



STAFF REPORT ACTION REQUIRED

Sign Variance - 1073 Yonge St

Date:	January 28, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE009

SUMMARY

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

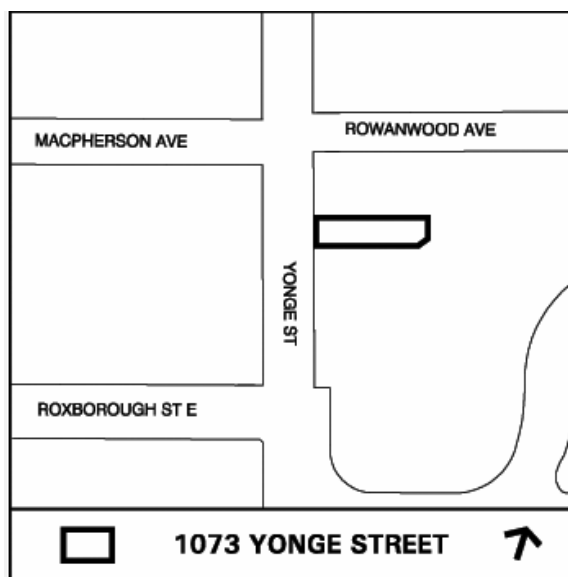
This report reviews and makes recommendations on a request by Richard Levinsky of Levinsky Realty Services Inc. Brokerage for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, a non-illuminated third party fascia sign on the south elevation of the building at 1073 Yonge Street.

Staff recommends refusal of the application. The variance is not minor and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

Toronto Building recommends that:

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 south elevation of the building at 1073 Yonge Street.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located just south of Rowan Wood Avenue on the east side of Yonge Street in a “MCR” zone. The property contains a three-storey building with retail uses at grade level. The applicant is seeking permission to install a non-illuminated third party fascia sign at the third floor level of the south elevation of the building. The proposed sign is 3.66m wide and 6.10m high with an area of 22.33m².

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 297-10F (1)	The proposed fascia sign would be located less than 60m from two other third party roof signs.	A third party sign requires a minimum separation distance of 60.0m from other third party signs located in the vicinity.

COMMENTS

The variance is required because the proposed third party fascia sign would not meet the required separation distance of 60.0m from other third party signs located in the vicinity. The intent of the By-law to provide 60 metres separation distance between other third party signs is to protect the areas from sign clutter. The proposed sign would be located less than 60.0m from two existing roof signs located on the buildings at the southeast corner of Yonge Street and Rowan Wood Avenue and the southwest corner of Yonge Street and MacPherson Avenue. In addition to the two other third party signs to the north of the proposed sign, there is another third party sign on the roof of the building at the corner of Yonge Street and Roxborough Street West (See Attachment #1 – Sign Locations). This sign is slightly greater than 60m to the south of the proposed sign and would add to the sign clutter that would occur should this application be approved.

It is staff’s opinion that the proposed sign at this location is not appropriate. The sign would diminish the objectives for quality urban design in this area.

Staff recommends refusal of the application. The variance is not minor and not within the general intent and purpose of the Municipal Code.

