STAFF REPORT
ACTION REQUIRED

Sign Variance Report
555 University Avenue

<table>
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<tr>
<th>Date:</th>
<th>December 5, 2006</th>
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<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 27 – Toronto Centre-Rosedale</td>
</tr>
<tr>
<td>Reference Number:</td>
<td>06-168369</td>
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SUMMARY

To review and make recommendations on a request by Penny Thompson 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 maintain, for identification purposes, a non-illuminated fascia sign on the front elevation of the building at 555 University Avenue.

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

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the request for variances to maintain, for identification purposes, a non-illuminated fascia sign on the mechanical penthouse, on the front elevation of the building at 555 University Avenue be approved; 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 Q zoned property, known as the Hospital for Sick Children is located on the eastside of University Avenue. The property is an entire city block bounded by University Avenue to the west, Elizabeth Street to the east, Gerrard Street to the north and the Elm Street to the south. The applicant is requesting permission to maintain, for identification purposes, an existing non-illuminated fascia sign on west elevation of the Mechanical Penthouse of the building. The sign is 17.68m wide and 6.10m high with an area of 107.85m2. The sign is being used for ongoing fund raising drive for the hospital.

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

<table>
<thead>
<tr>
<th>Sign By-law Section and Requirements</th>
<th>Applicant’s Proposal</th>
<th>Required Variance</th>
</tr>
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<tbody>
<tr>
<td>(1) Chapter 297-11 JJ (6),(7) (a)(b)(c)&amp;(d) - By-law 593-2006</td>
<td>The non-illuminated fascia sign is located on west wall of the Mechanical Penthouse of the building.</td>
<td>A fascia sign located above the top floor level of the building is not permitted.</td>
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<td>(2) Chapter 297-9D (2)(a)</td>
<td>The sign is 17.68m wide and 6.10m high with an area of 107.85m2.</td>
<td>The 107.85m2 sign area would exceed by 82.85m2, the maximum 25.0m2 permitted.</td>
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<tr>
<td>(3) Chapter 297-9D (2)(b)</td>
<td>The sign is 17.68m wide and 6.10m high.</td>
<td>The 6.10m sign height would exceed by 3.10m, the maximum 3.0m permitted.</td>
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COMMENTS
The existing temporary non-illuminated fascia sign was approved by City Council in 2005. With this application, the Hospital for Sick Children is seeking permission to permanently maintain the sign.

It is staff’s opinion that the non-illuminated sign at this location does not adversely impact the building, surrounding uses or the streetscape.

CONTACT
Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax: 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

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

ATTACHMENTS
Attachment 1: Elevation
Attachment 2: Sign Detail
Attachment 1: Elevation
Attachment 2: Sign Detail