

Sign Variance - 778 Yonge St

Date:	February 19, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	2010TE096 10 120593 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 Leslie Abro of Abcon Outdoor Inc., on behalf of Rolesco Management Limited 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 roof sign on top of the parapet wall of the building at 778 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:

Toronto and East York Community Council refuse the request for variances permit, for third party advertising purposes, a non-illuminated roof sign on top of the parapet wall of the building at 778 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 two-storey building with a money Mart store at grade level. The applicant is seeking permission to install, for third party advertising purposes, a non-illuminated roof sign on top of the parapet wall of the building at 778 Yonge Street. The proposed roof would face Yonge Street. The sign is 6.0m wide and 3.75m high with an area of 22.50m².

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 (16)	To install, for third party advertising purposes, a roof sign on a two-storey building at 778 Yonge Street in CR zone.	A third party roof sign located on a building in a CR zone is not permitted.
2. Chapter 297-10F (1)	The proposed third party roof sign would have separation distance of 15.5m from other third party signs located in the vicinity.	The 15.5m separation distance from other existing signs in the vicinity would be 44.5m less than the minimum 60.0m separation distance required.
3. Chapter 297-10D (16)(d)	The proposed third party roof sign would be located 0.0m from a lot line of a designated historic property.	The 0.0m separation distance from a lot line of a designated historic property would be 12.5m less than the minimum 12.5m separation distance required.

COMMENTS

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 mixed-use CR, MCR and 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. The By-law does not permit the replacement of the attributes of the signs, so as not to prolong their life span. In this instance, the

proposal is to install a new third party roof sign at 778 Yonge Street, which would be located adjoining to a designated historic building, which is not permitted under the current by-law.

The variances are required because the proposed third party roof sign is not permitted a CR zone. The proposed sign does not meet the 60.0m separation distance requirement from other third party signs located in the vicinity; the sign faces a street and the sign would be located adjacent to a designated historic building.

Staff can advise that roof signs under the new sign by-law recently approved by Council are a specifically prohibited sign type and accordingly any approval under the new sign by-law would require a site specific amendment and could not be approved under the variance process.

This application clearly contradicts the City's prohibition of roof signs and its clear objective to prohibit this type of signage under the current by-law. It is staff's opinion that permitting a roof sign, by way of a minor variance application would undercut the clear intent of City policy and would undermine the integrity and the spirit of the Municipal Code.

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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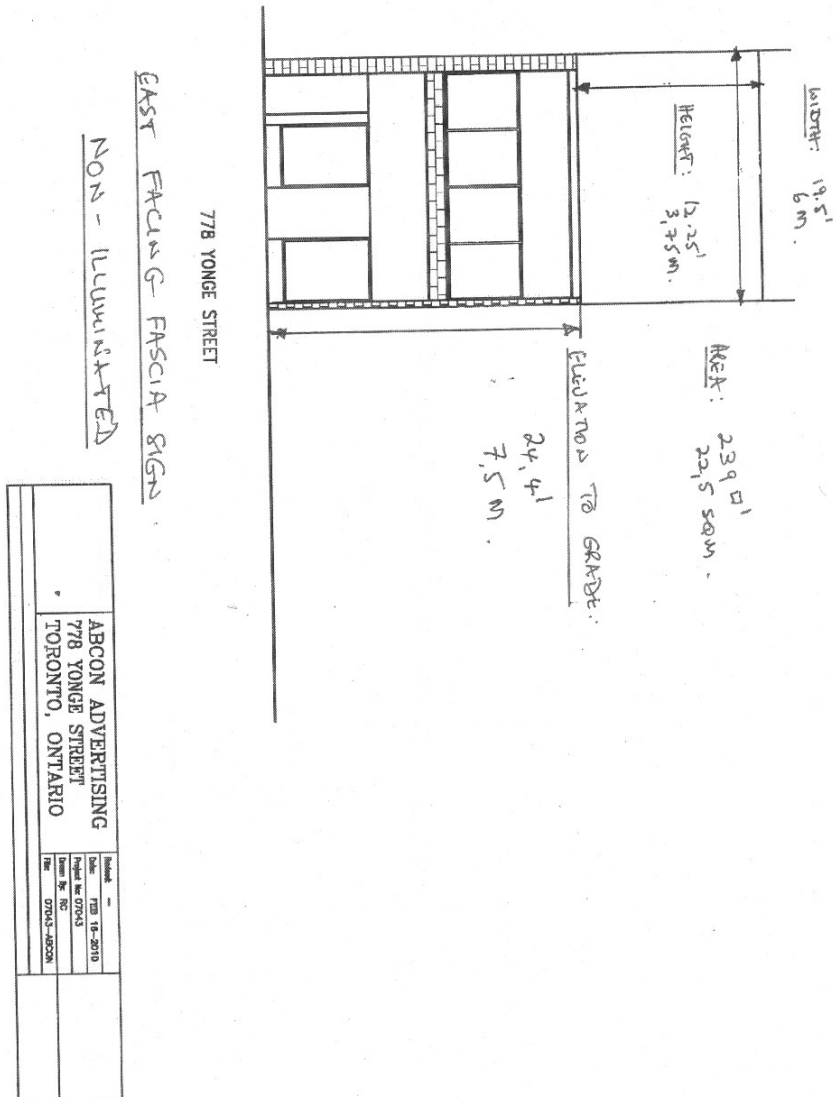
SIGNATURE

