

Sign Variance - 555 University Ave

Date:	January 22, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE008

SUMMARY

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

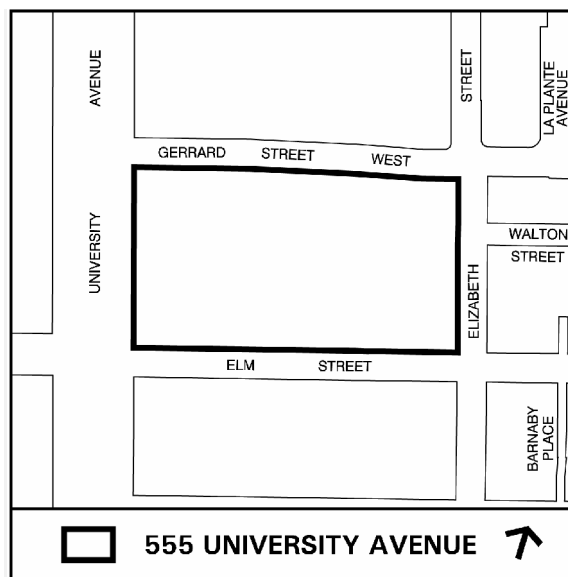
This report reviews and makes recommendations on a request by Apryl Krienke of Nadine International Inc. on behalf of Hospital for Sick Children for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, a non-illuminated bronze sculpture in the form of a football placed on top of a rectangular pedestal, at the northwest portion, along the University Avenue frontage of the property at 555 University Avenue. The proposed bronze sculpture is considered a sign used for identification purposes.

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

RECOMMENDATIONS

Toronto Building recommends that:

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, a non-illuminated bronze sculpture in the form of a football placed on top of a



- rectangular pedestal, at the northwest portion, along the University Avenue frontage of the property at 555 University Avenue; and
2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of a variance, 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 Sick Children Hospital is located south of College Street on the eastside of University Avenue. The property occupies an entire city block which is bounded by University Avenue to the west, Elizabeth Street to the east, Gerrard Street to the north and the Elm Street to the south of the property. The property contains an 11-storey Hospital building. The applicant is requesting permission to erect a non-illuminated bronze sculpture in the form of a football placed on top of a rectangular pedestal, at the northwest portion, along the University Avenue frontage of the property. The sculpture will display “Argos Children’s Plaza” while the pedestal will display “SickKids” and would be considered for first part advertising purposes. The pedestal is 1.07m wide and 0.51m high with an area of 0.55m². The Football portion of the bronze sculpture is 1.52m wide and 1.41m high with an area of 1.44m². The overall area of the bronze Football+ Pedestal has an area of 2.14 m² (see attached graphics).

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 297-10D-(12)(a)	To install a non-illuminated pedestal sign in the form of a “football on top of a pedestal” along the west frontage of the property.	Only one pedestal sign per frontage of the property is permitted, whereas in this case two pedestal signs would be located along the west frontage of the property.
2. Chapter 297-10D-(12)(c)	The pedestal sign would set back 0.3m from the property line.	The 0.3m sign set back from the property line would be 1.7m less than the 2.0 m required.

COMMENTS

The first variance is required because only one pedestal sign is permitted per frontage of a property. The intent of the By-law is to prevent sign clutter along any frontage of a property. In this instance, the property frontage along the University Avenue is large enough to accommodate two pedestal signs without adding to a sense of sign clutter. The proposed pedestal sign is in the form of a sculpture and it has been designed to blend in well with the property and the streetscape. It is staff's opinion that the proposed pedestal sign at this location would not adversely impact the property, surrounding uses or the streetscape.

With respect to the second variance, the Municipal Code requires a pedestal sign to be set back 2.0m from the property line, to ensure that the streetscape and view corridors are preserved and sight lines for motorists, cyclists and pedestrians are maintained. Although the sign would be set back 0.3m from the property line, the sign would be located in the landscaped area and is not very high. It is staff's opinion that the proposed pedestal sign at this location would not obstruct or block the view corridors or the sight lines for motorists, cyclists or the pedestrians.

