

Sign Variance Report 555 University Avenue

Date:	August 1, 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:	07-114828 and 07-114823

SUMMARY

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

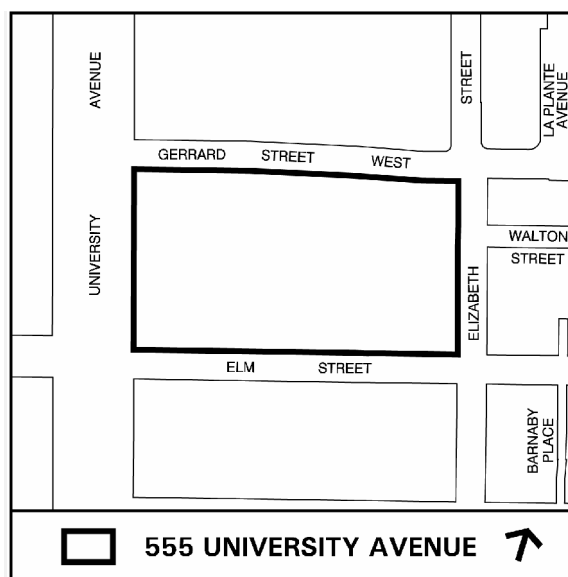
This report reviews and makes recommendations on a request by John Martin, with Nadine International Inc., for the Hospital for Sick Children for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for direction purposes, two illuminated fascia signs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

Staff recommends approval of the applications. 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 direction purposes, two illuminated fascia signs 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 direction purposes, illuminated "ATM" and "Bell" fascia signs on the walls facing University Avenue at the northwest entrance of the hospital building. The purpose of the signs is to identify the ATM and Bell Services available on the hospital premises. The ATM sign is 1.22m wide and 0.61m high with an area of 0.74m² and the Bell sign is 1.24m wide and 0.61m high with an area of 0.76m².

The signs do 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
(1) Chapter 297-9C (2) and Chapter 297 – 11.jj(2)	The signs would display "ATM" & "Bell" on the west elevation of the hospital building located in a "Q" zone.	A third party sign is not permitted in a "Q" zone.
(2) Chapter 297–11.jj(5)	The proposed box signs would be located at the first floor level of the building.	A box sign at the first floor level of the building is not permitted in this area.
(3) Chapter 297–11.jj(8) and 11.D(9)(a)	The proposed signs would be located at the first floor level of the building.	Only one fascia sign for identification is permitted at the first floor level of the building.

COMMENTS

The proposed signs, although defined as third party signs, function as directional signs to identify the ATM and Bell services available at the hospital premises. It is staff's opinion that the signs are relatively small and would not adversely impact the hospital building, surrounding uses or the streetscape.

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

CONTACT

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SIGNATURE

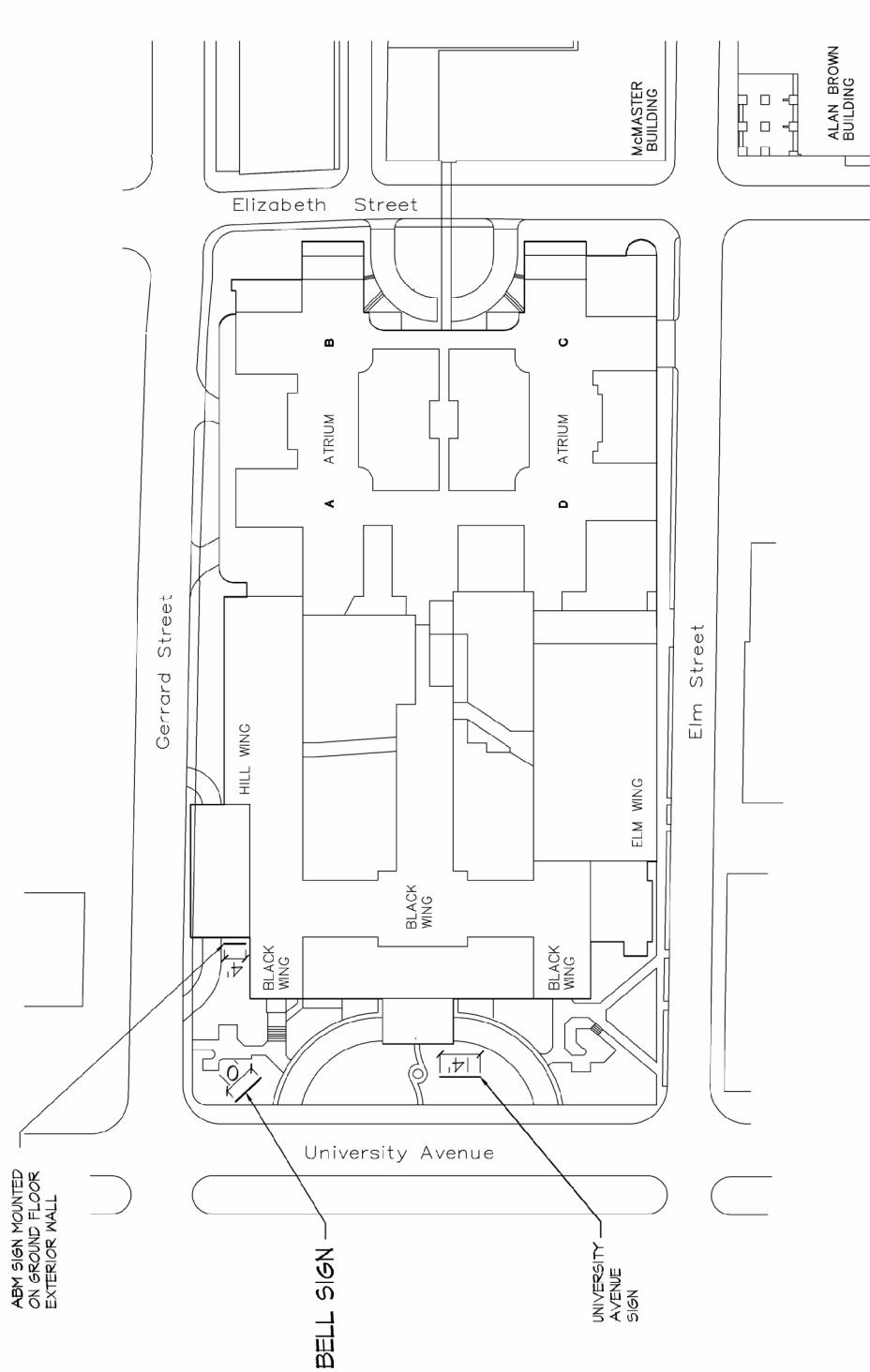
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Location
Attachment 2: Elevation
Attachment 3: Front Elevation
Attachment 4: Sign Details

