

Clause embodied in Report No. 7 of the Toronto East York Community Council, as adopted by the Council of the City of Toronto at its meeting held on May 21, 22 and 23, 2002.

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**Variances from Chapter 297, Signs,  
of the Former City of Toronto Municipal Code -  
221 Yonge Street (Toronto Centre-Rosedale, Ward 27)**

*(City Council on May 21, 22 and 23, 2002, adopted this Clause, without amendment.)*

**The Toronto East York Community Council recommends the adoption of the following report (April 10, 2002) from the Director, Community Planning, South District:**

Purpose:

To review and make recommendations for variances to erect two roof signs on the north and west elevations of the building located at 221 Yonge Street for third party advertising purposes.

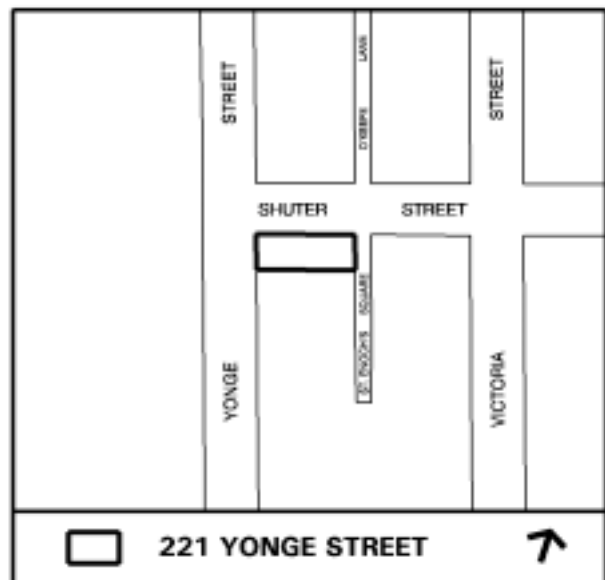
Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) City Council approve Application No. 901067 for minor variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to erect two roof signs at 221 Yonge Street, substantially in accordance with the applicant's submitted plans dated March 7, 2002;
- (2) the applicant be advised, upon approval of Application No. 901067, of the requirement to obtain the necessary permits from the Commissioner of Urban Development Services;



- (3) as a condition of approval, the applicant be required to enter into and register a Heritage Easement Agreement to provide for the permanent protection of the heritage building and using substantially the form of easement agreement prepared in February 1987 by the City Solicitor and on file with the City Clerk, subject to such amendments as may be deemed necessary by the City Solicitor in consultation with the Commissioner of Economic Development, Culture and Tourism;
- (4) prior to the permit being issued to construct the signs, the sign applicant be required to prepare, and have approved by, the Manager of Heritage Preservation Services, detailed plans of the signs and the method of connecting the signs to the heritage building; and
- (5) as a condition of approval, the lighting for the proposed sign on the building's north elevation be activated on a timer that turns the lights off between 11:00 pm and 8:00 am daily, and allows the light intensity to be adjusted and, if required, reduced pursuant to a request by the City once the sign is operational.

Comments:

The site is located at the southeast corner of Yonge Street and Shuter Street. The property is zoned for mixed uses (CR) and is occupied by a three-storey heritage commercial building. The John E. Thompson Block was constructed in 1886 and altered for various owners between 1904 and 1920. The property was listed in the Inventory of Heritage Properties by Toronto City Council on November 21 & 23, 1973.

The applicant proposes to erect two illuminated roof signs for third party advertising purposes. The proposed sign on the north elevation, facing Shuter Street, is 4.88 metres in height, 8.84 metres in width and 43.14 m<sup>2</sup> in area. The proposed sign on the west elevation, facing Yonge Street, is 4.88 metres in height, 12.19 metres in width and 59.48 m<sup>2</sup> in area. The signs are to be connected at the north west corner of the building's roof and will be set right onto the roof rather than being on a pole. They are proposed to be lit by internal fluorescent illumination and will be encased in brushed aluminum cabinets, which are designed to reflect the architectural features of the heritage building.

The signs do not comply with Chapter 297 of the Municipal Code in that roof signs are not permitted in a CR district.

This portion of Yonge Street is a focal point for tourists attracted by the specialty retail and theatre uses, and is within the Downtown Yonge Street Community Improvement Plan area. The policies and implementation initiatives, which include the selective and appropriate use of high quality large scale signage, are intended to support the regeneration of Downtown Yonge Street. Most of the buildings in this area accommodate exclusively retail outlets and many are characterized by oversized, illuminated signs. The proposed signs would extend the streetscape of large scale signage at a consistent and acceptable height at this location.

Heritage Preservation Services staff (HPS) have indicated that, while they do not support the approval of third party signs on heritage buildings in principle, given the surrounding context, signage is possible. In consultation with Planning and HPS staff, the applicant has made several

changes to the original proposal so that the signs appear more compatible with the scale and proportion of the existing heritage building yet distinct from it in terms of design and materials. HPS staff have reviewed the revised proposal and advise that they would be prepared to support the approval of the proposed signs on condition that:

- the signs are constructed substantially in accordance with the applicant's submitted plans dated March 7, 2002;
- prior to the permit being issued to construct the signs, the owner of the property at 221 Yonge Street has entered into and registered a Heritage Easement Agreement to provide for the permanent protection of the heritage building; and
- prior to the permit being issued to construct the signs, the sign applicant has prepared, for the approval of the Manager of Heritage Preservation Services, detailed plans of the signs and the method of connecting the signs to the heritage building.

The proposed illuminated sign on the north elevation would obliquely face the Pantages residential tower, currently under construction. To mitigate the sign's potential impact on future residents of this building, I am recommending that the lighting for the proposed north-facing sign be activated on a timer that would turn the lights off between 11:00 pm and 8:00 am daily, and allow the light intensity to be adjusted if required.

Conclusions:

The proposed signs at this central Yonge Street location fit the general objectives of the Downtown Yonge Street Community Improvement Plan area. The signs have been designed in consultation with City staff to complement the heritage building, and a Heritage Easement Agreement will ensure the protection of this important historic commercial building. I am recommending approval of this application.

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(Copies of attachments referred to in the foregoing report were forwarded to all Members of the Toronto East York Community Council with the agenda for its meeting on May 7, 2002, and copies are on file in the office of the City Clerk.)