

# TORONTO STAFF REPORT

July 27, 2006

To: Toronto and East York Community Council

From: Director, Community Planning, Toronto and East York District

Subject: Request for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit a carved stone, illuminated "Toronto Chinese Archway" with Chinese messages of goodwill engraved on the north elevation and a time and temperature clock on the west elevation of the archway at 573 Gerrard Street East  
06-154135 ZSV  
Ward 30, Toronto-Danforth

## Purpose:

To review and make recommendations on a request by Terry Fong of Tom + Fong Architects on behalf of Toronto Parking Authority/Chinese Chamber of Commerce (East Toronto) for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit a carved stone, illuminated "Toronto Chinese Archway" with Chinese messages of goodwill engraved on the north elevation and a time and temperature clock on the west elevation of the archway at 573 Gerrard Street East.

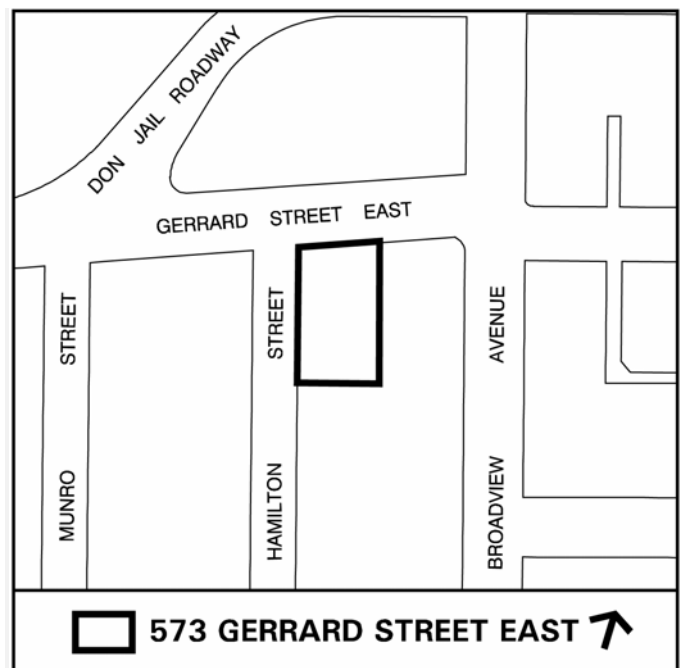
## Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

## Recommendations:

It is recommended that:

- (1) the request for variances to permit an illuminated, carved stone "Toronto Chinese Archway" with engraved Chinese goodwill messages on the north elevation and a time and a temperature clock on the west elevation of the archway be approved; and



- (2) the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Background:

The property is located at the southeast corner of Gerrard Street East and Hamilton Street in a “CR” zone. The City owned property contains a public parking lot. The Chinese Chamber of Commerce (East Toronto) is seeking permission to erect an illuminated stone carved “Toronto Chinese Archway” at the northwest corner of the property. The archway is 12.72m high and 11.60m wide. The north elevation of the archway would contain engraved Chinese messages of goodwill and wisdom on the north elevation and a time and temperature clock on the west elevation of the archway.

Comments:

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 297-10D(c)(2)Q5	To erect an illuminated, carved stone “Toronto Chinese Archway” consisting of engraved Chinese messages of goodwill on the north elevation and a time and temperature clock on the west elevation of the archway.	A fascia sign, for third party advertising purposes, is not permitted.

The variance is required because a third party fascia sign facing a street is not permitted in a CR zone. The Municipal Code considers the archway as a third party fascia sign because it is located on a lot not owned by the Chinese Chamber of Commerce and the archway containing engraved messages of goodwill and wisdom on the north elevation of the archway face Gerrard Street.

Planning staff does not consider the archway as a fascia sign for third party advertising purposes because no corporate name or commercial message is displayed on the archway and the applicant would not achieve any commercial or financial gain by erecting the archway. The decorative Toronto Chinese Archway near the East Toronto Chinatown is a joint project initiated by the Chinese Chamber of Commerce (Toronto East) and the City of Toronto. The purpose of this archway is simply to display the rich art and cultural heritage of the Chinese community, and its contribution to this part of the city. The archway would enhance the area and would not adversely impact the location or streetscape.

