



## STAFF REPORT ACTION REQUIRED

### Sign Variance - 774 Yonge St

<b>Date:</b>	January 12, 2010
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 27 – Toronto Centre-Rosedale
<b>Reference Number:</b>	P:\2010\Cluster B\BLD\Toronto and East York\2010TE019 09 190043 ZSV 00 ZR

### SUMMARY

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

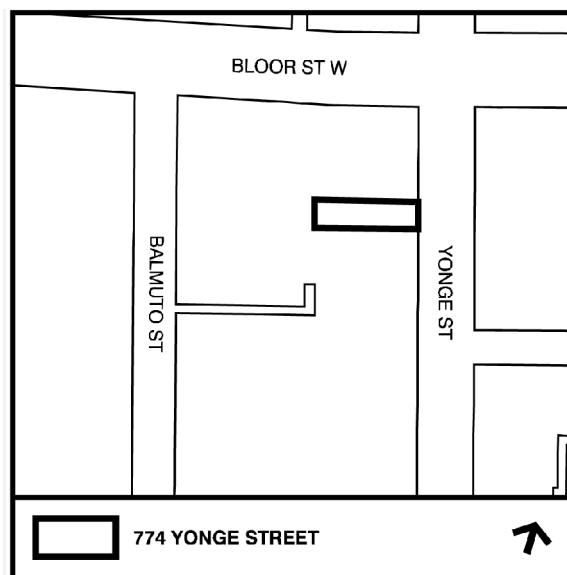
This report reviews and makes recommendations on a request by Timothy May of CBS Outdoor, on behalf of Hiev Tran for approval of a variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a “V” shape roof sign that contains an illuminated tri-vision sign board facing north and an illuminated static sign board facing south. The proposed third party roof sign would be located on top of a three-storey listed historic building at 774 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 Toronto Building Division recommends that:**

1. Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, a “V” shape roof sign that contains an



illuminated tri-vision sign board facing north and an illuminated static sign board facing south. The proposed third party roof sign would be located on top of a three-storey listed historic building at 774 Yonge Street.

### **Financial Impact**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

The property is located south of Bloor Street, on the west side of Yonge Street in a CR zone. The property contains a three-storey listed historic building with a restaurant at grade level. The applicant is requesting permission to install, for third party advertising purposes, an illuminated “V” shape roof sign on top of a three-storey listed historic building at 774 Yonge Street. The sign would contain an illuminated tri-vision sign board facing north and an illuminated static sign board facing south. Each face of the proposed third party roof sign is 6.38m wide and 3.29m high with an area of 20.99m<sup>2</sup>.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. Chapter 297-10D (5) (f)	The proposed illuminated “V” shape, third party roof sign would be located on top of a three storey listed historic building.	A third party roof sign on a listed historic building is not permitted.
2. Chapter 297-10D (16)	To install an illuminated “V” shape roof sign on top of a three storey listed historic building located in the CA zone at 774 Yonge Street,	A new third party roof sign or replacement or improvement to an existing roof sign located in a CR, MCR or RA zone is not permitted.

### **COMMENTS**

With regards to the first variance, the Municipal Code does not permit any type of third party sign on a listed historic building.

With respect to the second variance, at its meeting of April 24, 1995, City Council passed By-law 1995-0229 to amend Chapter 297 of the Municipal Code to prohibit roof signs in all CR, MCR or RA zone districts in the former City of Toronto. The prohibition resulted from a study of signage along the City’s “Main Streets” which detailed the unattractive appearance of roof signs within the mixed-use zone districts and from adjacent residential districts as well as the negative effect on skyline views.

In this instance, the proposal is to install, for third party advertising purposes, an illuminated “V” shape roof sign on a listed historic building which is not permitted by the current by-law.

This application clearly contradicts the City's prohibition of roof signs and its clear objective to not allow any relocation, replacement or even improvements to the existing roof signs that would extend their life span. Allowing a third party illuminated tri-vision roof sign on a listed historic building by way of a minor variance application will undercut the clear intent of City policy.

Staff can advise that the roof sign as outlined in this application is expressly prohibited in the sign district to be established under the new sign by-law approved by City Council at their meeting of December 8, 2009.

