

**Sign Variance Report - Supplementary
77 Elm Street**

Date:	October 16, 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:	06-196878

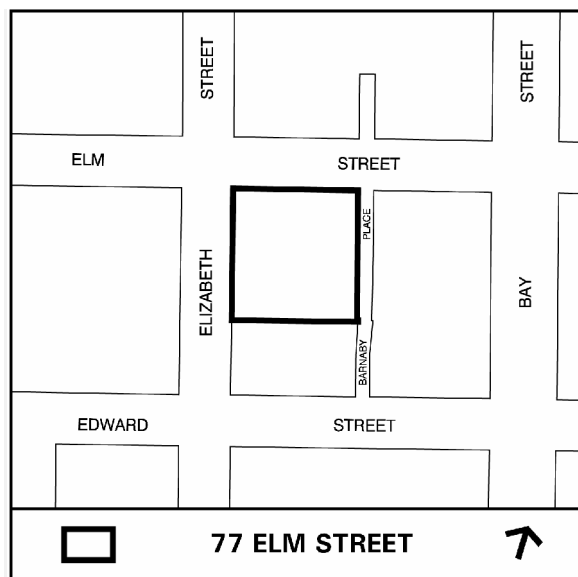
SUMMARY

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

At its meeting held on March 27, 2007, the Toronto and East York Community Council granted the request by Leslie Abro of Abcon Media on behalf of The Hospital for Sick Children, for variances # 1, #2 and # 3 as listed in this report to permit, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 77 Elm Street, on condition that:

1. the sign company submitting a written declaration to the Chief Building Official stating that all signs currently erected by the applicant within the City of Toronto have been legally installed; and
2. the written declaration be verified by the Chief Building Official prior to the erection of the sign at this location.

This supplementary report reviews and makes recommendations for approval of two additional variances identified and listed as # 4 and # 5 in this report. These



additional variances were missed in the original staff report and the proposed sign is unchanged.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve additional variances # 4 and # 5 to permit, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 77 Elm Street subject to the additional condition that:
 - (1) the sign be permitted for a maximum period of ten years from the date of approval.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

At its meeting held on March 27, 2007, the Toronto and East York Community Council granted the request by Leslie Abro of Abcon Media on behalf of The Hospital for Sick Children, for the variances # 1, # 2 and # 3 as listed in this report to permit, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 77 Elm Street, subject to conditions.

The listed historic property is located on the south-east corner of Elm Street and Elizabeth Street in a “CR” zone. The applicant is now seeking permission for the additional variances listed as # 4 and # 5 to erect, for third party advertising purposes, a non-illuminated fascia on the south elevation of a parking garage building located on the property.

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
1. Chapter 297-10 D (5)(f)	The proposed sign will be located at a height of 18.5 metres.	A third party fascia sign located above the fourth floor level or more than 15 metres above grade is not permitted.

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
2. Chapter 297-10 D (5)(g)	The proposed sign is 36.93m wide and 9.23m high with an area of 334.44m ² .	The 334.44 m ² sign area for the proposed sign would exceed by 309.44m ² , the maximum 25.0m ² sign area permitted.
3. Chapter 297-10F(2)	To erect a non-illuminated fascia sign having an area of 334.44m ² on the south elevation of the building.	A third party fascia having an area of more than 70.0m ² requires a separation distance of 300m from other third party signs located in the vicinity.
4. Chapter 297-10D 6(e)	The proposed third party sign will be located on a listed heritage property.	A third party fascia sign, for third party advertising purposes, on a listed heritage is not permitted.
5. Chapter 297-10F (1)	The proposed third party sign would be located on the south elevation of the building.	A third party fascia sign is required to have a minimum separation distance of 60m from existing third party signs located in the vicinity.

COMMENTS

The variances # 1, # 2 and # 3 were granted a conditional approval by the Toronto and East York Community Council at its meeting held on March 27, 2007.

With regards to variance # 4, Heritage Preservation Services staff have reviewed the plans and advised that they have no objection to the proposed sign, provided the permission is not granted for a period of more than ten years.

With regards to the variance # 5, the sign would be located within 60m of existing third party signs located in the vicinity.

Planning staff originally recommended that the requested variances be refused as the proposed sign would add to the existing sign clutter. This remains staff's opinion. However, given the previous actions of Community Council in support of the proposed sign the additional two variances have been recommended for approval, subject to an additional condition.

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 1: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale
02/01/07

77 Elm Street

File # 06_196878