

Sign Variance - 18 Lower Jarvis Street

Date:	June 11, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	08-119953

SUMMARY

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

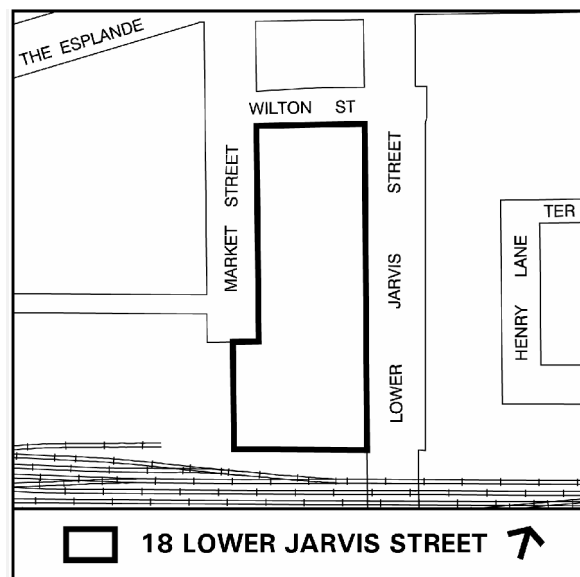
This report reviews and makes recommendations on a request by Peter Venetas of Context (Real Estate) Inc. on behalf of Gross Realty Corporation for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, four non-illuminated ground signs, along Lower Jarvis Street frontage of the property at 18 Lower Jarvis Street.

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

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the requested variance to maintain, for identification purposes, four non-illuminated ground signs along Lower Jarvis Street frontage of the property at 18 Lower Jarvis Street,



on condition that signs are permitted for a period of only one year from the date of approval by the Toronto and East York Community Council; and

2. 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 property is located south of Front Street East on the west side of Lower Jarvis Street in an I1 zone. Currently, the property is being used as a public parking lot. Context (Real Estate) Inc. is proposing a 33-storey residential condominium building on this site. The applicant is requesting permission to maintain, four non-illuminated ground signs located along Lower Jarvis Street, for marketing the sale of residential units in the proposed building. Each ground sign is 4.88m wide and 3.05m high with an area of 14.88m².

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 (9)(b)	Four non-illuminated ground signs are located along the Lower Jarvis Street frontage of the property.	Only one ground sign per lot frontage is permitted.
2. Chapter 297-10D (9)(c)	Each ground sign set backs 1.0m from the property line.	The 1.0m sign set back from the property line is 1.0m less than the 2.0m sign set back required.

COMMENTS

With respect to the first variance, the Municipal Code permits only one ground sign per lot frontage of the property. The intent of the by-law is to prevent sign clutter along any frontage of a property. In this case, the signs are temporary and the Lower Jarvis Street frontage of the property is long enough to accommodate four ground signs without causing clutter.

With regards to the second variance, the Municipal Code requires a ground sign to be set back 2.0m from the property line, in order to ensure that the streetscape and view corridors are preserved and to ensure that sight lines for motorists, cyclists and pedestrians are maintained. Although the signs set back 1.0m from the property line, for visual clearance, each sign has a vertical clearance of 3.66m from grade to the bottom of

the sign. It is staff's opinion that the signs at this location do not obstruct the view corridor, or obscure sight lines and they do not adversely impact the streetscape.

Staff recommends approval of the application on condition that the signs are approved for a period of one year from the date of approval by the Toronto and East York Community Council. The variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

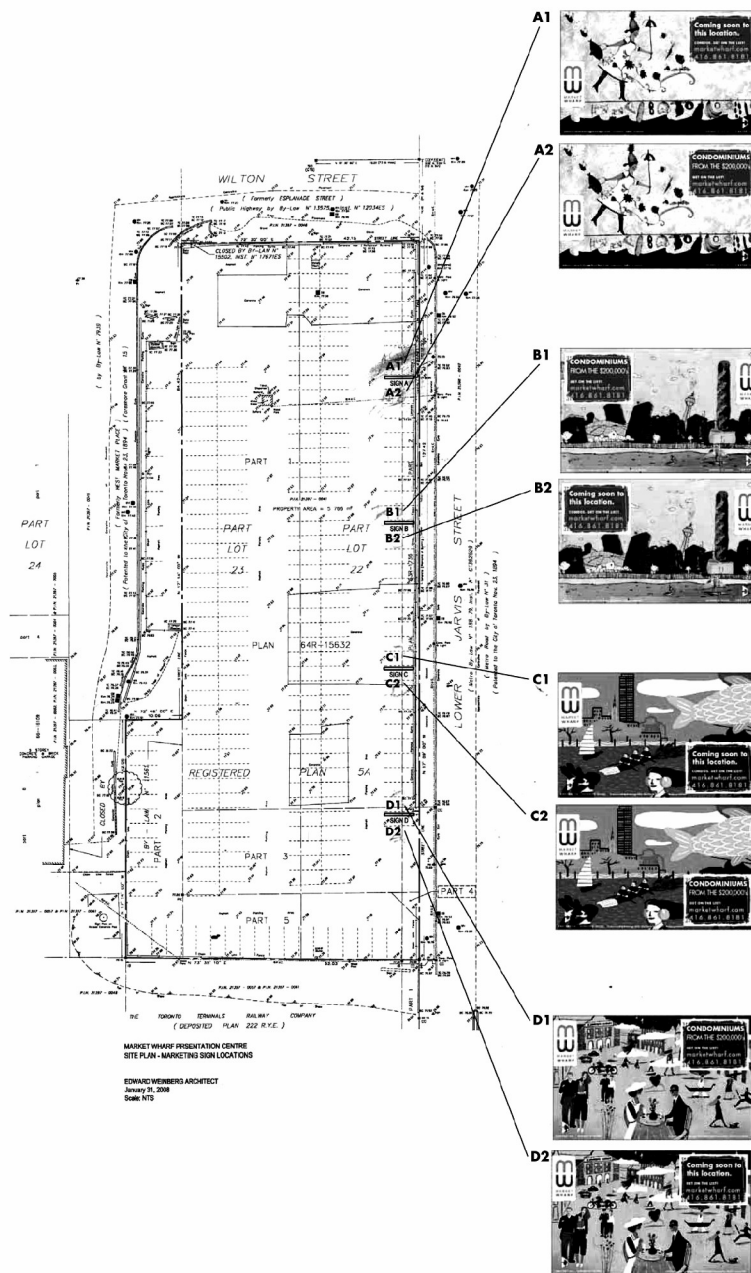
Raymond David, Acting Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Locations
Attachment 2: Elevation & Sign Details

