

**Sign Variance Report
876 Yonge Street**

Date:	November 8, 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:	07-262010

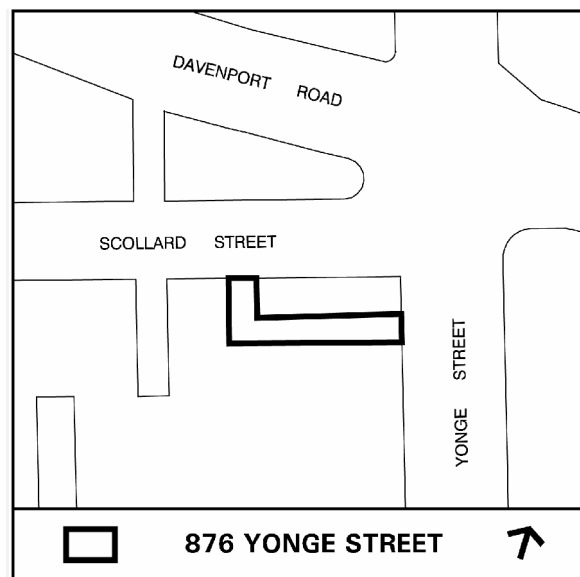
SUMMARY

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 Julie Dowbiggin on behalf of Cresford Developments for approval of variances from Chapter 297, Signs of the former City of Toronto Municipal Code to maintain, for identification purposes, three existing non-illuminated, see-through vinyl fascia signs. Two of the three existing signs are located on the Yonge Street elevation and one sign is located on the Scollard Street elevation of the building at 876 Yonge Street.

Staff recommends approval of a non-illuminated, see-through vinyl fascia sign located at the second storey level on the Yonge Street elevation and one non-illuminated fascia sign located on the Scollard Street elevation of the building at 876 Yonge Street for a period of two years from the date of approval. The requested variances are minor and within the general intent and purpose of the Municipal Code.

Staff recommends refusal of a non-illuminated see-through vinyl fascia sign (Sign # 2), which covers an entire window



at the first floor level, on the Yonge Street elevation of the building. This requested variance is not appropriate for the ground floor of a main street building.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the requested variances to maintain, for identification purposes, a non-illuminated, see-through vinyl fascia sign located at the second storey level on the Yonge Street elevation and a non-illuminated fascia sign located on the Scollard Street elevation of the building at 876 Yonge Street, for a period of two years from the date of approval; and
2. Toronto and East York Community Council refuse the requested variances to permit, for identification purposes, a non-illuminated, see-through vinyl fascia sign located at the first floor level, on the Yonge Street elevation of the building at 876 Yonge Street; and
3. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of variances, 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 north of Bloor Street on the west side of Yonge Street in a CR zone. The property contains a three-storey commercial building. The building would be used as a sales office for a proposed residential condominium project. The proposed fascia signs advertise units for sale. The non-illuminated fascia sign # 1, on the Yonge Street elevation of the building has an area of 14.64m². The non-illuminated fascia Sign # 2, located at the first floor level of the building has an area of 8.45m². This sign would cover the entire first floor window located on the Yonge Street frontage of the building. The non-illuminated fascia Sign # 3, located on the Scollard Street elevation has an area of 10.45m².

The signs do 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)(c)(1)	The fascia sign located on the Scollard Street elevation has an area of 10.45m ² .	The 10.45m ² sign area exceeds by 3.08m ² , the maximum area (30% of the building face of the first storey) 7.37m ² permitted.
2. Chapter 297-10D (19) (b)	The fascia sign # 1 on the Yonge Street elevation, at the second storey level has an area of 14.64m ² .	The 14.64m ² sign area at the second storey level exceeds by 12.44m ² , the maximum (15% of the building face of the second storey) 2.20m ² permitted.
3. Chapter 297-10D(5)(C)(1)	The non-illuminated fascia sign # 2 located at the first floor level would have an area of 8.45m ² .	The 8.45m ² sign area would exceed by 4.06m ² , the maximum 4.39m ² (a maximum 30% of the building face of the first storey) sign area permitted.
4. Chapter 297-10E(6)	The non-illuminated fascia signs # 1 and sign # 2 located on the Yonge Street elevation would obstruct or interfere with the windows on the first and second storey of the building.	A fascia sign obstructing or interfering with a window of a building is not permitted.