CONTACT

Norm Girdhar, Assistant Planner

Tel. No. 416-392-7209

Fax No. 416-392-7536

E-mail: ngirdhar@toronto.ca

SIGNATURE

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

ATTACHMENTS

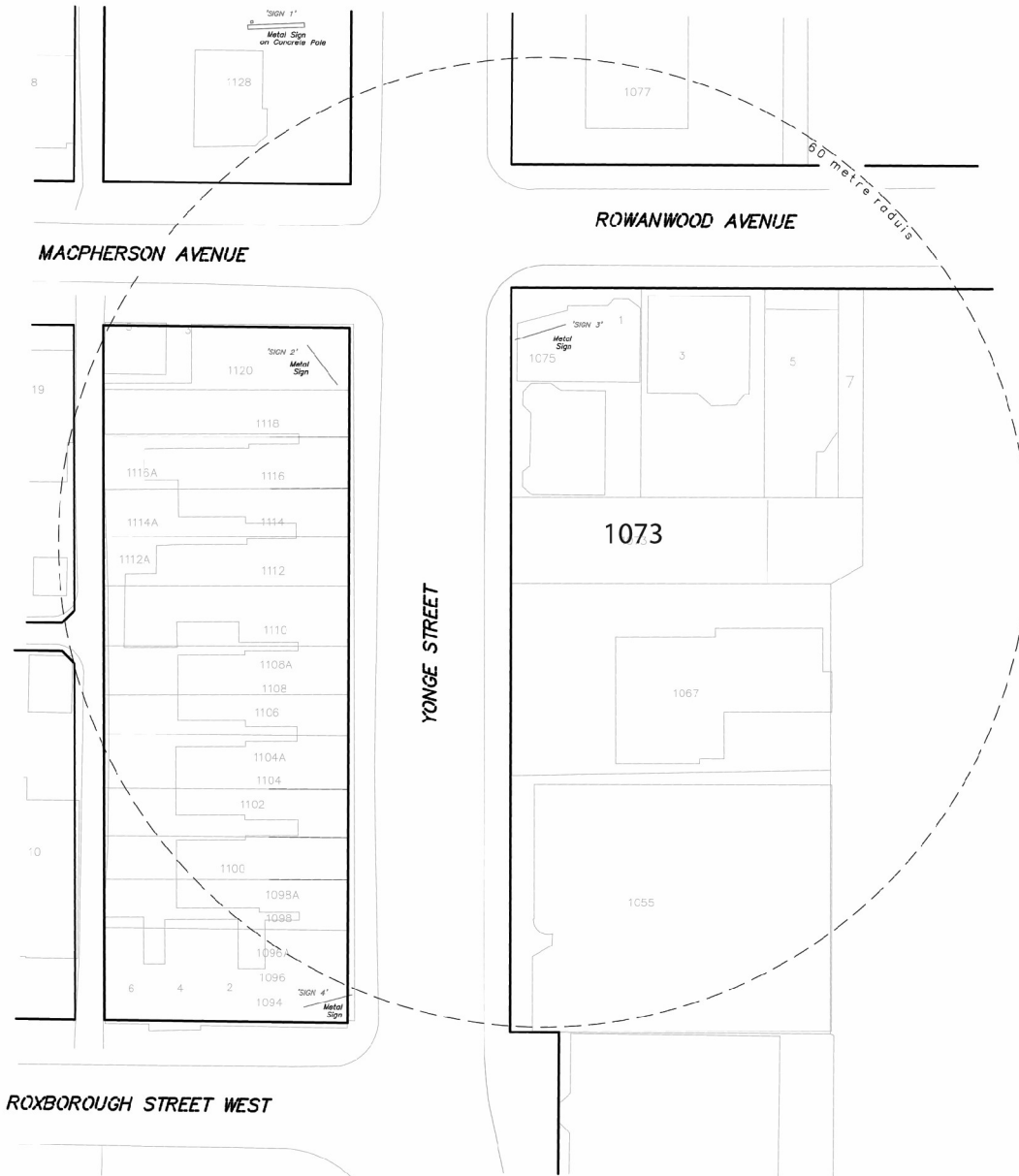
Attachment 1: Sign Locations

Attachment 2: Elevation

Attachment 3: Elevation

Attachment 4: Sign Details