Attachment 1: Sign Location



Sign Location

Applicant's Submitted Drawing

Not to Scale
07/04/07



555 University Avenue

File # 07_114828

Attachment 2: Elevation



Elevation

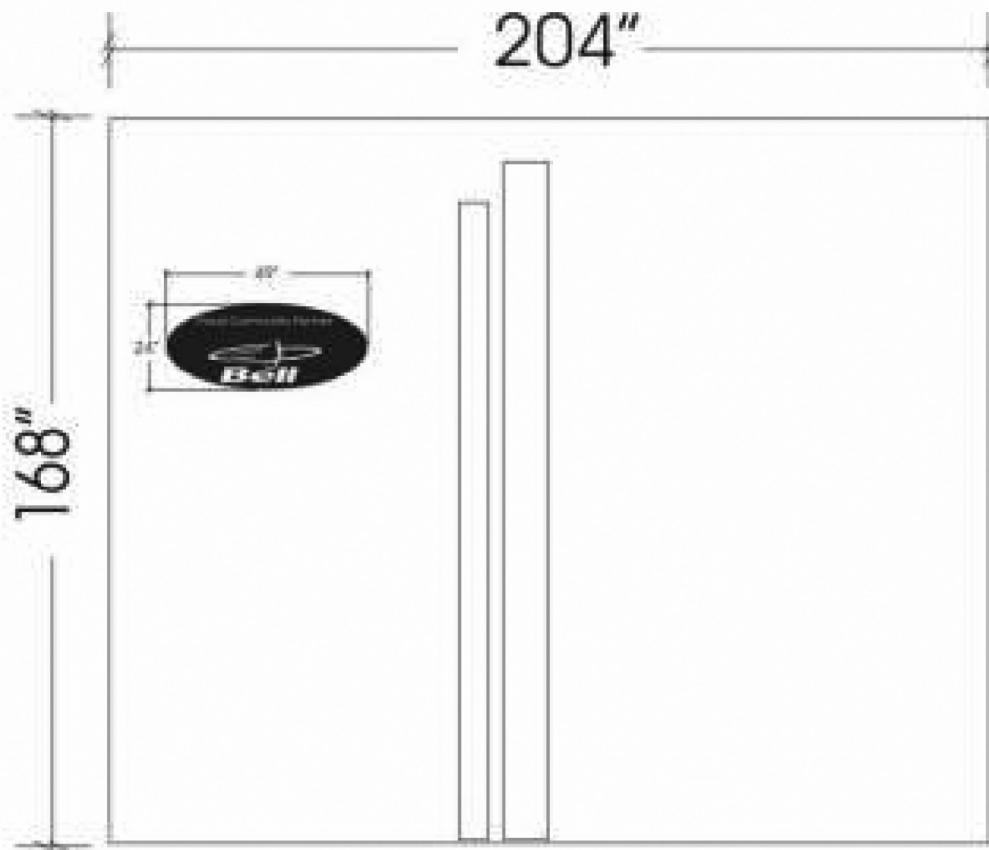
Applicant's Submitted Drawing

Not to Scale
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555 University Avenue

File # 07_114828

Attachment 3: Front Elevation



Front Elevation

Applicant's Submitted Drawing

Not to Scale
07/04/07

555 University Avenue

File # 07_114828

7.5" BRICK

4" METAL STUD

DRYWALL

**CHANNEL BOX
MADE OUT .080" ALUMINUM**

Bolt, Lag : zinc 1/2" x 6" with
Lag Shields 1/2" (10)

Fluorescent Light Socket

Fluorescent Light Socket

24"

3/16 PLEXIGLASS

5.75"

13"

555 University Avenue

File # 07 114828