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

## **CONTACT**

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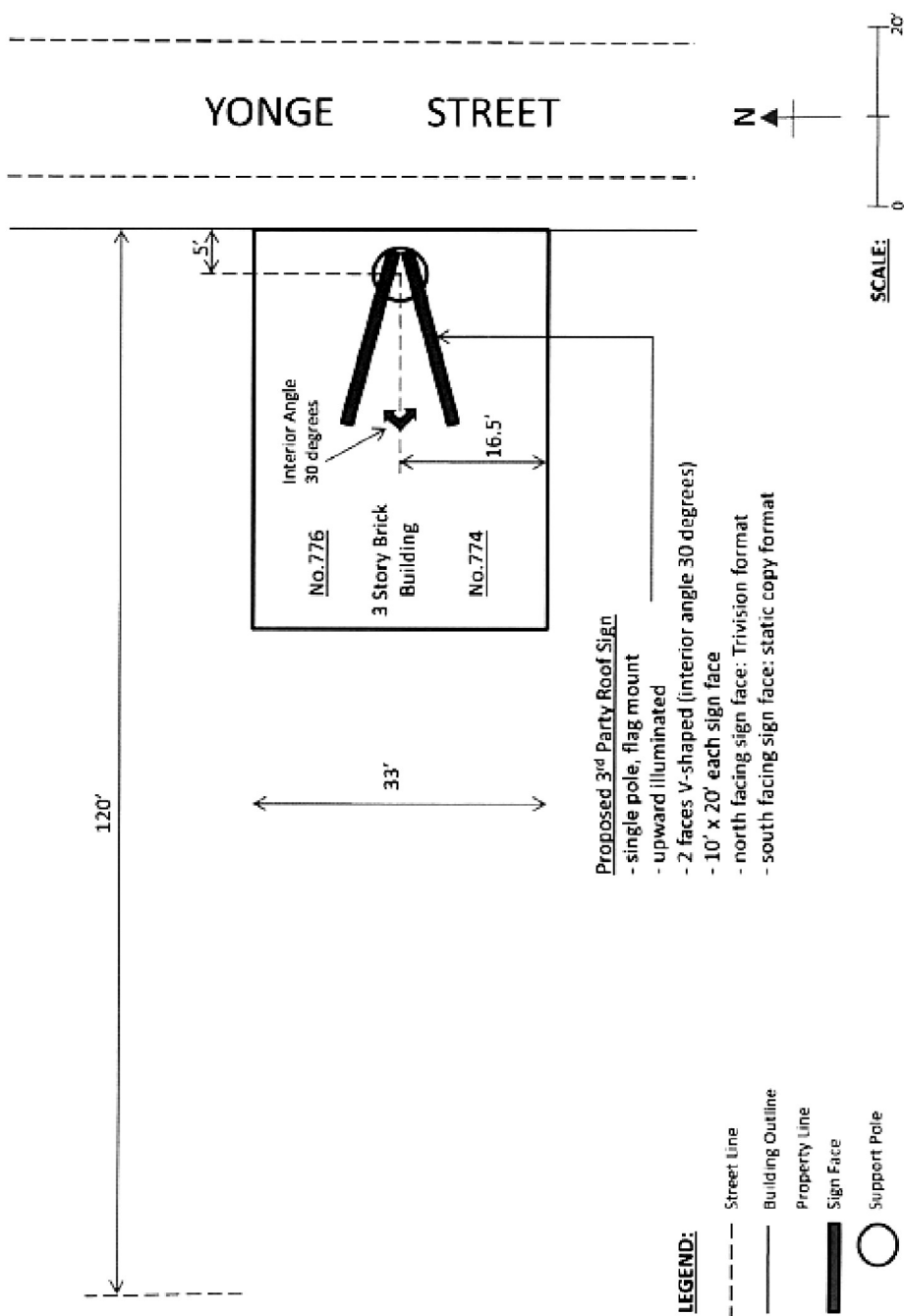
## **SIGNATURE**

