

**Sign Variance Report
1560 Yonge Street**

Date:	October 19, 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:	07-257525

SUMMARY

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

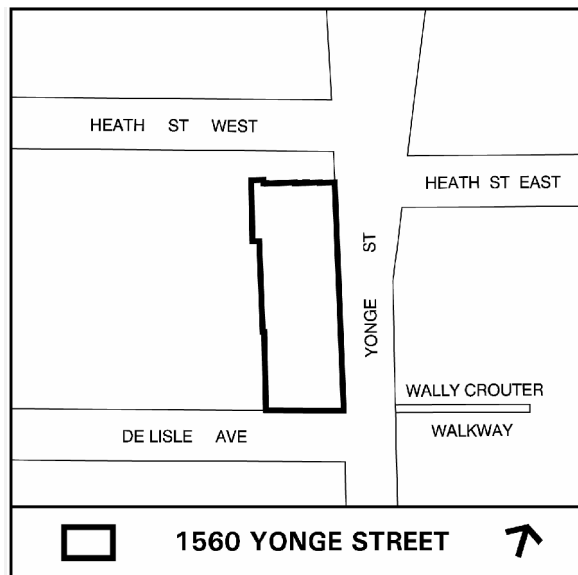
This report reviews and makes recommendations on a request by Sophia McLean, with Daynite Sign Canada, on behalf of 2079582 Ontario Ltd. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign on the front elevation of the building at 1560 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 requested variance to permit, for identification purposes, an illuminated fascia sign on the front elevation of the building at 1560 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 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 St. Clair Avenue on the west side of Yonge Street in a CR zone. The property contains a two-storey building with retail uses at grade. The applicant is seeking permission to erect, for identification purposes, an illuminated fascia sign on the front elevation of the building at 1560 Yonge Street. The sign is 4.26m wide and 1.01m high with an area of 4.30m².

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 297-11AA(b)	To erect an illuminated 4.26m wide and 1.01m high fascia sign on the front elevation of the building.	A sign consisting of letters exceeding 0.5m in vertical dimensions or containing graphics other than letters are not permitted in the Yonge-St. Clair Area.

COMMENTS

The Yonge-St. Clair Part II Plan directs that signage should contribute to the attractiveness of the area. In this instance, although the sign does not meet the Municipal Code requirement, the sign is sized and designed to complement the building façade. The sign is distinctive and proportionally representative of the identification signage erected in this part of Yonge Street.

Staff recommends approval of the application. The variance is minor and 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

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

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ATTACHMENTS

Attachment 1: Existing Signs
Attachment 2: Proposed Signs



Existing Signs

Applicant's Submitted Drawing

Not to Scale
10/23/07

1560 Yonge Street

File # 07_257525



LETTERS FRONT ELEVATION VIEW

MOUNTING DETAILS



PERSPECTIVE VIEW

Proposed Signs

Applicant's Submitted Drawing

Not to Scale
10/23/07

1560 Yonge Street

File # 07_257525