

**Sign Variance Report
555 University Avenue**

Date:	February 26, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	07-100642

SUMMARY

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

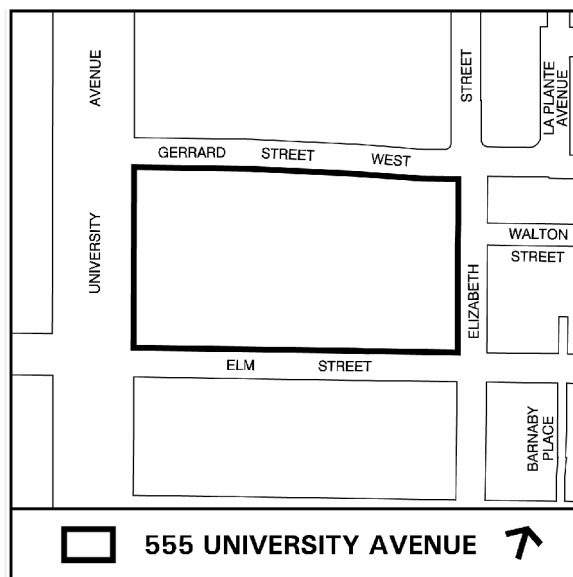
This report reviews and makes recommendations on a request by John Martin, with Nadine International Inc., for the Hospital for Sick Children for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated ground sign for the Hospital for Sick Children at 555 University Avenue.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for variances to permit, for identification purposes, an illuminated ground sign for the



Hospital for Sick Children at 555 University Avenue, and require that energy efficient lights be used; and

2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The Q zoned property, known as the Hospital for Sick Children is located on the eastside of University Avenue. The property is an entire city block bounded by University Avenue to the west, Elizabeth Street to the east, Gerrard Street to the north and the Elm Street to the south. The applicant is requesting permission to install, for identification purposes, an illuminated ground sign on the University frontage of the building, to identify the hospital.

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
Chapter 297 – 9. E.(4)	To erect the proposed sign 0.27 metres from the public roadway (street line)	The sign must be located 0.6 metres from the public roadway (street line)
Chapter 297 – 11.jj(8) and 11.D(9)(a)	To erect a ground sign with an area of 5.2 square metres	The maximum permitted area of a ground sign is 2.5 square metres

COMMENTS

The proposed sign will replace the main hospital sign that currently exists at the same location.

It is staff's opinion that the illuminated sign at this location does not adversely impact the building, surrounding uses or the streetscape.

CONTACT

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SIGNATURE

Gary Wright, Director
Community Planning, Toronto and East York District

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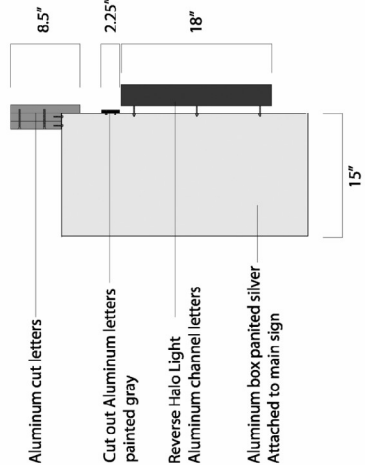
ATTACHMENTS

Attachment 1: Main Thru Elevation
Attachment 2: Elevation
Attachment 3: Elevation/Section/Plan View
Attachment 4: Elevation/Section/Plan View
Attachment 5: Elevation/Section/Plan View