Conclusions:

Staff recommends approval of this application. The requested variance is minor and within the general intent and purpose of the sign provisions of the Municipal Code.

Contact:

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

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Applicant's Information:

Terry Fong  
Tom + Fong Architects  
40 Wynford Drive  
Unit # 211  
Toronto, Ontario  
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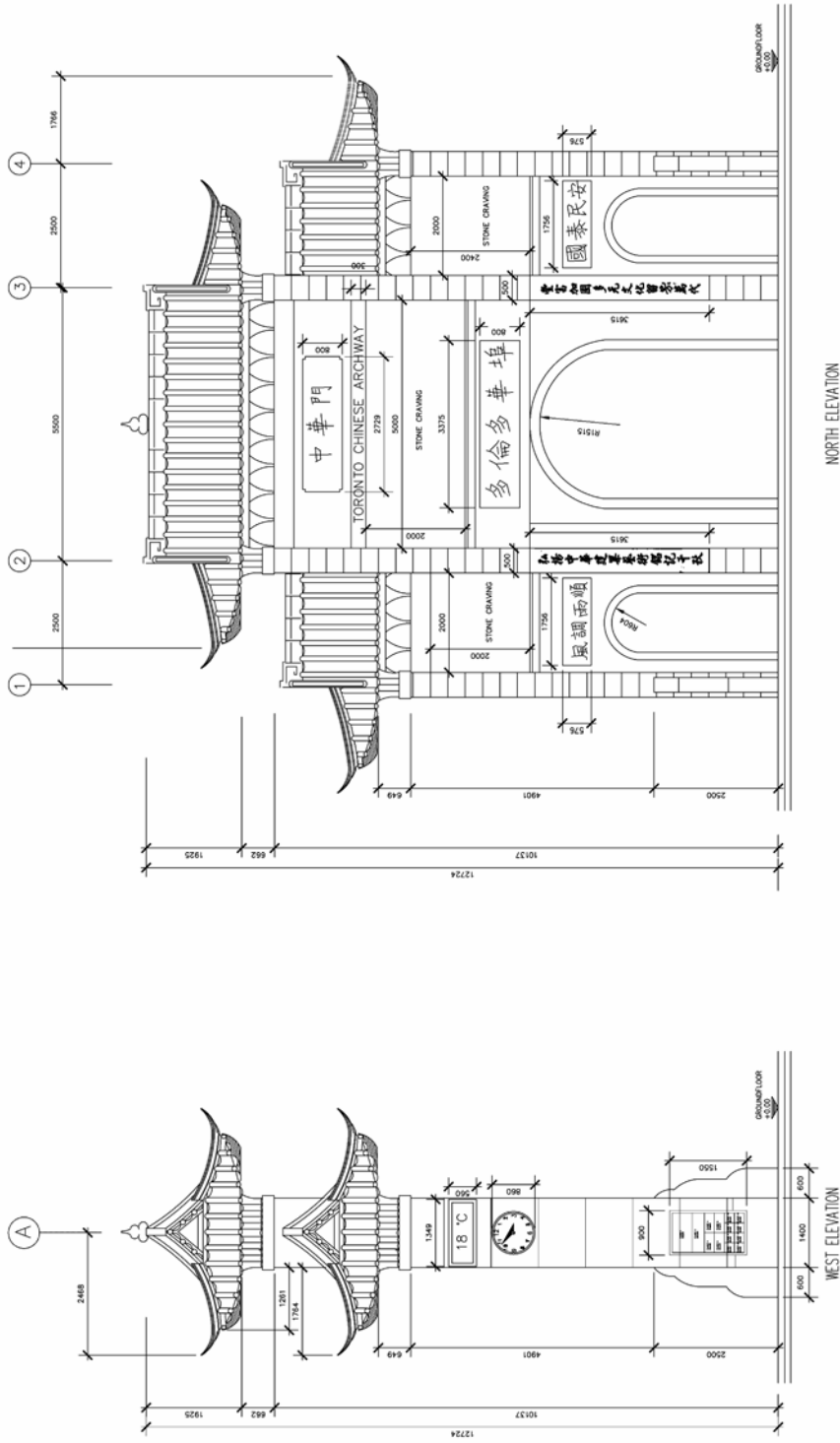
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Fax: 416-596-8126

List of Attachments:

