

**Sign Variance Report
555 University Avenue**

Date:	December 5, 2006
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	06-168369

SUMMARY

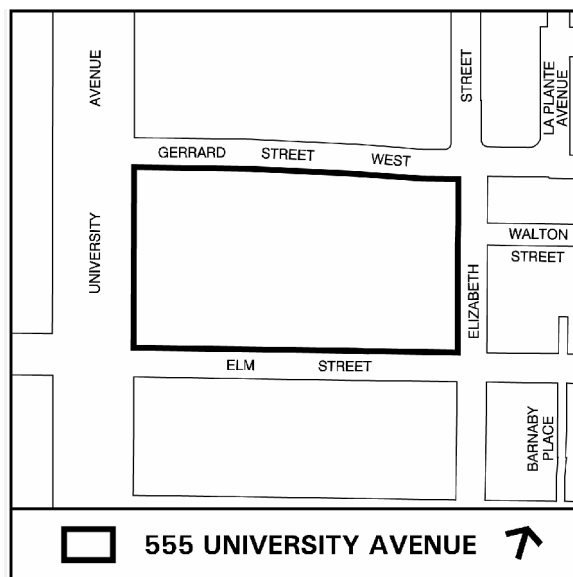
To review and make recommendations on a request by Penny Thompson of Nadine International Inc. on behalf of Hospital for Sick Children for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, a non-illuminated fascia sign on the front elevation of the building at 555 University Avenue.

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

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the request for variances to maintain, for identification purposes, a non-illuminated fascia sign on the mechanical penthouse, on the front elevation of the building at 555 University Avenue be approved; 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 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 maintain, for identification purposes, an existing non-illuminated fascia sign on west elevation of the Mechanical Penthouse of the building. The sign is 17.68m wide and 6.10m high with an area of 107.85m². The sign is being used for ongoing fund raising drive for the hospital.

The sign does 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 297-11 JJ (6),(7) (a)(b)(c)&(d) - By-law 593-2006	The non-illuminated fascia sign is located on west wall of the Mechanical Penthouse of the building.	A fascia sign located above the top floor level of the building is not permitted.
(2) Chapter 297-9D (2)(a)	The sign is 17.68m wide and 6.10m high with an area of 107.85m ² .	The 107.85m ² sign area would exceed by 82.85m ² , the maximum 25.0m ² permitted.
(3) Chapter 297-9D (2)(b)	The sign is 17.68m wide and 6.10m high.	The 6.10m sign height would exceed by 3.10m, the maximum 3.0m permitted.

COMMENTS

The existing temporary non-illuminated fascia sign was approved by City Council in 2005. With this application, the Hospital for Sick Children is seeking permission to permanently maintain the sign.

It is staff's opinion that the non-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: Elevation

Attachment 2: Sign Detail

Attachment 1: Elevation



555 University Avenue

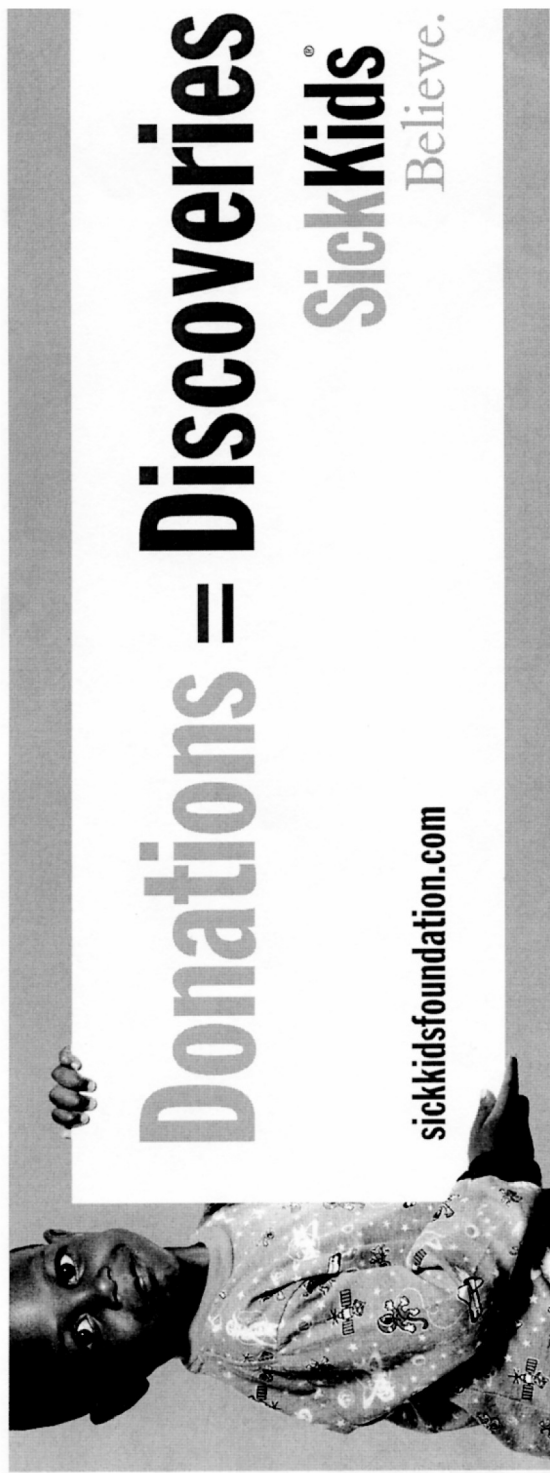
File # 06_168369

Elevation

Applicant's Submitted Drawing

Not to Scale
11/23/06

Attachment 2: Sign Detail



Sign Detail

Applicant's Submitted Drawing

Not to Scale
11/23/06

555 University Avenue

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