

**Sign Variance Report
234 Adelaide Street East and 108 & 116 George Street**

Date:	December 19, 2006
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	06-172054

SUMMARY

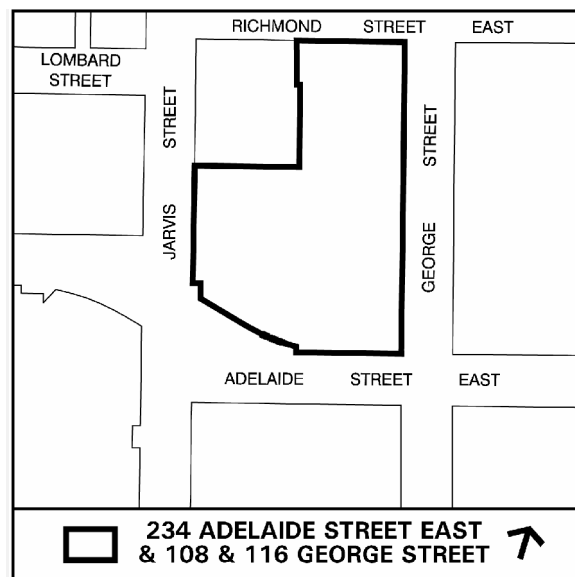
To review and make recommendations on a request by Armin Osmanovic of Aspen Ridge (High Rise) Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, six temporary ground signs along the Adelaide Street East frontage, ten temporary ground signs along the George Street frontage, three temporary ground signs along the Richmond Street East frontage and one ground sign along the Jarvis Street frontage of the property at 234 Adelaide Street East and 108 & 116 George Street.

Staff recommends approval of this application with a condition that all existing ground signs be removed four months after the date of City Council’s approval.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the request for variances to maintain, for identification purposes, six ground signs along the Adelaide Street East frontage, ten ground signs along the George Street frontage and three ground signs along the Richmond Street frontage and one sign along the



Jarvis Street frontage of the property at 234 Adelaide Street East and 108 & 116 George Street for a period of four months from the date of Council approval; and

2. City 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

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

ISSUE BACKGROUND

The property is located at the northeast corner of Jarvis and Adelaide Street East in a “CR” zone. The temporary ground signs are requested to advertise the sale and marketing of a proposed residential condominium development project on this property. Currently there are six ground signs located along the Adelaide Street East frontage, ten along the George Street frontage and three along the Richmond Street frontage. The applicant is seeking permission to maintain these non-illuminated ground signs for a period of four months from the date of Council’s approval.

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

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
(1) Chapter 297-10 D(8)(a)	Six-ground signs are located along the Adelaide Street East frontage, ten-ground signs along the George Street frontage and three-ground signs along the Richmond Street frontage and one ground sign is located along the Jarvis Street frontage of the property.	Only one identification sign along each frontage of the property is permitted.
(2) Chapter 297-10 D(8)(b)	The signs set back 6m to 1.3m from the property line.	The signs do not meet the minimum 2.0m setback requirement.

COMMENTS

If these signs were to stay there permanently, planning staff would have not supported the application. In this case, the signs are temporary and would be there for a short period of four months from the date of Council's approval. It is staff opinion that the requested variances to maintain the signs for a period of only four months from the Council's approval is acceptable.

