

**Sign Variance Report  
77 Elm Street**

<b>Date:</b>	March 1, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 27 – Toronto Centre-Rosedale
<b>Reference Number:</b>	06-196878

**SUMMARY**

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

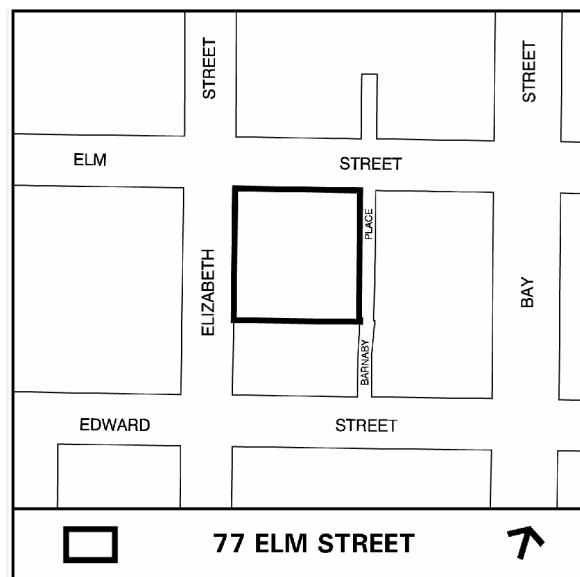
This report reviews and makes recommendations on a request by Leslie Abro of Abcon Media on behalf of The Hospital for Sick Children for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 77 Elm 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 City Planning Division recommends that:**

1. Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, a non-illuminated fascia sign on the south



elevation of the building at 77 Elm Street.

### **Financial Impact**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

The property is located south-east corner of Elm Street and Elizabeth Street in a “CR” zone. The property contains parking garage. The applicant is seeking permission to erect, for third party advertising purposes, a non-illuminated fascia.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the in the following ways:

<b>Sign By-law Section and Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
(1) Chapter 297-10 D (5)(e)	The proposed sign will be located at a height of 18.5 metres.	A sign is not permitted above the second floor or more than 10 metres in height above grade.
(2) Chapter 297-10 D (5)(g)	The proposed sign is 36.93m wide and 9.23m high with an area of 334.44m <sup>2</sup> .	The proposed 334.44 m <sup>2</sup> sign area would exceed by 309.44m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.
(3) Chapter 297-10F(2)	To erect a non-illuminated fascia sign having an area of 334.44m <sup>2</sup> on the south elevation of the building.	A third party fascia having an area of more than 70.0m <sup>2</sup> requires a separation distance of 300m from other third party signs located in the vicinity.

### **COMMENTS**

The proposed third party fascia sign on the south elevation of the building is too large, too high and covers the majority of the wall of the parking garage. Also, in order to prevent sign clutter third party signs of this size and magnitude are required to have a minimum separation distance of 300m. In this case, third party signs are located within the surface parking lot adjacent to the proposed sign.

The proposed sign would be significantly higher and it would be more than fifteen times larger than the 25.0m<sup>2</sup> sign area permitted in a CR or MCR zone. It is staff's opinion that the sign of this size is not appropriate and would diminish the objectives for quality urban design in this area.

## **CONTACT**

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## **SIGNATURE**

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

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## **ATTACHMENTS**

Attachment 1: Elevation

Attachment 1: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale  
02/01/07

77 Elm Street

File # 06\_196878