

**Sign Variance Report  
5 Scrivener Square**

<b>Date:</b>	October 29, 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>	07-258075

**SUMMARY**

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

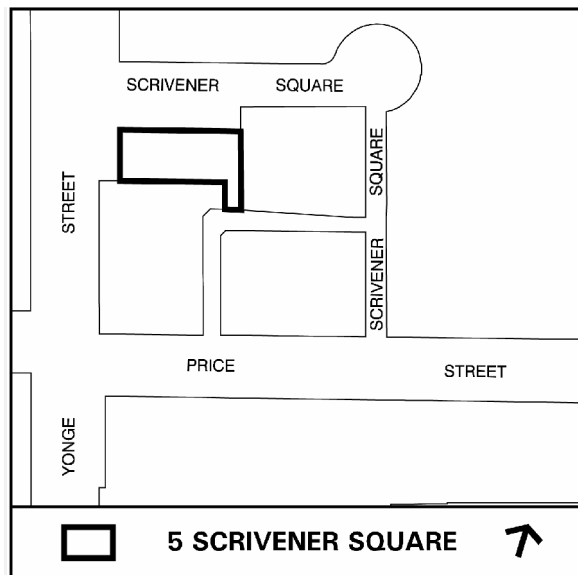
This report reviews and makes recommendations on a request by John David Adam, with Zip Signs Ltd., on behalf of Woodcliffe Corporation for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, two temporary non-illuminated fascia signs on the north and south elevations of a temporary structure located on the property at 5 Scrivener Square.

Staff recommends approval of the application given the temporary nature of the signs.

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. Toronto and East York Community Council approve the requested variances to maintain, for identification purposes, two non-



illuminated fascia signs on the north and south elevations of a temporary structure located on the property at 5 Scrivener Square;

2. The variance be permitted for a period of two years from the date of adoption of this report; and
3. 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 site is located on the southeast corner of Yonge Street and Scrivener Square in a CR zone. There is a one-storey temporary structure on the site serving as swing space for the retail shops currently being renovated and restored to the immediate south.

The applicant is seeking permission to maintain, for identification purposes, two temporary non-illuminated fascia signs on the north and south elevations of the temporary structure.

The temporary non-illuminated fascia sign on the north elevation of the structure is 18.30m wide and 2.4m high with an area of 43.92m<sup>2</sup>. The temporary non-illuminated fascia sign on the south elevation of the structure is 18.25m wide and 2.49m high with an area of 45.44m<sup>2</sup>.

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 297-10D (5)(C)(I)	The proposed non-illuminated fascia sign on the north elevation of the structure would have an area of 43.92m <sup>2</sup> .	The 43.92m <sup>2</sup> sign area on the north elevation of the structure would exceed by 27.45m <sup>2</sup> , the maximum (30% of the building face) 16.47 m <sup>2</sup> sign area permitted.
2. Chapter 297-10D (5)(C)(I)	The proposed non-illuminated fascia sign on the south elevation of the structure would have an area of 45.44m <sup>2</sup> .	The 45.44m <sup>2</sup> sign area on the north elevation of the structure would exceed by 28.97m <sup>2</sup> , the maximum (30% of the building face) 16.47m <sup>2</sup> sign area permitted.

## **COMMENTS**

Although, the signs are larger than permitted, they are non-illuminated and proposed for a period of only two years. The signs are appropriate for the temporary structure on which they are located and complement the adjacent heritage buildings now undergoing restoration and the streetscape.

Staff recommends approval of the proposed signs for a period of two years.

## **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: Elevations

# Attachment 1: Elevations



## Elevations

## 5 Scrivener Square

Applicant's Submitted Drawing

Not to Scale  
 11/13/07

File # 07\_258075