COMMENTS

Although, the non-illuminated fascia Sign # 1, located on the Yonge Street elevation and the non-illuminated Sign # 3 located on the of Scollard Street elevation of the building do not meet the Municipal Code requirements, they are acceptable because they are on the upper levels of the building and in the case of Sign # 3 on the ground level of a minor street frontage. Both signs will only be permitted for a period of two years from the date of approval. The requested variances for fascia Signs # 1 and # 3 are temporary and acceptable for that reason.

Fascia Sign # 2 covers the entire window located at first storey level, on the Yonge Street elevation of the building, contrary to the Municipal Code. 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 recommending approval of a sign that covers window at the street level on the Yonge Street frontage. This would set a pattern of allowing windows to be covered up, contrary to the intent of the Municipal Code and also contrary to City policies encouraging active and visible uses on the ground floor of main street buildings. The requested variances for Sign # 2 are major and not within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

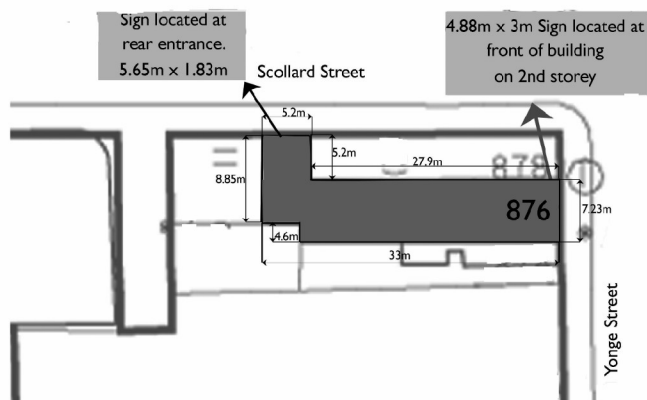
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Location & Elevation
Attachment 2: Elevation
Attachment 3: Elevation

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Sign Location & Elevation

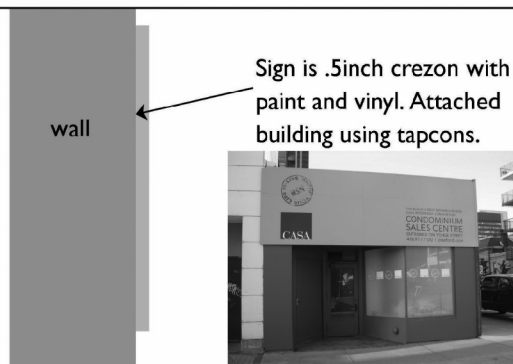
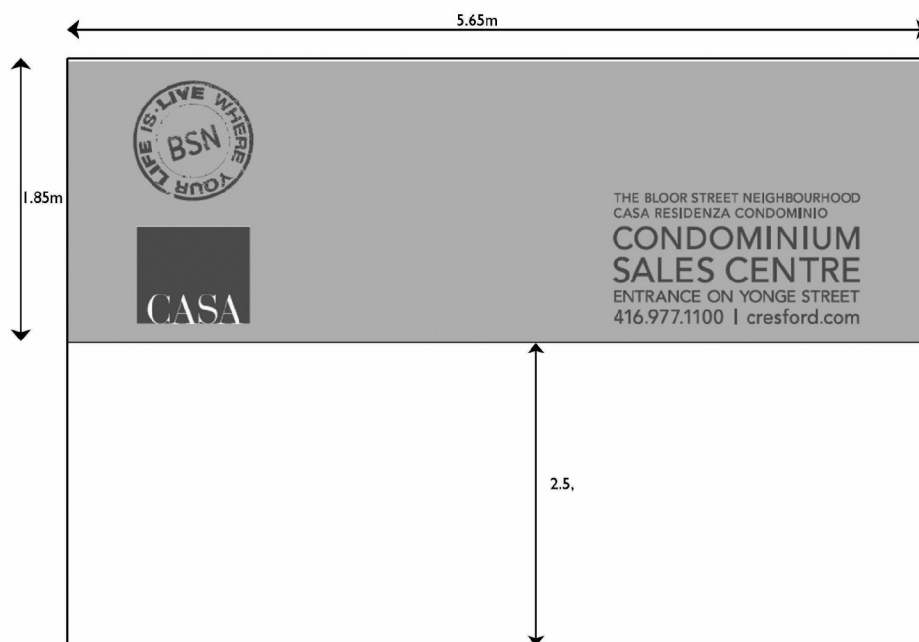
876 Yonge Street

