

# ATTACHMENT 2: Sign Variance Committee Decision – Item SB1.3



## Tracking Status

- This item was considered by [Sign Variance Committee](#) on February 9, 2015 and was adopted with amendments.

Sign Variance Committee consideration on February 9, 2015

SB1.3	ACTION	Amended		Ward:27
-------	--------	---------	--	---------

### Appeal by Oberon Development Corporation of the Chief Building Official's Decision to Refuse Two Variances With Respect to One Proposed First Party Wall Sign at 615-617 Yonge Street

#### Committee Decision

The Sign Variance Committee:

- Granted the two variances requested to §§ 694-2D(5)(a) and 694-20A required to allow the issuance of a permit for the erection and display of one first party wall sign at the property municipally known as 615-617 Yonge Street, described in Attachment 1 to the report (November 14, 2014) from the Manager, Sign By-law Unit, Toronto Building, on condition that the sign is hand-painted.

#### Decision Advice and Other Information

The Chief Building Official requested the Sign Variance Committee to give reasons in writing for its decision [Subsection 11.8 of the Sign Variance Committee Rules of Procedure].

#### Origin

(November 14, 2014) Report from the Manager, Sign By-law Unit, Toronto Building

#### Summary

This report reviews and makes recommendations on an appeal by Oberon Development Corporation (the "Appellant") of the Chief Building Official's ("CBO") decision to refuse to grant two variances to Chapter 694, required to allow the erection and display of one non-illuminated wall sign (the "Proposed Sign") displaying static copy on portions of the northerly facing wall at the third, fourth, fifth and sixth storeys of the premises municipally known as 615-617 Yonge Street. The Proposed Sign is to measure 5.8 metres horizontally by 12.2 metres vertically at a height of 20.6 metres.

The subject premise is located in CR – Commercial Residential sign district which does permit a wall sign provided the sign is not erected above the second storey.

This report recommends refusal of the variances required to permit the erection of the Proposed Sign, on the basis that the sign is not compatible with the development of the premises and surrounding area; does not support Official Plan objectives; does alter the character of the

premise and surrounding area; will adversely affect adjacent premises; and, is contrary to the public interest.

#### Background Information

(November 14, 2014) Report and Attachments 1-3 from the Manager, Sign By-law Unit, Toronto Building - Appeal by Oberon Development Corporation of the Chief Building Official's Decision to Refuse Two Variances With Respect to One Proposed First Party Wall Sign at 615-617 Yonge Street

(<http://www.toronto.ca/legdocs/mmis/2015/sb/bqrd/backgroundfile-75090.pdf>)

(November 10, 2014) Report and Appendix 1 from the Manager, Sign By-law Unit, Toronto Building - Appeal by Oberon Development Corporation of the Decision of the Chief Building Official With Respect to a Sign Proposal for One First Party Wall Sign - 615-617 Yonge Street

(<http://www.toronto.ca/legdocs/mmis/2015/sb/bqrd/backgroundfile-75091.pdf>)

#### Communications

(February 9, 2015) E-mail from Paul Farrelly, Church Wellesley Neighbourhood Association (SB.New.SB1.3.1)

(<http://www.toronto.ca/legdocs/mmis/2015/sb/comm/communicationfile-51080.pdf>)

(February 9, 2015) Submission from Patrick J. Harrington, Aird and Berlis LLP (SB.New.SB3.1.2)

(<http://www.toronto.ca/legdocs/mmis/2015/sb/comm/communicationfile-51119.pdf>)

#### Speakers

Paul Brody, Sign Building Code Examiner Inspector, Sign By-law Unit, Toronto Building  
Patrick Harrington, Appellant, Oberon Development Corporation (Submission Filed)

#### Motions

*1 - Motion to Amend Item moved by Marco D'Angelo (Lost)*

That the Sign Variance Committee:

1. Grant the two variances requested to §§ 694-2D(5)(a) and 694-20A required to allow the issuance of a permit for the erection and display of one first party wall sign at the property municipally known as 615-617 Yonge Street, described in Attachment 1 to the report (November 14, 2014) from the Manager, Sign By-law Unit, Toronto Building.

*2 - Motion to Amend Item moved by Marco D'Angelo (Carried)*

That the Sign Variance Committee:

1. Grant the two variances requested to §§ 694-2D(5)(a) and 694-20A required to allow the issuance of a permit for the erection and display of one first party wall sign at the property municipally known as 615-617 Yonge Street, described in Attachment 1 to the report (November 14, 2014) from the Manager, Sign By-law Unit, Toronto Building on condition that the sign is hand-painted.

---

Source: Toronto City Clerk at [www.toronto.ca/council](http://www.toronto.ca/council)