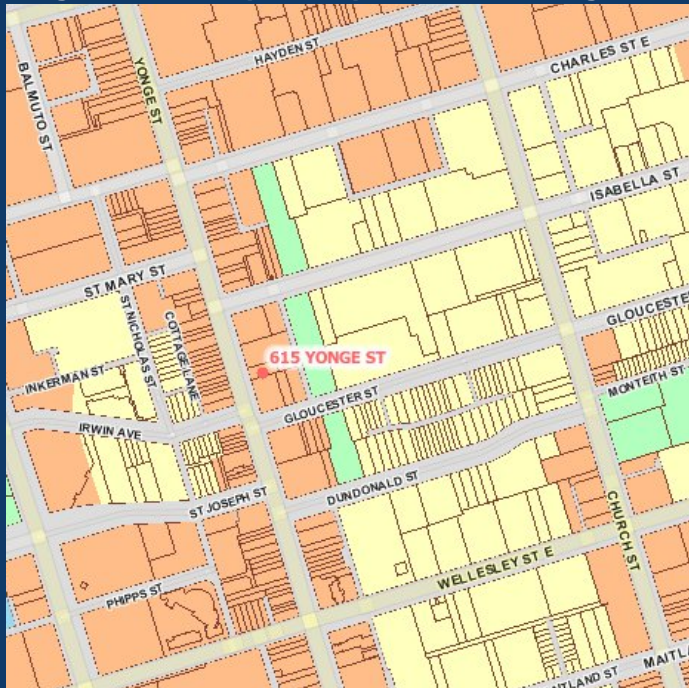


Application to Consider

615-617 Yonge Street

Sign District Map Excerpt – 615-617 Yonge



January 17, 2017

Signage History

- On July 23, 2014, staff received a first party sign variance application seeking two variances to the Sign By-law to permit the erection and display of one non-illuminated wall sign located on the third to sixth storey, of the northerly elevation of the building on the premises
 - The decision, in respect of the application, refused to grant the requested variances
- The decision was appealed and subsequently heard by the Sign Variance Committee at its meeting of February 9, 2015
 - The Committee decided to overturn the recommendations of staff and grant the variances requested, on condition that the sign be painted

Signage History

- The local Ward Councillor submitted an application to have the decision of the Sign Variance Committee re-considered by Toronto City Council, through Toronto and East York Community Council ("TEYCC")
 - The TEYCC recommendation was to adopt the staff recommendations and to refuse to grant the variances requested
- On June 10, 2015 the item was heard by Toronto City Council
 - The decision of Council was to adopt the recommendations of the TEYCC, and to refuse to grant the variances requested

Sign Description

Figure 1: Original Signage Situation (2013-2016)



Figure 2: Current Signage Situation (2016 to Present)

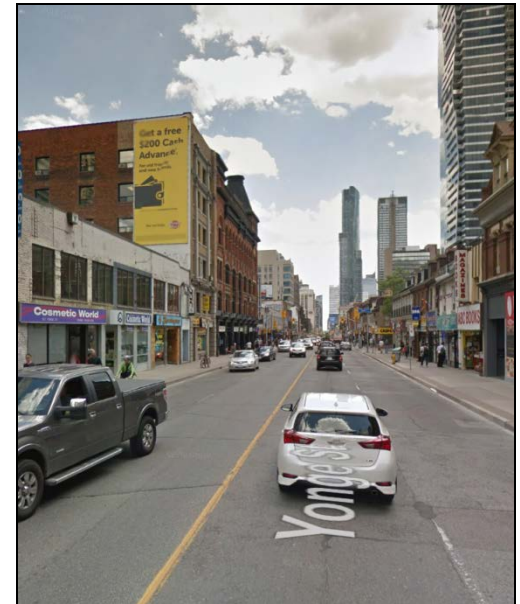


Figure 3: Original Variance Proposal (circa 2014)