Attachment 1: Sign Locations



Sign Locations

1073 Yonge Street

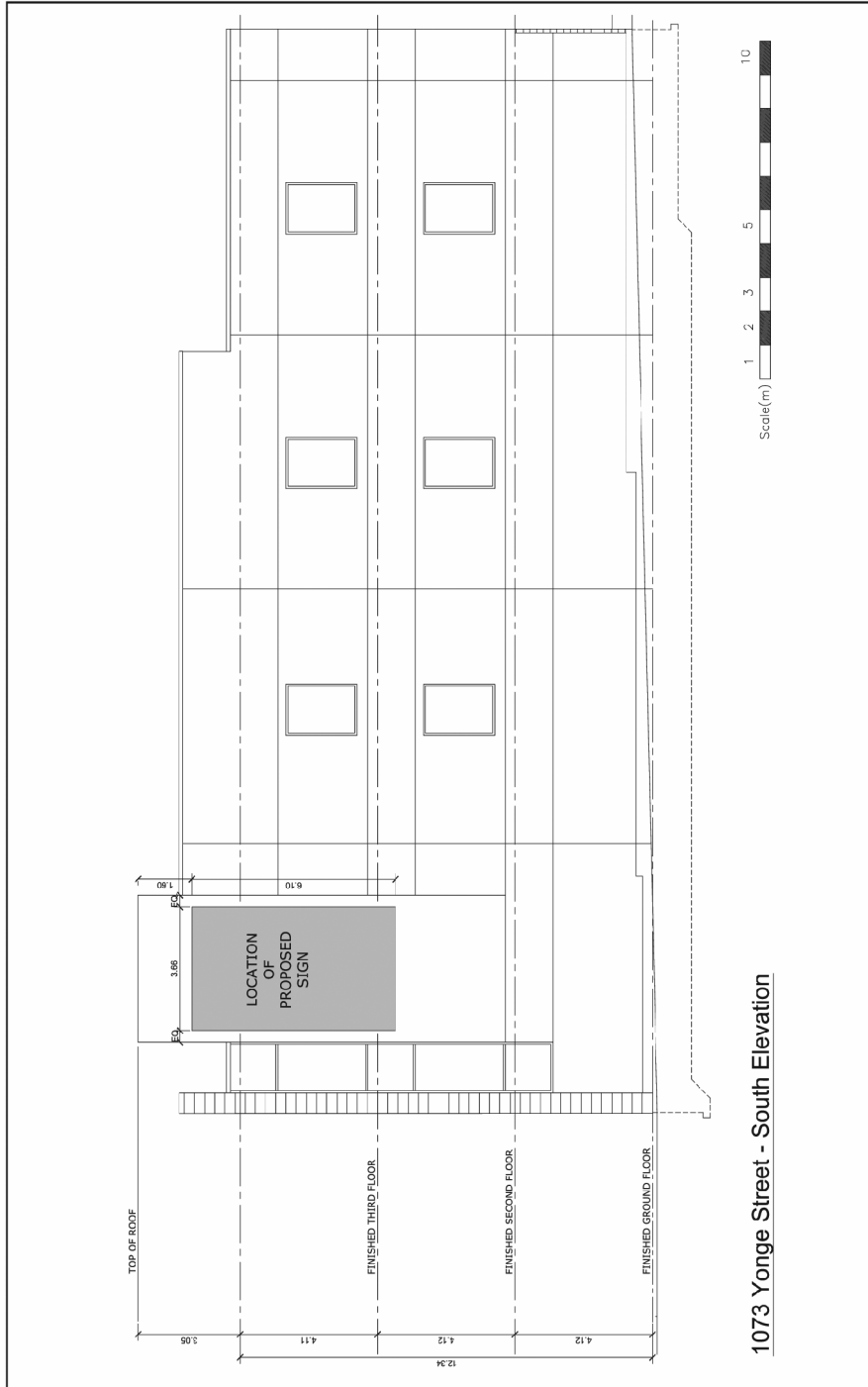
Applicant's Submitted Drawing

Not to Scale
01/26/09



File # 08_231788

Attachment 2: Elevation



1073 Yonge Street

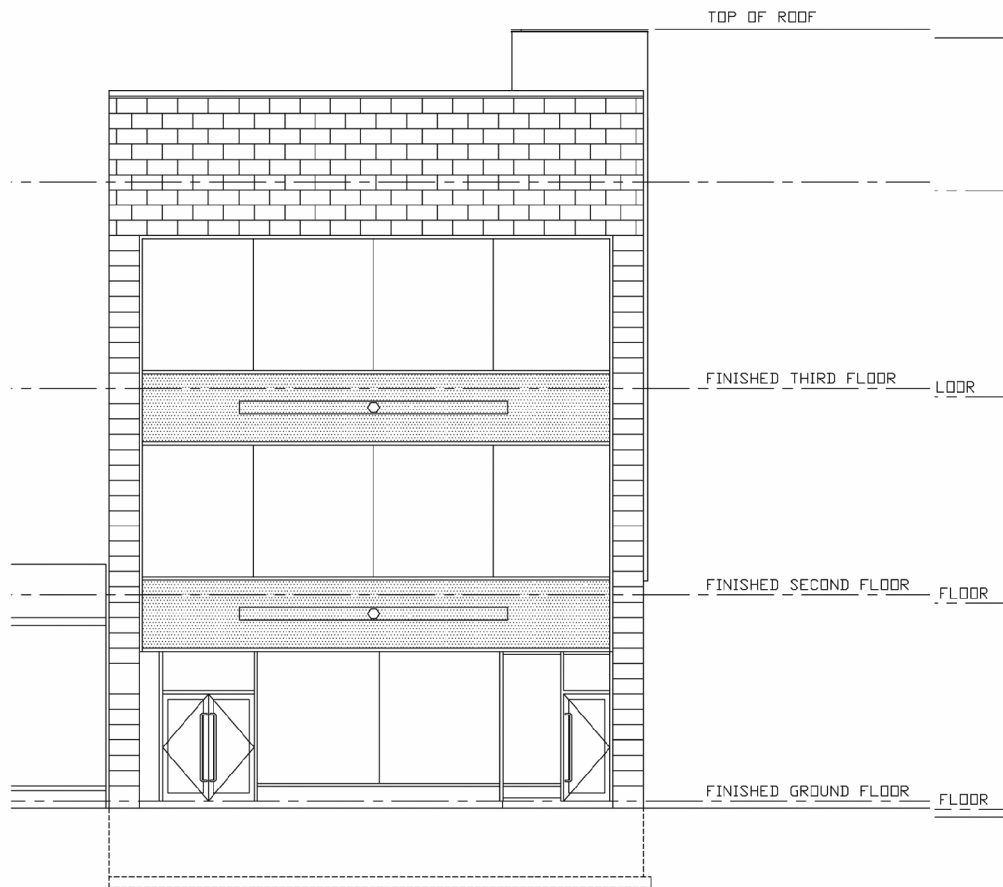
File # 08_231788

Elevation

Applicant's Submitted Drawing

Not to Scale
01/28/09