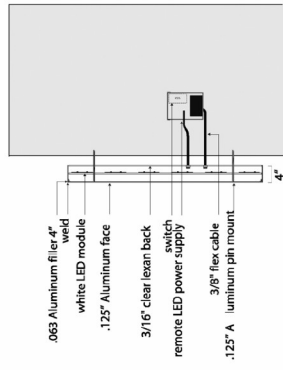
Attachment 1: Main Thru Elevation



Main Thru Section



LED Channel letters thru section



Main Thru Elevation

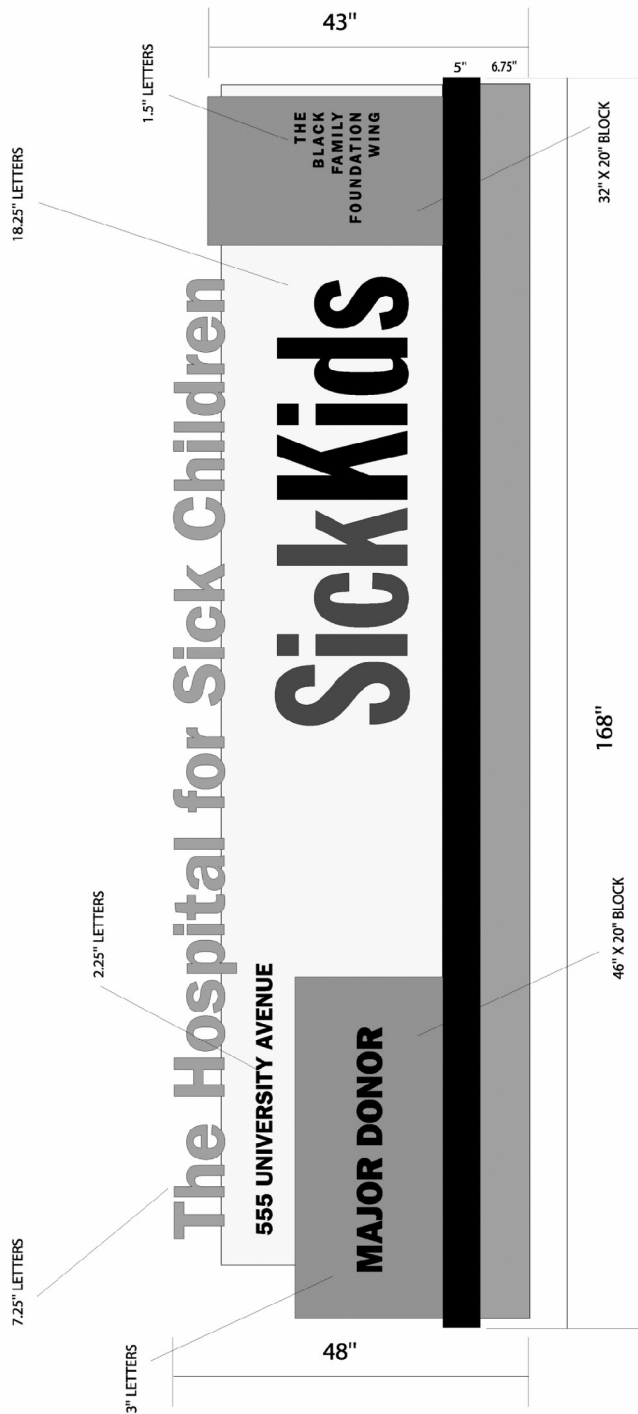
Applicant's Submitted Drawing

Not to Scale
02/19/07

555 University Avenue

File # 07_100642

Attachment 2: Elevation



Elevation

Applicant's Submitted Drawing

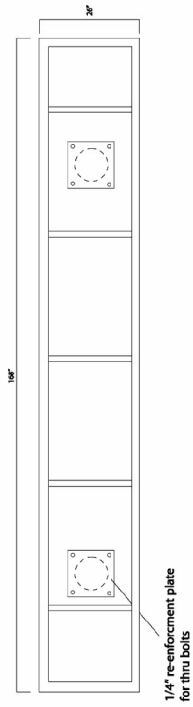
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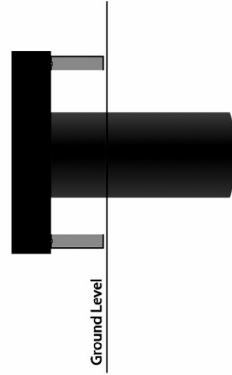
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Attachment 3: Elevation/Section/Plan View

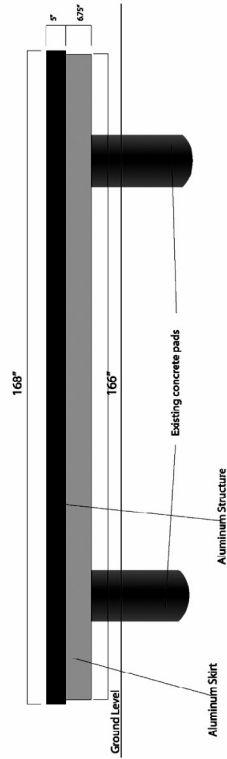
Base Plan view



Base thru section



Base Elevation



*110 volt power (supplied by client)

