

**Sign Variance Report
615-617 Yonge Street**

Date:	September 6, 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:	07-250813

SUMMARY

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

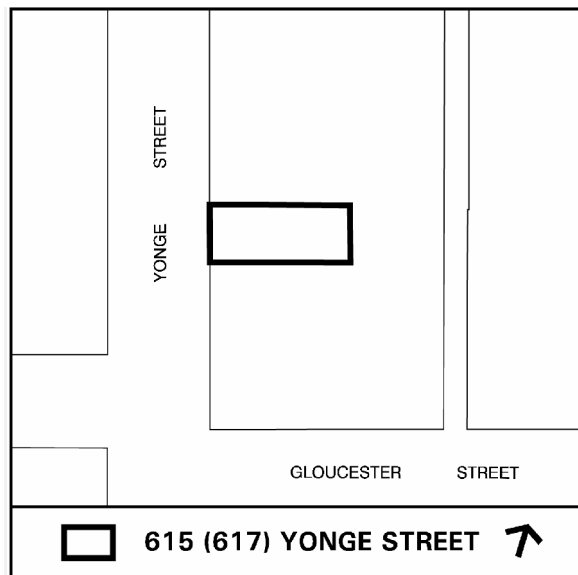
This report reviews and makes recommendations on a request by Alex Byod of Titan Worldwide on behalf of Oberon Development Corporation for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the north elevation of the building at 615-617 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, a non-illuminated fascia sign on the north elevation of the building at 615-617



Yonge Street.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the northeast corner of Yonge and Gloucester Streets in a “CR” zone. The property contains a six-storey building with retail uses at the grade level. The applicant is seeking permission to install, for third party advertising purposes, a non-illuminated fascia sign on the north elevation of the building. The sign is 4.88m wide and 12.19m high with an area of 59.49m².

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 4.88m wide and 12.19m high with an area of 59.49m ² .	The 59.49m ² sign area would exceed by 34.49m ² , the maximum 25.0m ² sign area permitted.
2. Chapter 297-10F (1)	The proposed third party fascia sign would be located less than 60.0m away from the existing third party fascia sign located at 599 Yonge Street.	The sign would not meet the required 60.0m separation distance from the existing third party sign located in the vicinity.

COMMENTS

The proposed third party fascia sign would be located on the north elevation of the building. The size of signs located on a building are regulated in order to minimize the negative impact of signs on the building to which they are attached, surrounding uses or on the streetscape. In this case, the proposed sign is much larger than the permitted size.

In order to prevent clutter, a third party sign is required to have a minimum separation distance of 60.0m from the existing third party signs in the vicinity. In this case, a third party sign is already located on the building at 599 Yonge Street and the proposed sign would not meet the required separation distance of 60.0m. It is staff's opinion that the proposed sign at this location is not appropriate and it 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

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SIGNATURE

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

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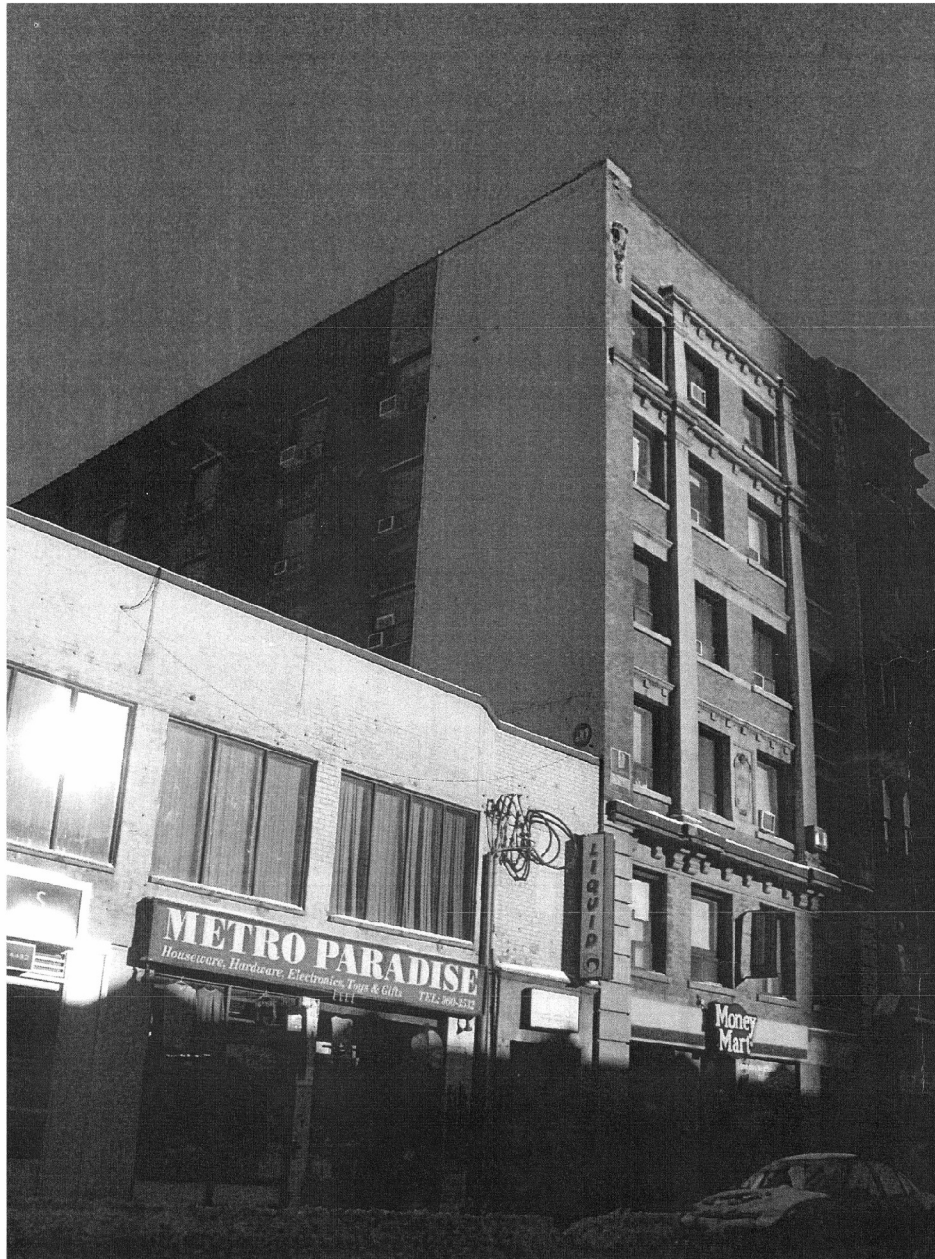
ATTACHMENTS