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

CONTACT

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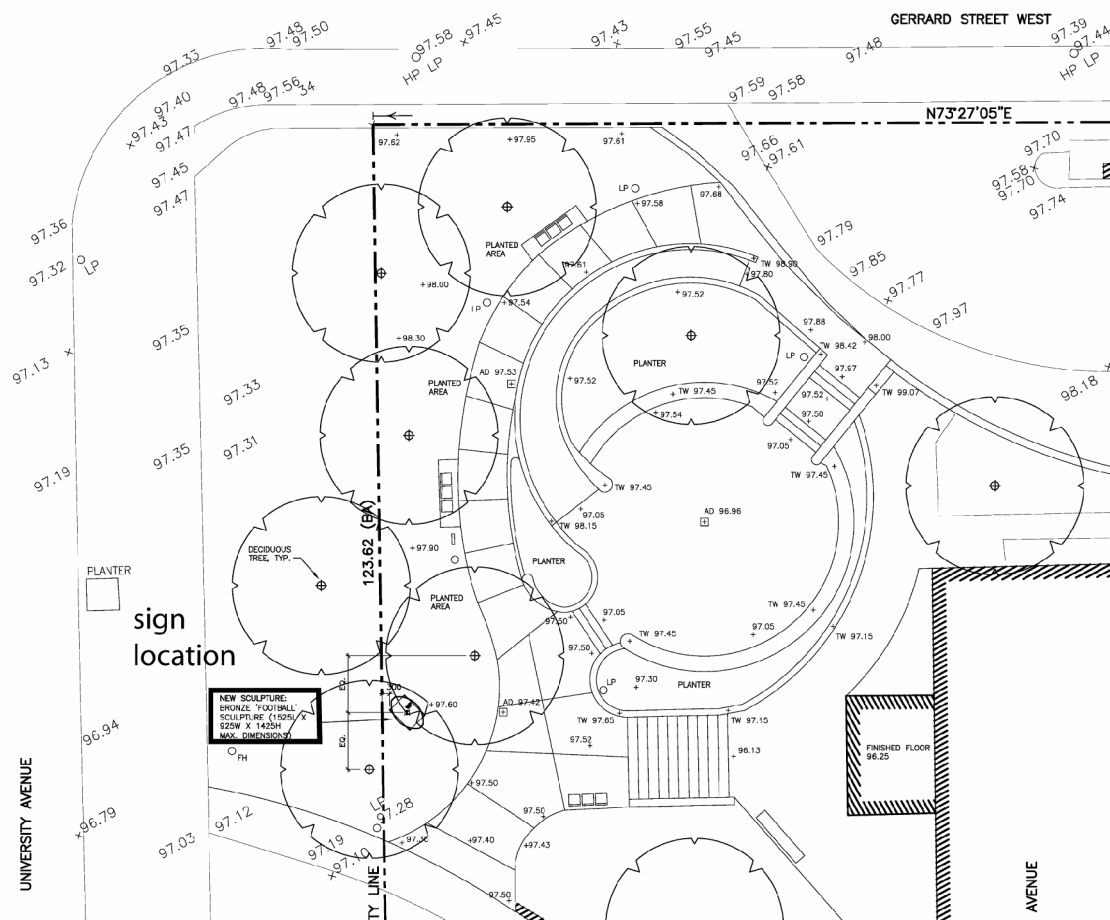
SIGNATURE

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

ATTACHMENTS

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

Attachment 1: Sign Location



Sign Location

555 University Avenue

Applicant's Submitted Drawing

Not to Scale
01/30/09



File # 09_102518

Attachment 2: Elevation



Elevation

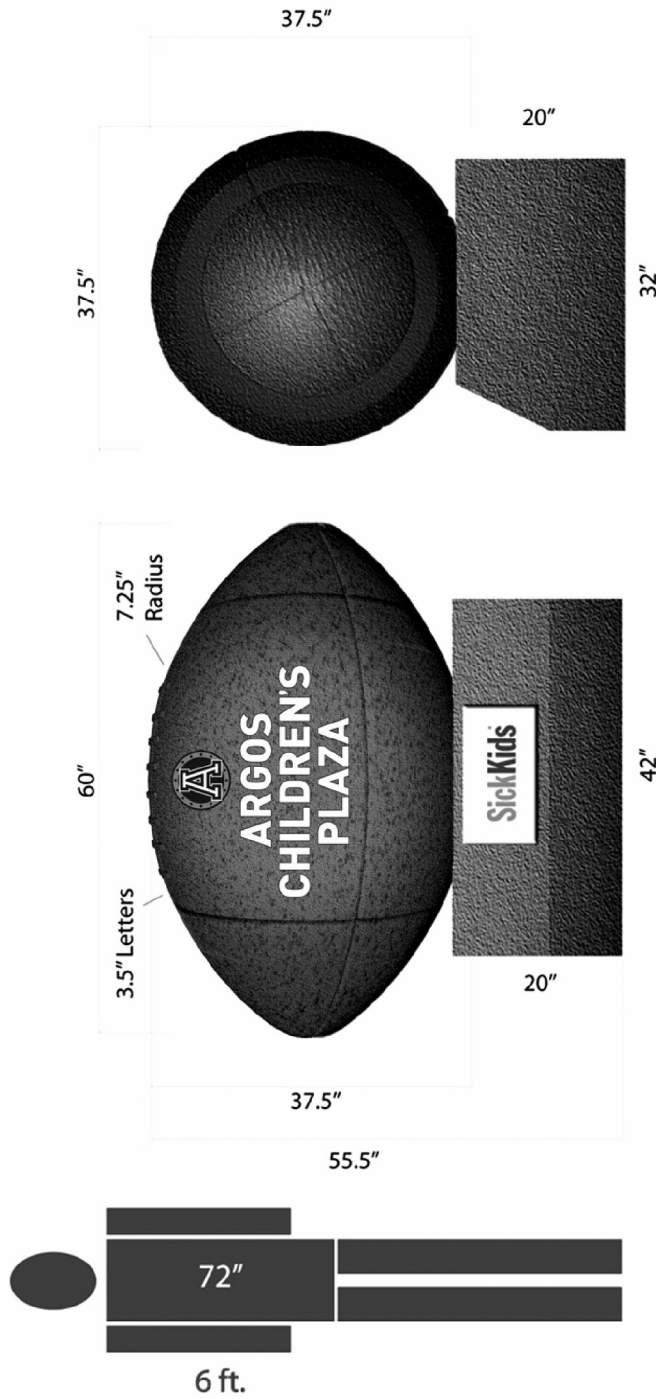
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Attachment 3: Sign Details



Sign Details

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555 University Avenue

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