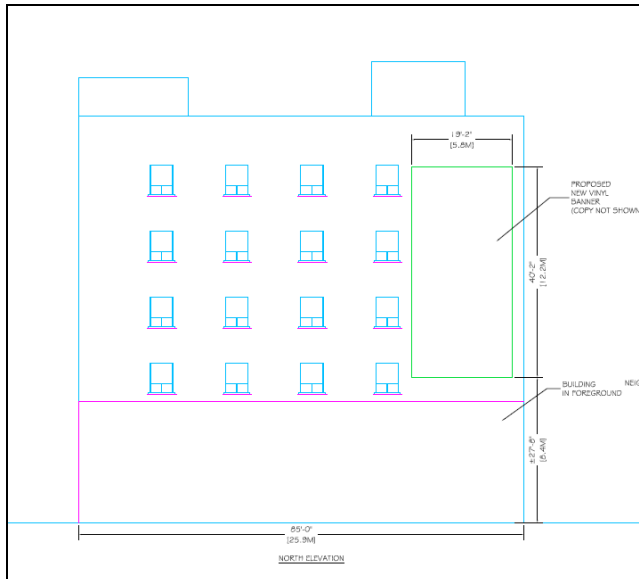
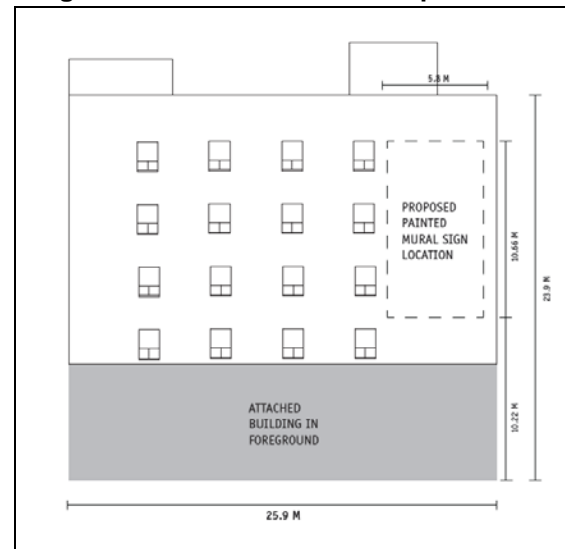


Figure 4: Current Variance Proposal



Sign Description

Sign Type	Wall Sign
Sign Copy Type	Static Copy (with the condition imposed that it be hand-painted)
# of Sign Faces	One
Sign Location	East side of Yonge Street, between Gloucester Street and Isabella Street
Sign Orientation	Northerly-facing, directed towards south-bound traffic along Yonge Street
Sign Height	At the 5 th and 6 th storeys (20.90 metres from grade)
Sign Face Dimensions (width x length)	5.75 metres by 4.00 metres
Sign Face Area	23.00 m ²

Sign Description

Figure 5: Revised Signage Proposal



Variance(s) Requested

Section	Requirement	Proposal
694-21D(5)(a)	A sign shall not be erected above the second storey.	The proposed sign is to be erected on portions of the third, fourth, fifth and sixth storey building wall.
694-20A	First party signs may advertise, promote, or direct attention to goods available at the premises where the sign is located provided the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises does not exceed 30 percent of the total area of the sign copy.	The portion of the proposed sign copy which advertises, promotes, or directs attention to goods available at the premises is 100 percent of the total area of the sign copy.

Proposal Meets Criteria

- **694-30A(1)** - The proposed sign belongs to a sign class permitted in a CR-Commercial Residential Sign District
- **694-30A(2)** - The proposed sign is a first party sign
- **694-30A(6)** - The proposed sign does not adversely affect public safety
- **694-30A(7)** - The proposed sign is not a sign prohibited by §694-15B

Proposal Does Not Meet Criteria

694-30A(3) - The proposed sign is not compatible with the development of the premises and surrounding area:

