

**Sign Variance Report
1982 Yonge Street**

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| Date: | September 10, 2007 |
| To: | Toronto and East York Community Council |
| From: | Director, Community Planning, Toronto and East York District |
| Wards: | Ward 22 – St. Paul’s |
| Reference Number: | 07-230882 |

SUMMARY

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

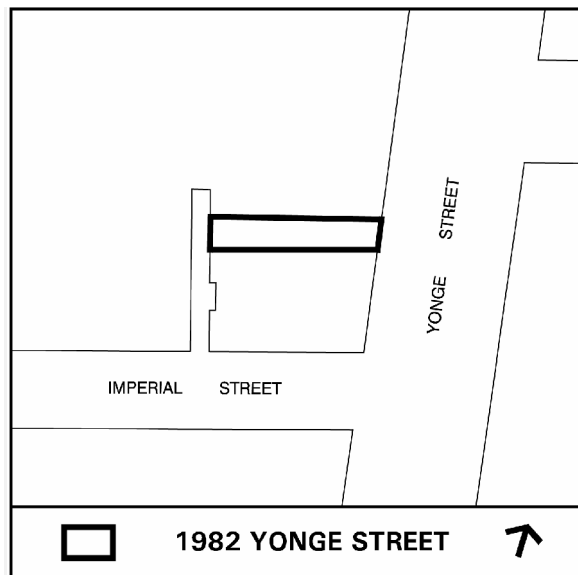
To review and make recommendations on a request by Terry Kaufman on behalf of Jaks Construction for approval of variances from Chapter 297, Signs of the former City of Toronto Municipal Code to permit, for identification purposes, a non-illuminated fascia sign on the front elevation of the building at 1982 Yonge Street.

Staff recommends refusal of this application. The requested 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, a non-illuminated fascia sign on the front elevation of the building at 1982 Yonge Street.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The MCR zoned property is located south of Eglinton Avenue, on the west side of Yonge Street. The property contains a two-storey building. The building would be used as a sales office for a proposed residential building project on this site. The proposed fascia sign would advertise units for sale. The sign is 4.57m wide and 6.71m high with an area of 30.66m². The sign would cover more than half of the first and second floor front elevation of the building. Also, the sign would cover windows on the first and second floor of the building.

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 |
|--------------------------------------|---|---|
| 1. Chapter 297-10D (19) (a) | The proposed sign would have an area of 30.66m ² . | The 30.66m ² sign area would exceed by 26.26m ² , the maximum 4.40m ² sign area permitted. |
| 2. Chapter 297-10D (19) (b) | The top of sign would be 6.71m high above grade. | The 6.71m sign height would exceed by 1.216m, the maximum 5.50m sign height permitted. |
| 3. Chapter 297-10E (6) | The sign would obstruct or interfere with the first and second floor windows of the building. | A fascia sign obstructing or interfering with a door or a window of a building is not permitted. |

COMMENTS

The sign is larger and higher than the permitted. It would cover more than half of the first and second floor of the front elevation, including the windows.

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. Staff sees no rationale for approving variances that would set a pattern of allowing windows to be covered up, contrary to the original intent of the Municipal Code.

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: Existing Elevation
Attachment 2: Proposed Elevation

Attachment 1: Existing Elevation



Existing Elevation

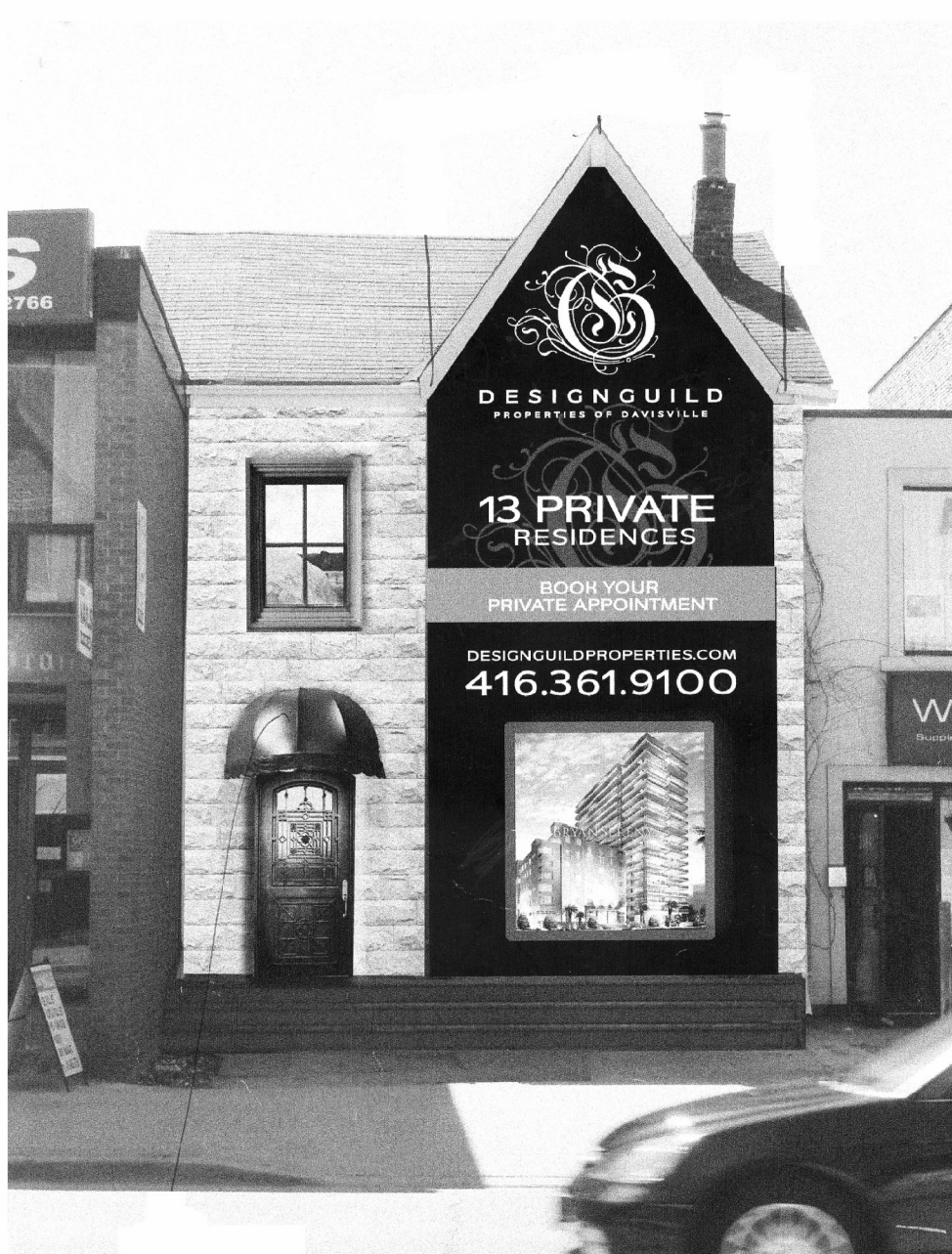
Applicant's Submitted Drawing

Not to Scale
08/21/07

1982 Yonge Street

File # 07_230882

Attachment 2: Proposed Elevation



Proposed Elevation

Applicant's Submitted Drawing

Not to Scale
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1982 Yonge Street

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