Attachment 1: Sign Locations



Sign Locations

Applicant's Submitted Drawing

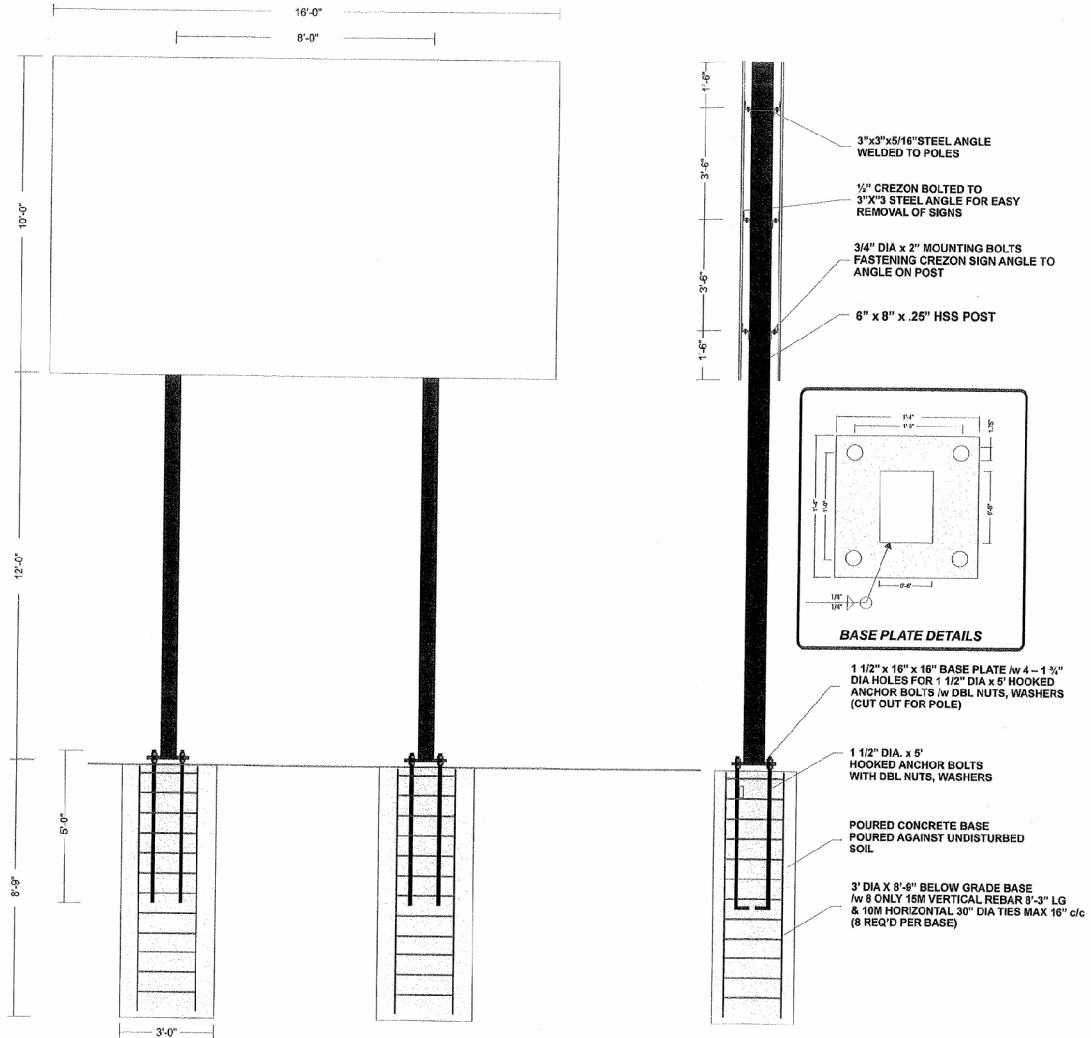
Not to Scale 

06/13/03

18 Lower Jarvis Street

File # 08_119953

Attachment 2: Elevation & Sign Details



Elevation & Sign Details

Applicant's Submitted Drawing

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