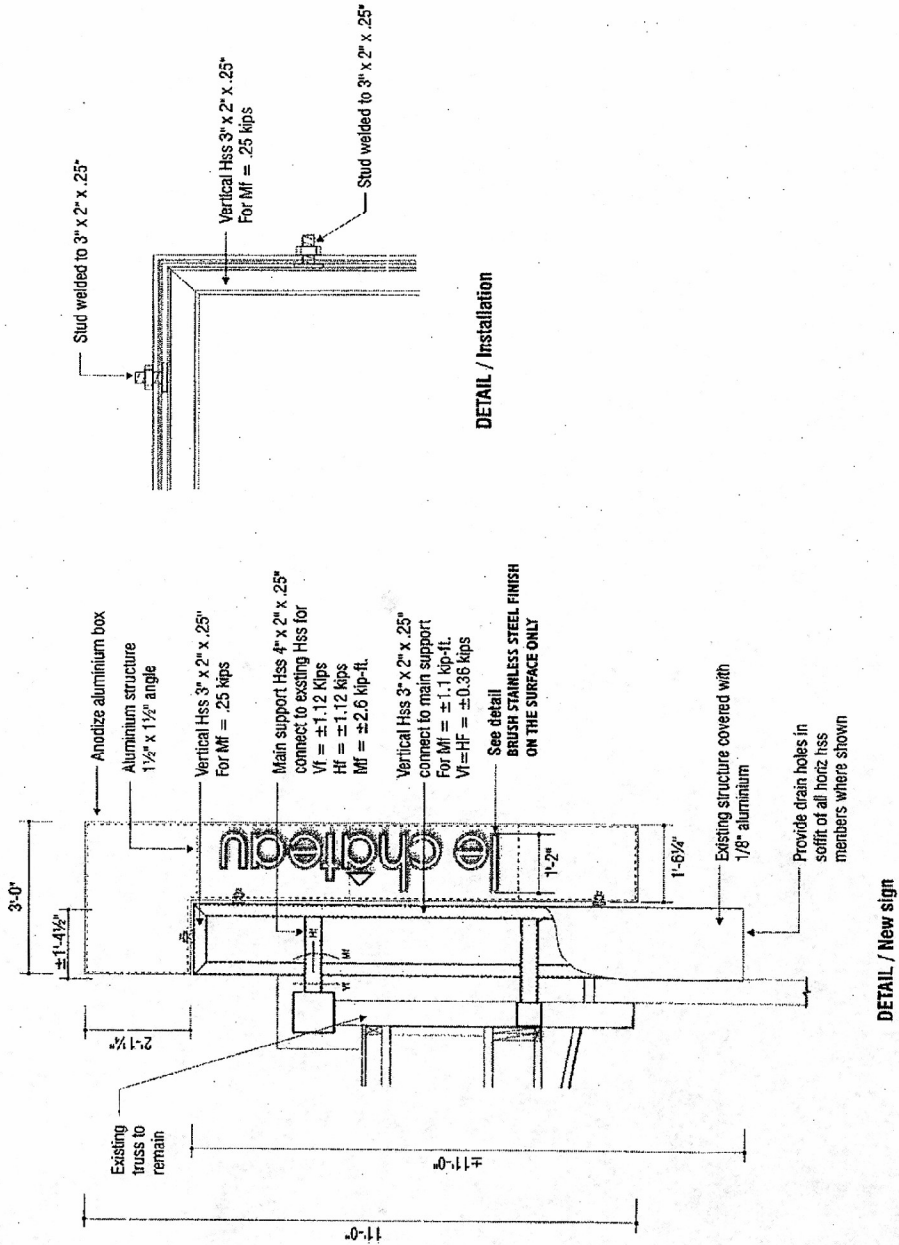
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ATTACHMENTS