Applicant's Submitted Drawing

Not to Scale
10/26/07

File # 07_262010

Attachment 2: Elevation



Elevation

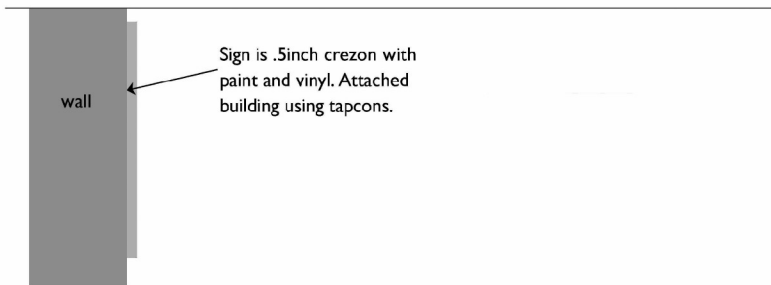
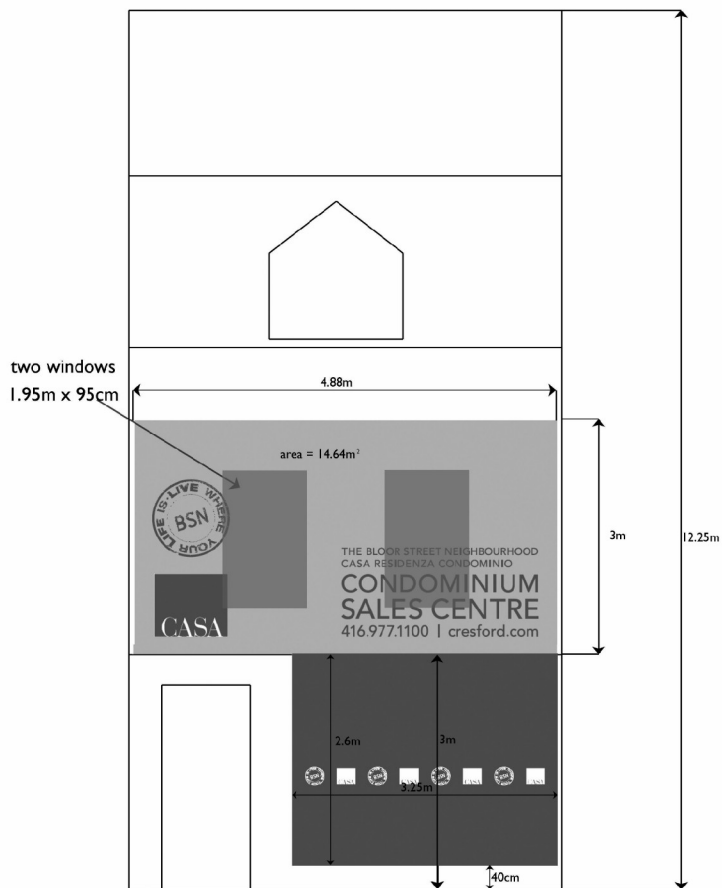
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Attachment 3: Elevation



Elevation

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