Attachment 1: Elevation

Attachment 2: Elevation

Attachment 3: Elevation

Attachment 1: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale
09/17/07

615 (617) Yonge Street

File # 07_250813

Attachment 2: Elevation



Elevation

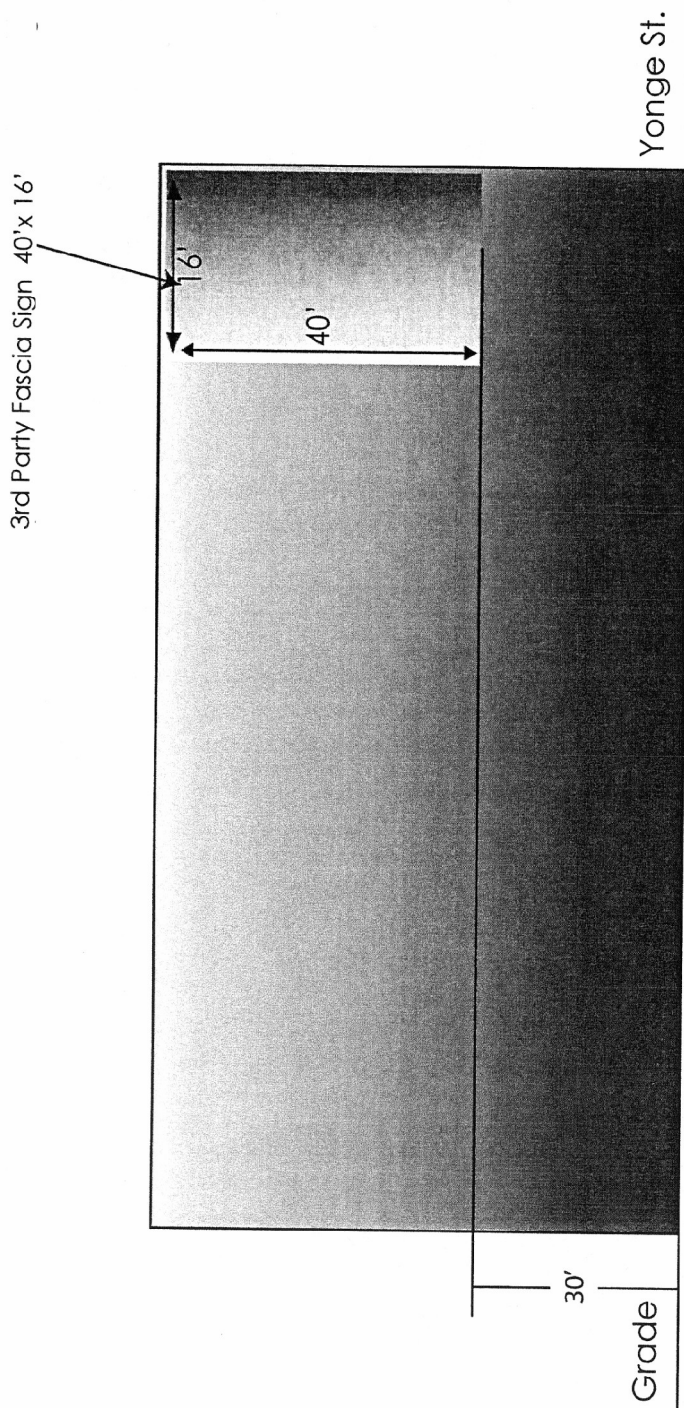
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Attachment 3: Elevation



Elevation

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