Elevation / Section / Plan View

Applicant's Submitted Drawing

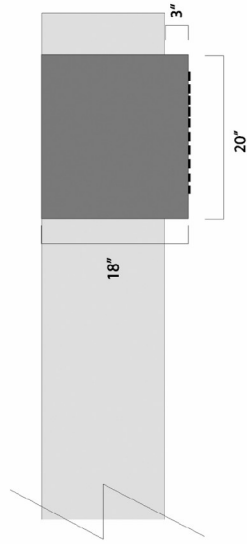
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555 University Avenue

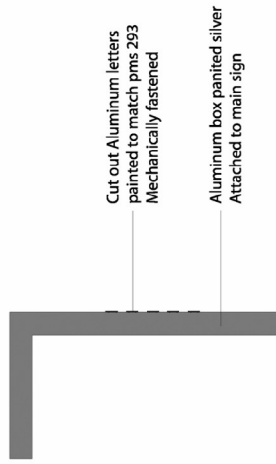
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Attachment 4: Elevation/Section/Plan View

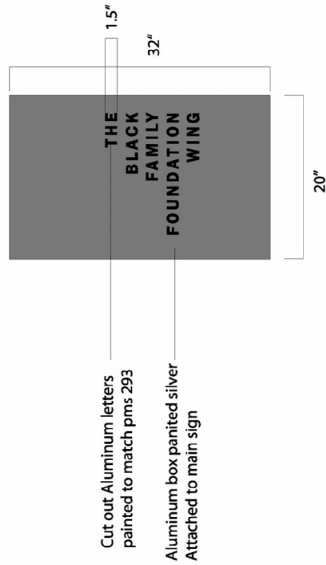
Add on Plan View



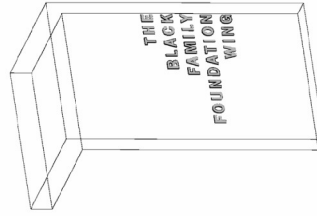
Add on Thru Section



Add on Elevation



Add on Isometric



Elevation / Section / Plan View

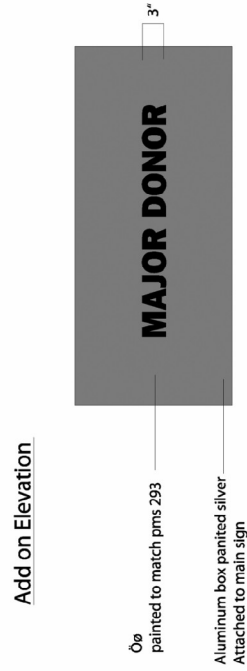
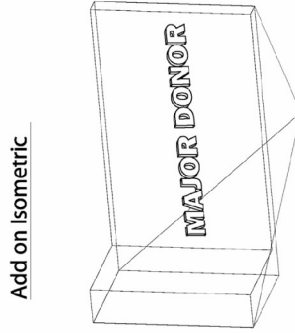
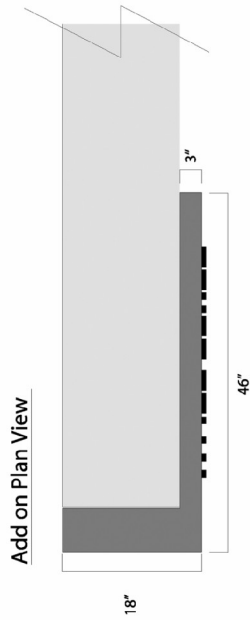
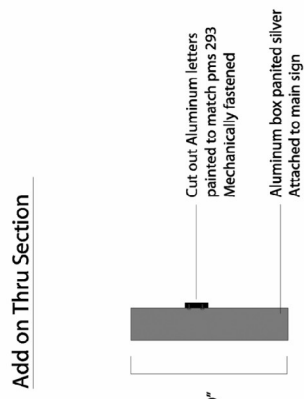
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Attachment 5: Elevation/Section/Plan View



555 University Avenue

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Elevation / Section / Plan View

Applicant's Submitted Drawing

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