CONTACT

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SIGNATURE

Gary Wright
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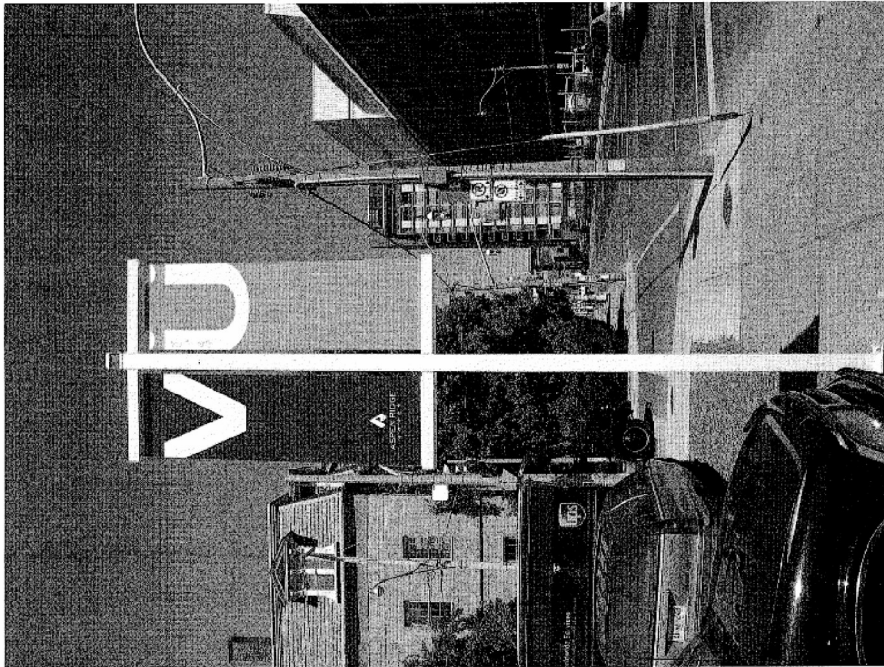
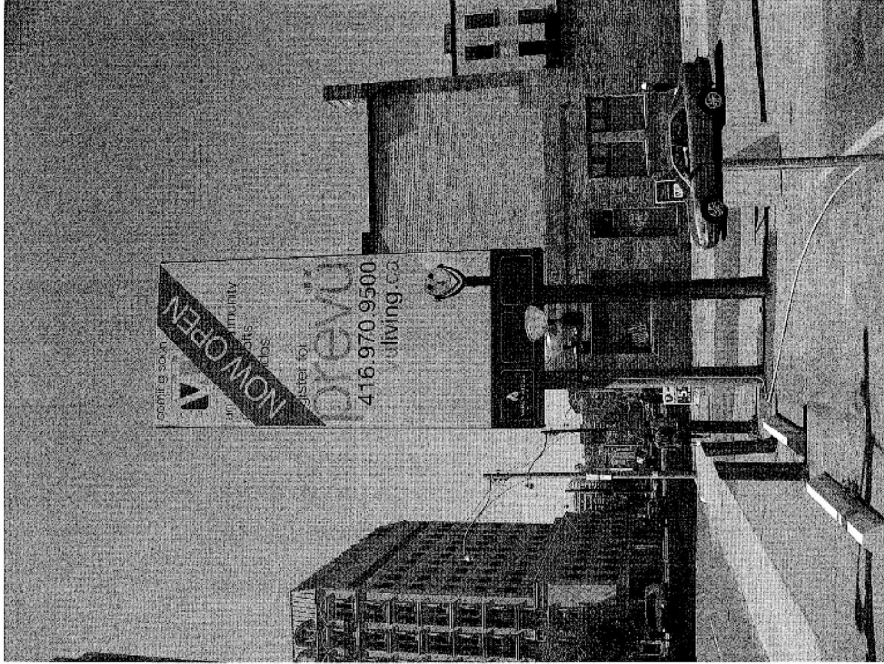
ATTACHMENTS

Attachment 1: Elevations

Attachment 2: Elevations

Attachment 3: Sign Details

Attachment 1: Elevations



234 Adelaide Street East, and 108 & 116 George Street

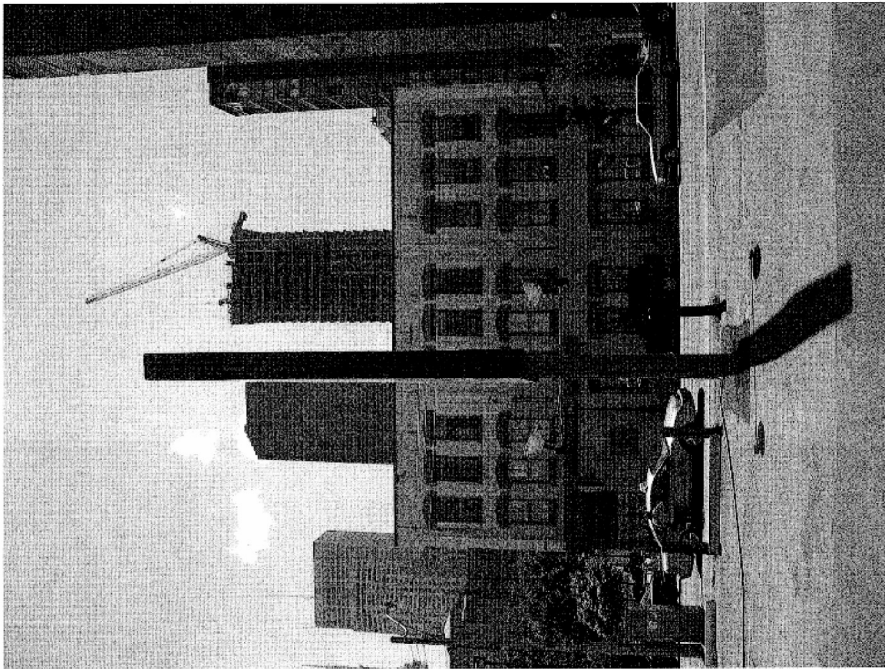
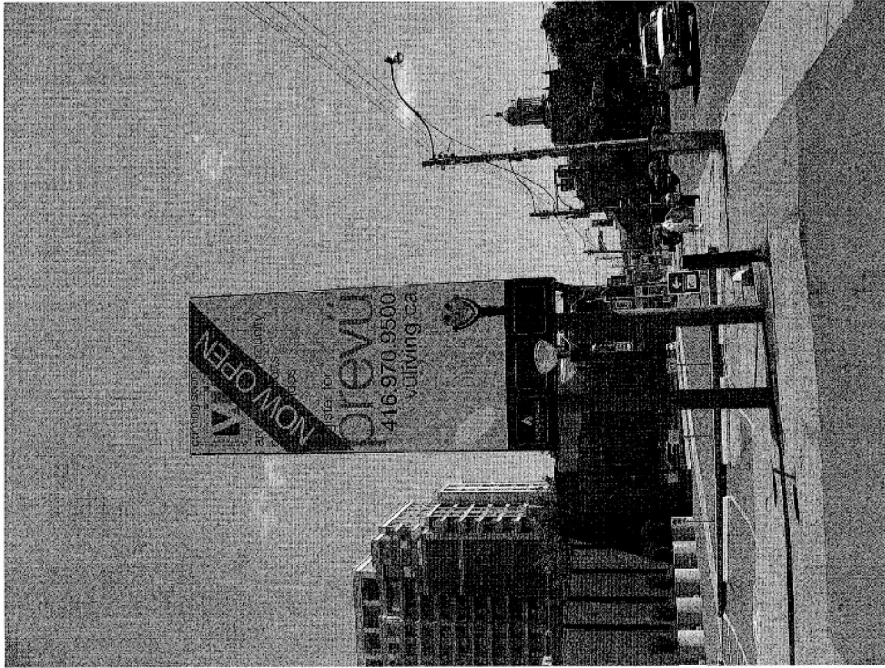
Elevations