Attachment 1: Elevations  
Attachment 2: Sign Location

### Attachment 1: Elevations



573 Gerrard Street East

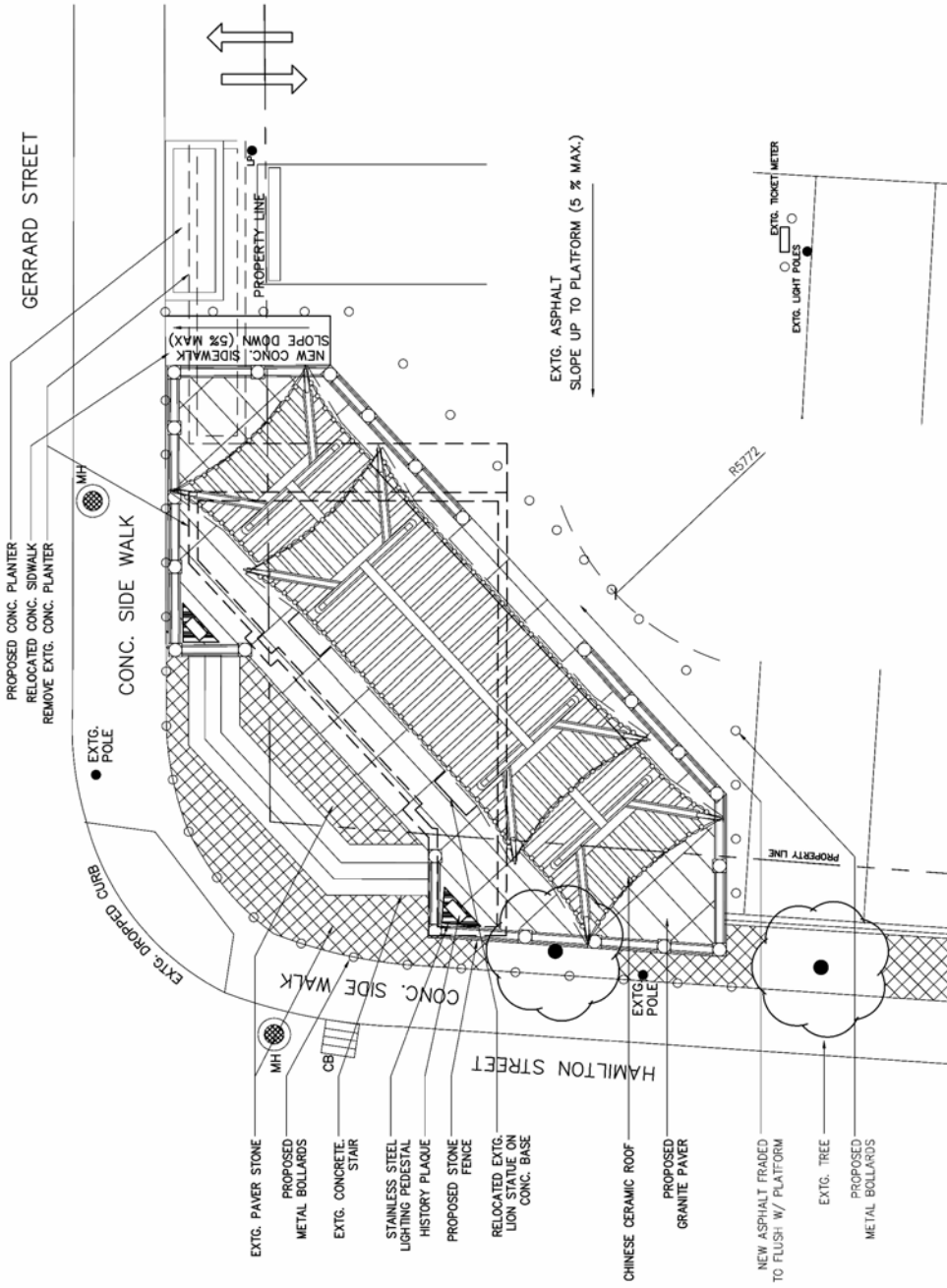
Elevations

Applicant's Submitted Drawing

Not to Scale  
07/13/06

File # 06\_154135

### Attachment 2: Sign Location



573 Gerrard Street East

Sign Location

Applicant's Submitted Drawing

Not to Scale  
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