STAFF REPORT
ACTION REQUIRED

Sign Variance Report
234 Adelaide Street East and 108 & 116 George Street

<table>
<thead>
<tr>
<th>Date:</th>
<th>December 19, 2006</th>
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<tbody>
<tr>
<td>To:</td>
<td>Toronto and East York Community Council</td>
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<tr>
<td>From:</td>
<td>Director, Community Planning, Toronto and East York District</td>
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<tr>
<td>Wards:</td>
<td>Ward 28 – Toronto Centre-Rosedale</td>
</tr>
<tr>
<td>Reference Number:</td>
<td>06-172054</td>
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SUMMARY

To review and make recommendations on a request by Armin Osmanovic of Aspen Ridge (High Rise) Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, six temporary ground signs along the Adelaide Street East frontage, ten temporary ground signs along the George Street frontage, three temporary ground signs along the Richmond Street East frontage and one ground sign along the Jarvis Street frontage of the property at 234 Adelaide Street East and 108 & 116 George Street.

Staff recommends approval of this application with a condition that all existing ground signs be removed four months after the date of City Council’s approval.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the request for variances to maintain, for identification purposes, six ground signs along the Adelaide Street East frontage, ten ground signs along the George Street frontage and three ground signs along the Richmond Street frontage and one sign along the...
Jarvis Street frontage of the property at 234 Adelaide Street East and 108 & 116 George Street for a period of four months from the date of Council approval; and

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

**ISSUE BACKGROUND**
The property is located at the northeast corner of Jarvis and Adelaide Street East in a “CR” zone. The temporary ground signs are requested to advertise the sale and marketing of a proposed residential condominium development project on this property. Currently there are six ground signs located along the Adelaide Street East frontage, ten along the George Street frontage and three along the Richmond Street frontage. The applicant is seeking permission to maintain these non-illuminated ground signs for a period of four months from the date of Council’s approval.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the in the following ways:

<table>
<thead>
<tr>
<th>Sign By-law Section and Requirements</th>
<th>Applicant’s Proposal</th>
<th>Required Variance</th>
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<tbody>
<tr>
<td>(1) Chapter 297-10 D(8)(a)</td>
<td>Six-ground signs are located along the Adelaide Street East frontage, ten-ground signs along the George Street frontage and three-ground signs along the Richmond Street frontage and one ground sign is located along the Jarvis Street frontage of the property.</td>
<td>Only one identification sign along each frontage of the property is permitted.</td>
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<td>(2) Chapter 297-10 D(8)(b)</td>
<td>The signs set back 6m to 1.3m from the property line.</td>
<td>The signs do not meet the minimum 2.0m setback requirement.</td>
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COMMENTS
If these signs were to stay there permanently, planning staff would have not supported the application. In this case, the signs are temporary and would be there for a short period of four months from the date of Council’s approval. It is staff opinion that the requested variances to maintain the signs for a period of only four months from the Council’s approval is acceptable.

CONTACT
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SIGNATURE

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

ATTACHMENTS
Attachment 1: Elevations
Attachment 2: Elevations
Attachment 3: Sign Details
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Attachment 2: Elevations
Attachment 3: Sign Details