Applicant's Submitted Drawing

Not to Scale
11/27/06

File # 06_172054

Attachment 2: Elevations



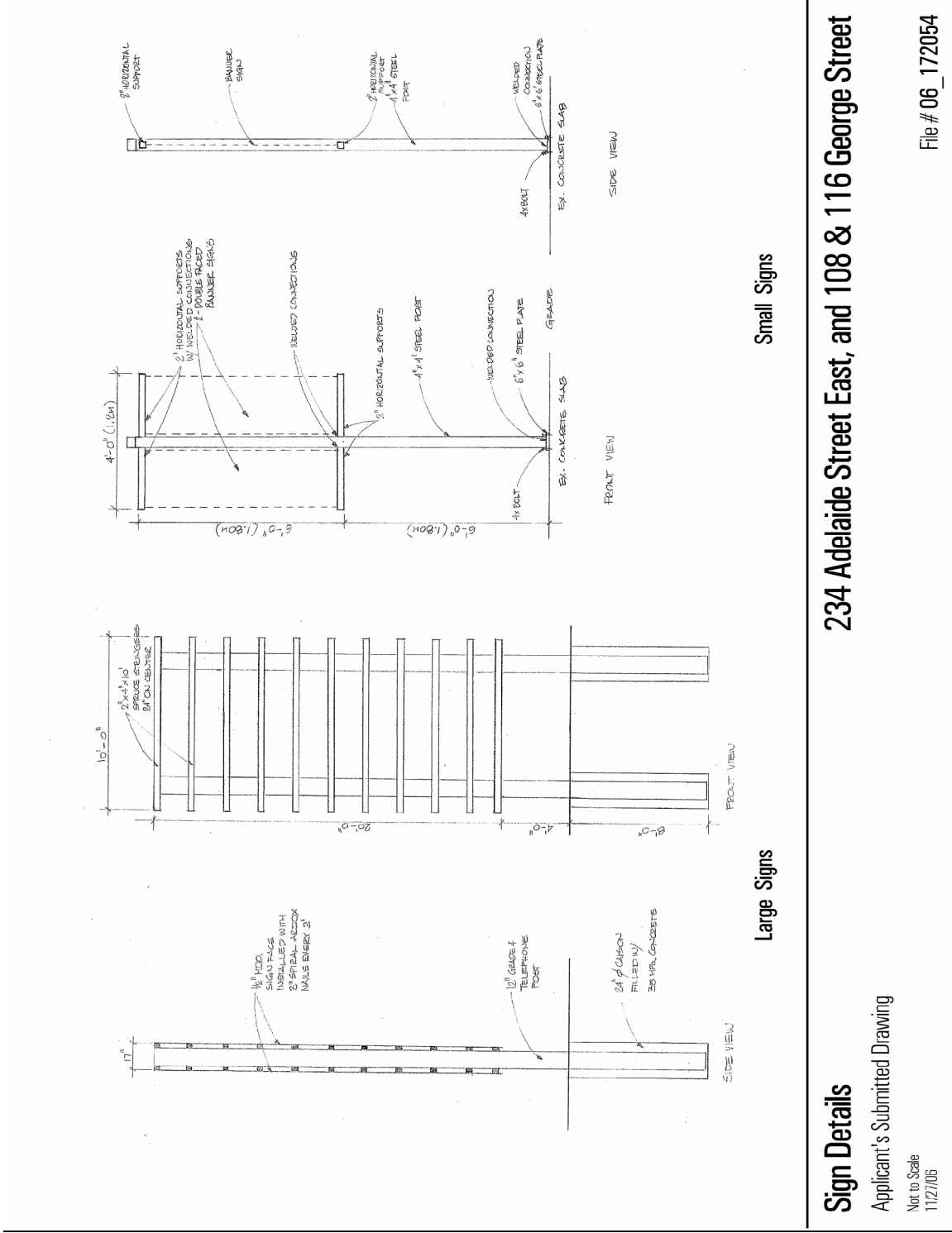
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Applicant's Submitted Drawing

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Attachment 3: Sign Details



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