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

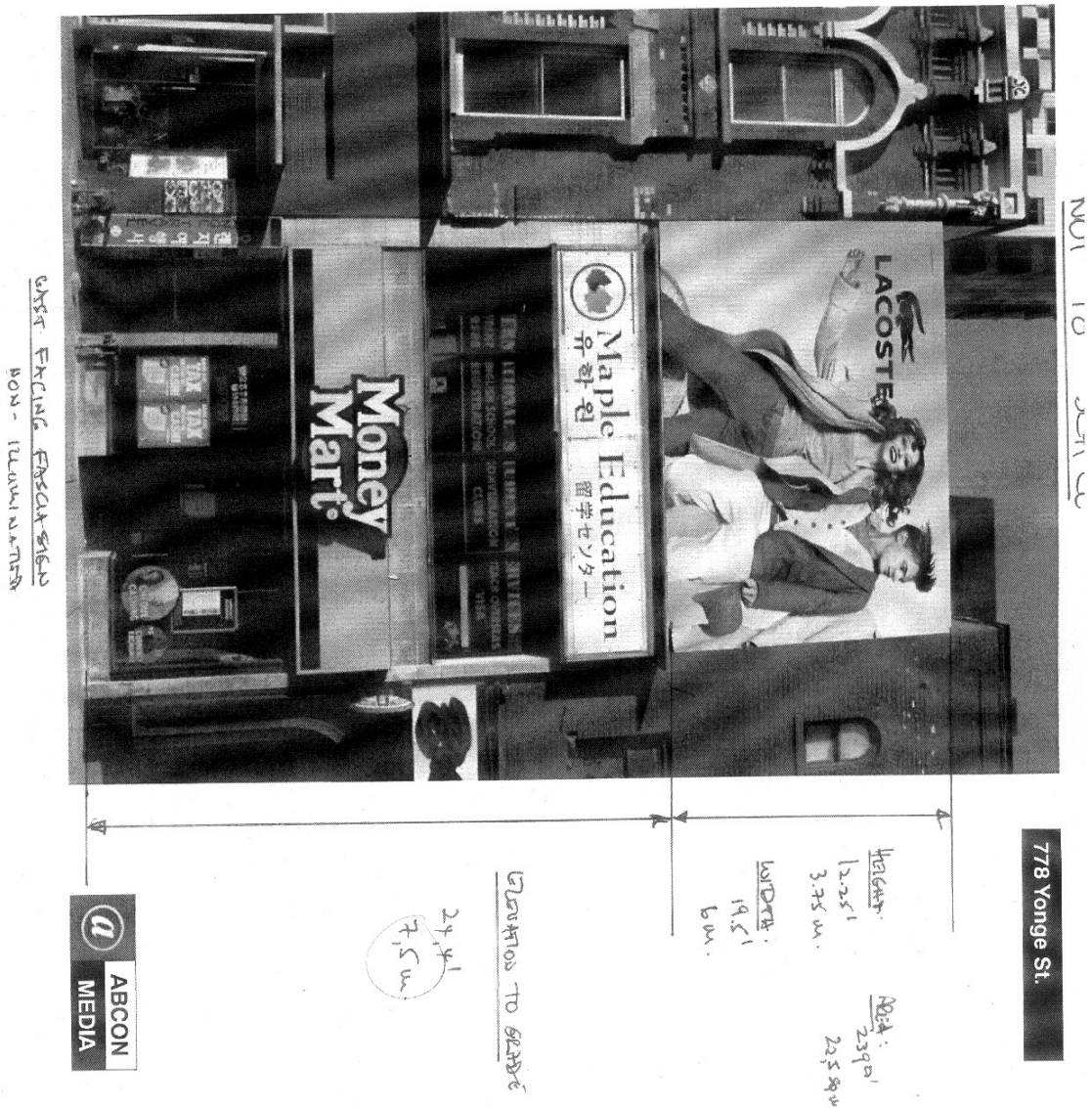
ATTACHMENTS

Attachment 1: Survey
Attachment 2: Front Elevation
Attachment 3: Photo

Attachment 2: Front Elevation



Attachment 3: Photo



NO. 10 211 2

778 Yonge St.

HEIGHT: 12.25'1
 WIDTH: 3.75 m.
 AREA: 23901
 225.80w

CONCRETE TO GRADE

24 ft
 7.5 m.

EXIST EXILING FASCIA SIGN
 BON - ILAUMIANTER

ABCON
 MEDIA