

**Sign Variance Report  
819 Yonge Street**

|                          |  |
|--------------------------|--|
| <b>Date:</b>             | September 6, 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> | 07-250817  |

**SUMMARY**

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

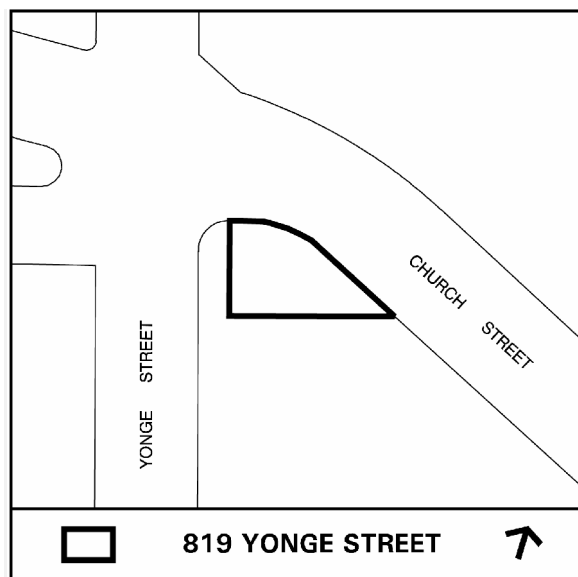
This report reviews and makes recommendations on a request by Alex Byod of Titan Worldwide on behalf of John and Pat Mobilos for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an illuminated fascia sign on the north elevation of the building at 819 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 third party advertising purposes, an illuminated fascia sign on the north elevation of the building at 819 Yonge Street.



## Financial Impact

The recommendations in this report have no financial impact.

## ISSUE BACKGROUND

The property is located on the southeast corner of Yonge and Church Streets in a “CR” zone. The property contains a three-storey brick building. The applicant is seeking permission to replace an existing third party mural sign located at this location with an illuminated fascia sign. The proposed sign is 6.10m wide and 14.02m high with an area of 85.52m<sup>2</sup>.

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 5(g)              | The sign is 6.10m wide and 14.02m high with an area of 85.52m <sup>2</sup> .   | The 85.52m <sup>2</sup> sign area would exceed by 60.52m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.   |
| 2. Chapter 297-10D 5(f)              | The proposed third party fascia sign would face Church Street.   | A third party fascia sign that faces a street is not permitted.   |
| 3. Chapter 297-10D (5)(i)            | The third party fascia sign with an area of 85.52m <sup>2</sup> would be located less than 300.0m away from the existing third party roof signs located at 819 Yonge Street and from other existing third party fascia sign located in the vicinity. | The Municipal Code requires that a third party sign with an area of 70.0m <sup>2</sup> or more must have a separation distance of minimum 300m from the existing third party signs in the vicinity. |

## COMMENTS

This proposed third party illuminated fascia sign would be located on the north elevation of the building. With respect to the first and second variances, the size and orientation of signs located on a building are regulated in order to minimize the negative impact on the building to which they are attached, surrounding uses or on the streetscape. In this case, the sign is much larger and is oriented toward a street than the permitted size and height for an illuminated fascia sign located in a CR zone.

In order to prevent clutter, a sign with an area of 70.0m<sup>2</sup> or more is required to have a minimum separation distance of 300.0m from the existing third party signs in the vicinity. In this case, there are several third party signs already located in the vicinity. There are two existing third party roof signs located on this building and one large third

party fascia sign is located within a short distance to the west of this property. It is staff's opinion that the proposed sign would diminish the objectives for quality urban design in this area.

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

## **CONTACT**

Norm Girdhar, Assistant Planner  
Telephone: 416-392-7209  
Fax No. 416-392-1330  
E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

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

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## **ATTACHMENTS**

Attachment 1: Elevation  
Attachment 2: Elevation

**Attachment 1: Elevation**



**Elevation**

Applicant's Submitted Drawing

Not to Scale  
09/14/07

**819 Yonge Street**

File # 07\_250817

Attachment 2: Elevation



**Elevation**

Applicant's Submitted Drawing

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