Attachment 3: Elevation



1073 Yonge Street - West Elevation

Elevation

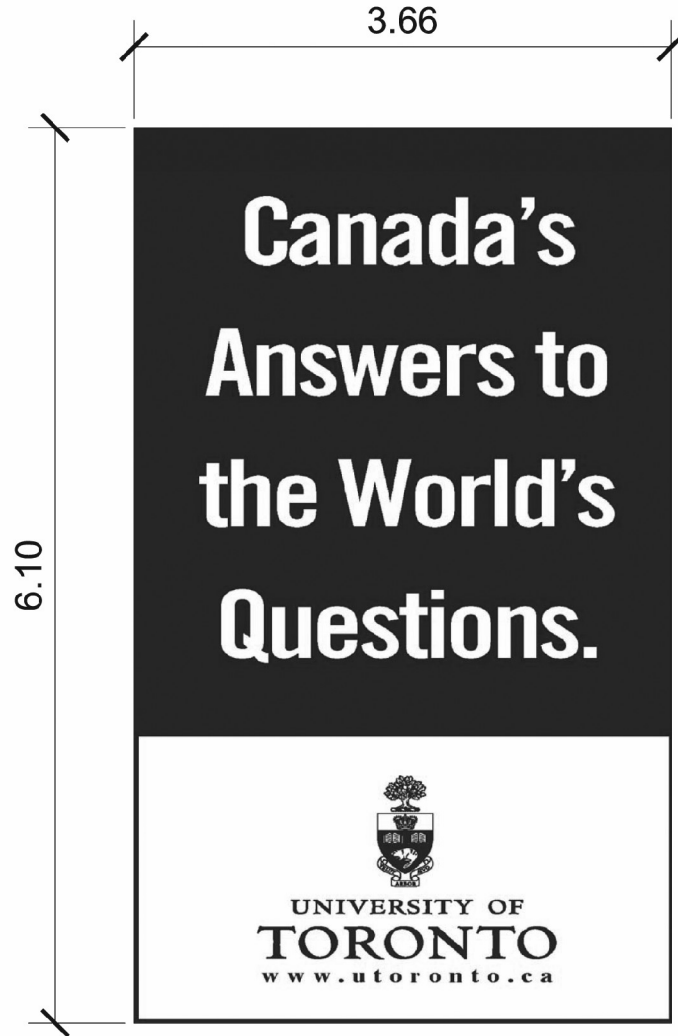
Applicant's Submitted Drawing

Not to Scale
01/26/09

1073 Yonge Street

File # 08_231788

Attachment 4: Sign Details



Proposed signage graphic

Sign Details

Applicant's Submitted Drawing

Not to Scale
01/26/09

1073 Yonge Street

File # 08_231788