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

## **ATTACHMENTS**

Attachment 1: Site Plan  
Attachment 2: Elevation  
Attachment 3: Elevation



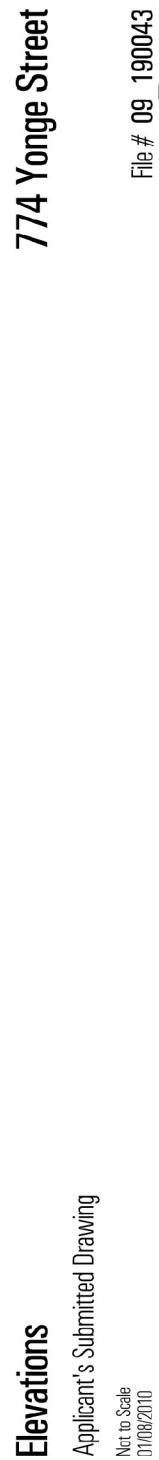
## Site Plan

Applicant's Submitted Drawing

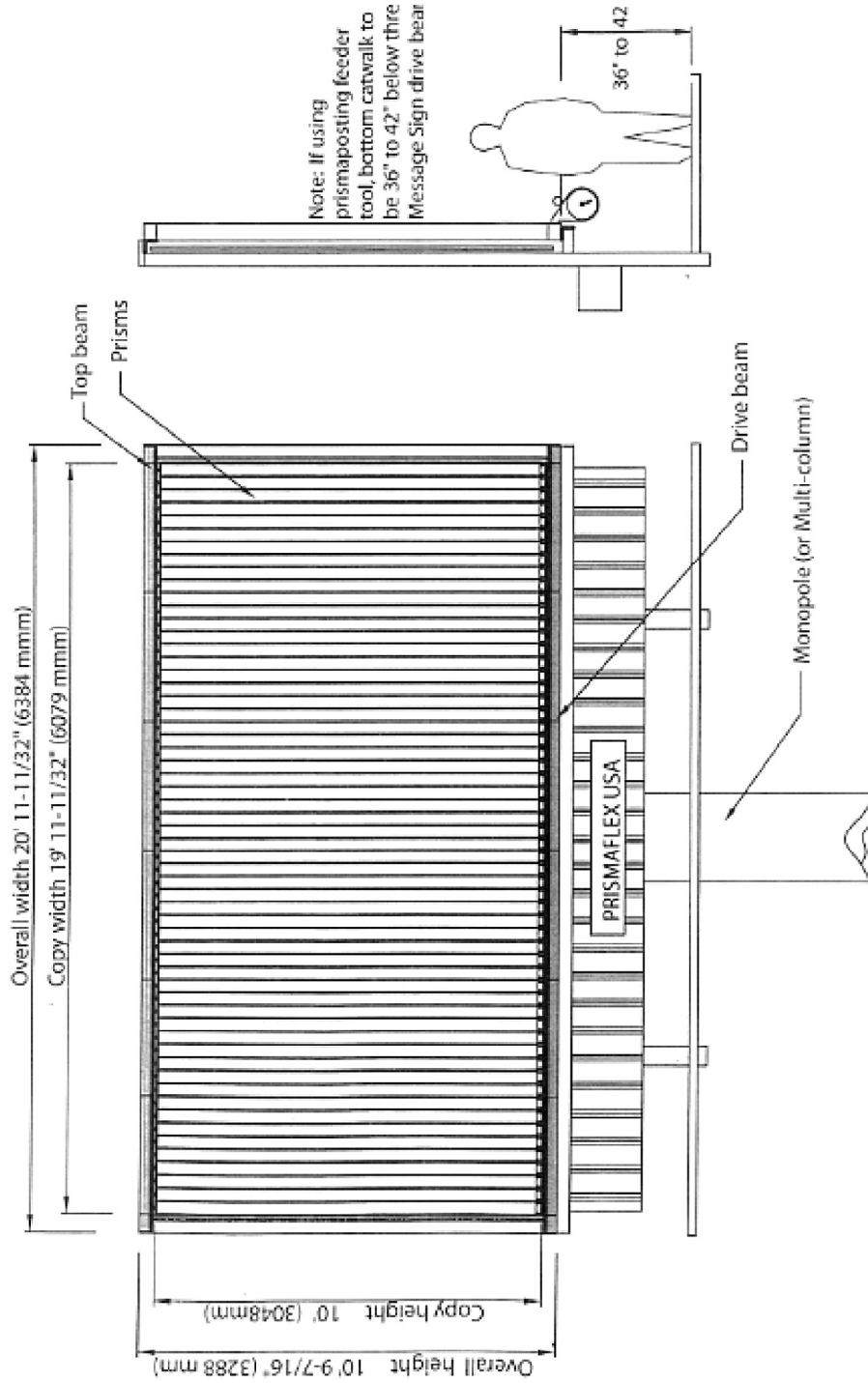
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01/08/2010

File # 09 190043

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### Attachment 3: Elevation



### Elevations

Applicant's Submitted Drawing

Not to Scale  
01/08/2010

774 Yonge Street

File # 09\_190043