- The subject building has been recognized for its cultural heritage value, and was listed on the City's Inventory of Heritage Properties (now the Heritage Register) in May 2013
 - The subject premises is also located in the Historic Yonge Street Conservation District ("HYHCD"), and is subject to the Historic Yonge Street Heritage Conservation District Plan
 - Signage on contributing properties should be physically and visually compatible with the heritage attributes and cultural heritage value of HYHCD
 - Signage **should** be limited to the first floor façade of the building, and **should not** extend to upper floors
- Staff conducted a review of other first party signs in the area and found that the majority of existing wall signs are erected at either first or second storey of a wall facing a street
- It is the opinion of staff that the sign is not compatible with the building on the premises and the other historically significant buildings on adjacent properties, and that the proposed sign is inconsistent with other first party signs in the area

Proposal Does Not Meet Criteria

694-30A(4) - The proposed sign does not support Official Plan objectives for the property and surrounding area:

- The CBO is of the opinion that this criteria **has not** been established as the Appellant has not provided sufficient information to establish that the proposed sign supports Official Plan objectives for the subject premises and surrounding area
- The building at 615-617 Yonge Street has been designated under Part V of the Ontario Heritage Act and is also included, as a contributing building, within the boundaries of the HYHCD
- Amendment No. 183 to the Official Plan respecting the North Downtown Yonge Site and Area Specific Policy Area provides policies to protect and enhance the heritage context within which this area is situated
- The North Downtown Yonge Urban Design Guidelines notes that retail signage on heritage properties ***shall be reversible without damaging the heritage property***, and is to be ***located within the sign band of the front façade***

Proposal Does Not Meet Criteria

694-30A(5) - The proposed sign adversely affects adjacent premises:

- This portion of Yonge Street is defined by a variety of mixed-use buildings and a large number of historically significant buildings
 - New development should be cognizant of the areas unique heritage character
- Other first party signs in the area are generally limited to business identification signs erected at the first and second storey on a wall facing a street
 - The proposed sign is significantly larger than other first party wall signs on adjacent properties; is erected on a wall that does not face a street, above the first and second storeys; and, in this geographic area, is more akin in scale and magnitude to a third party advertising sign used for the purposes of advertising rather than identification

Proposal Does Not Meet Criteria

694-30A(8) - The proposed sign alters the character of the premise and surrounding area:

- The CBO is of the opinion that this criteria **has not** been established as the Appellant has not provided sufficient information to establish that the proposed sign does not alter the character of the premises and surrounding area
 - Other first party signs on adjacent properties are generally limited to business identification signs at the first and second storey on a wall facing the street
 - The existing business at 615-617 Yonge Street currently contains a first storey wall sign used for business identification purposes, a projecting sign on the second storey of the building, as well as a number of window signs advertising services available at the premises
 - These signs face the street and are consistent in scale and location with other signs in the area, and sufficiently identify the existing business on the premises

Proposal Does Not Meet Criteria

694-30A(9) - The proposed sign is contrary to the public interest.

- The subject premise has been listed on the City's Inventory of Heritage Properties, which is a clear statement that the City would like to see the heritage attributes of the property preserved
- Given its scale and orientation, the proposed sign would have a significant visual impact on the public realm

Conclusion and Staff Recommendation

- It is the position of staff that the Appellant has failed to establish that the requested variances required for the proposed sign meet all nine of the established criteria and therefore the variances being sought should not be granted

Variance Criteria	Meets Criteria	Does Not Meet Criteria
694-30A(1) - Belong to a sign class permitted in the sign district where the premises is located	X	
694-30A(2) - In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located	X	
694-30A(3) – Be compatible with the development on the premises and surrounding area		X
694-30A(4) - Support the Official Plan objectives for the property and surrounding area		X
694-30A(5) – Not adversely affects adjacent premises		X
694-30A(6) – Not adversely affect public safety	X	
694-30A(7) – Not be a sign prohibited by §694-15B	X	
694-30A(8) – Not alters the character of the premises and surrounding area		X
694-30A(9) – Not be, in the opinion of the Chief Building Official, contrary to the public interest		X

Questions?