Attachment 1: Sign Details

Attachment 2: Sign Details

Attachment 1: Sign Details



770 Yonge Street

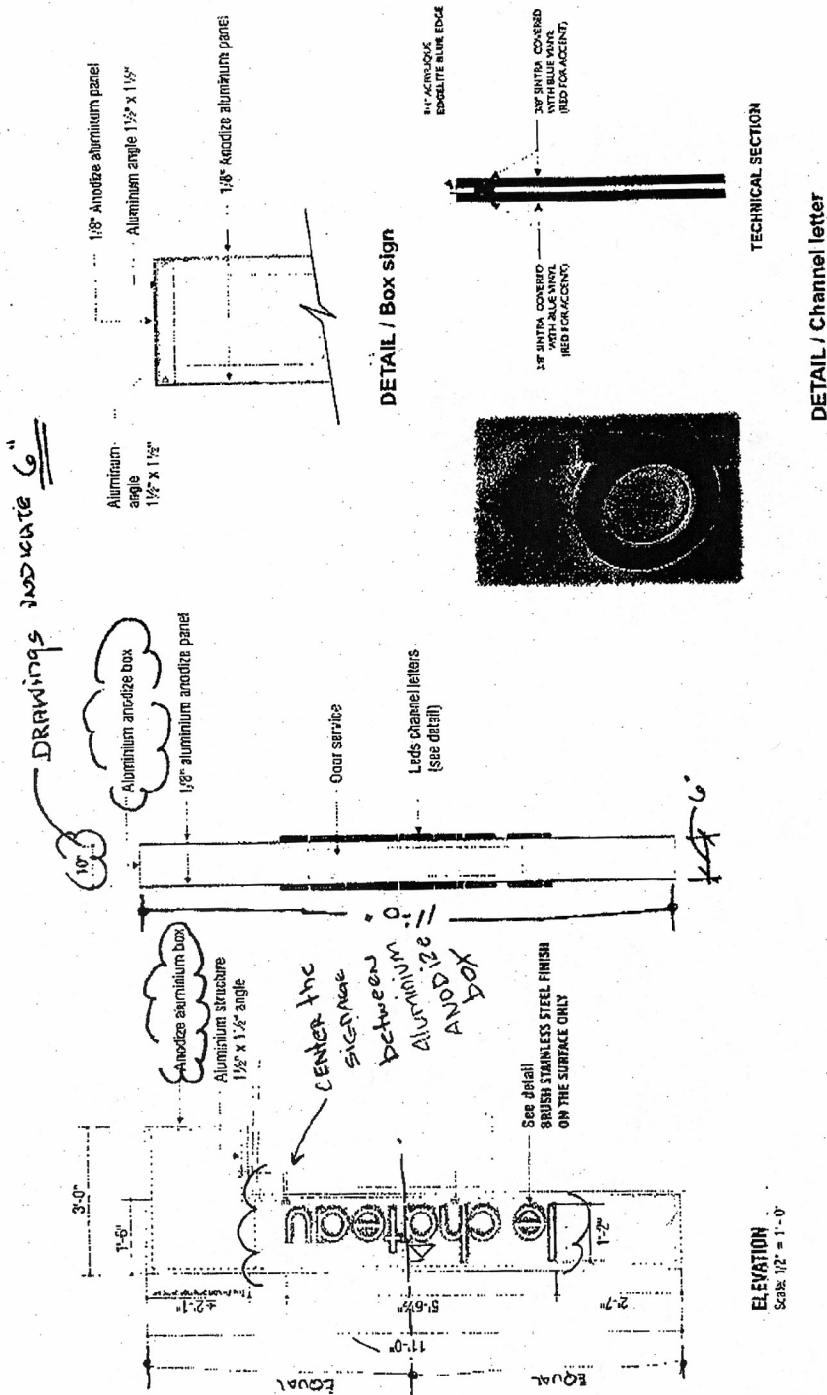
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Sign Details

Applicant's Submitted Drawing

Not to Scale
05/22/07

Attachment 2: Sign Details



Sign Details

Applicant's Submitted Drawing

Not to Scale
05/22/07

770 Yonge Street

File # 07_170425