

Sign Variance - 105 Maitland Street

Date:	August 15, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	08-146037

SUMMARY

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

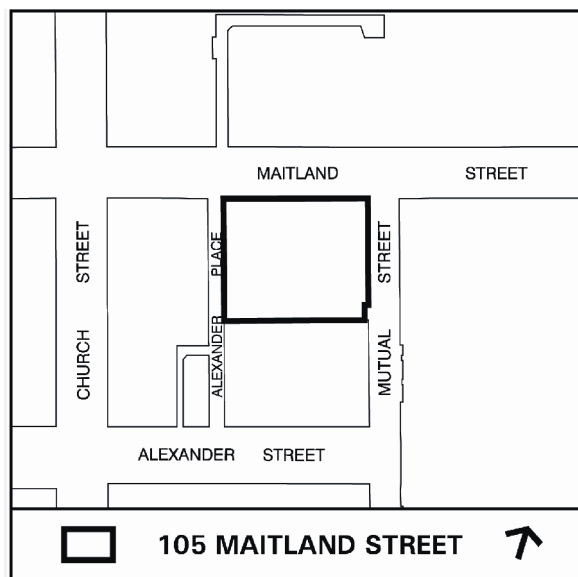
This report reviews and makes recommendations on a request by Natalie Stasko of SNS Project Management Inc., for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, four non-illuminated fascia signs and one non-illuminated canopy sign on the front elevation of the building at 105 Maitland Street.

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

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, four non-illuminated fascia signs and one non-illuminated canopy sign on the front elevation of the building at



105 (99-113 Maitland Street) Maitland Street on condition that at the time of Building Permit application, sign permits will be subject to approval by the Manager of Heritage Preservation Services for the method of attachment on to the building; 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

This listed historic property is located between Alexander Place and Mutual Street on the south side of Maitland Street in an “R” zone. The property contains six two-storey linked houses with their previous municipal address of 99, 101, 103, 105, 111 and 113 Maitland Avenue. The property was consolidated to be known as 105 Maitland Avenue. The property is occupied by Canada’s National Ballet School. The applicant is requesting permission to install, for identification purposes, four non-illuminated donor recognition fascia signs listed as “Maison Fleck House”, “Salle Currie Hall”, “Maison Staines House”, and “Maison Avie Bennett House over the four building entrances and the # “105” to identify the Municipal Address along the Maitland frontage of the building. The fascia sign “Maison Fleck House” is 1.53m wide and 0.11m high with an area of 0.17m², the fascia sign “Salle Currie Hall” is 1.23m wide and 0.10m high with an area of 0.12m², the fascia sign “Maison Staines House” is 1.83m wide and 0.12m high with an area of 0.22m², the sign “Maison Avie Bennett House” is 3.35m wide and 0.18m high with an area of 0.60m² and the fascia sign # “105” is 0.33 wide and 0.15m high with an area of 0.5.

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
Chapter 297-9D (1) (d), 297-9D (8) (c).	To erect four non-illuminated fascia signs and one non-illuminated canopy sign on the front elevation of the building.	Only one identification sign per frontage of the property is permitted.

COMMENTS

The property at 105 Maitland Street is consolidation of six link-houses (99, 101, 103, 105, 111 and 113 Maitland Street). The property is occupied by the National Ballet School. Four of the six link-houses on the property have their entrances on the Maitland Street. The National Ballet School intends to install three non-illuminated fascia signs

and one non-illuminated canopy sign, for donor recognition purposes, over the building entrances and one fascia sign to identify street address of the property.

The variance is required because the Municipal Code permits one identification sign on each frontage of the building, whereas the proposal is to install four non-illuminated fascia signs and one non-illuminated canopy sign on the Maitland Avenue frontage of the building. In case, if these link houses were not consolidated under one address the applicant would have received the signage permission as of right. Staffs consider the variance to be technical and therefore acceptable. The proposed signs are designed, sized and positioned to blend in well with building façade. It is staff's opinion that the signs would not adversely impact the building, surrounding uses or the streetscape.

Staff of Heritage Preservation Services have reviewed the plans and have advised that they have no objection subject to the conditions described above.

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

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax No. 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

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

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ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations
Attachment 3: Elevation & Sign Detail
Attachment 4: Elevation & Sign Detail
Attachment 5: Sign Details
Attachment 6: Sign Details
Attachment 7: Sign Details

Attachment 1: Elevations



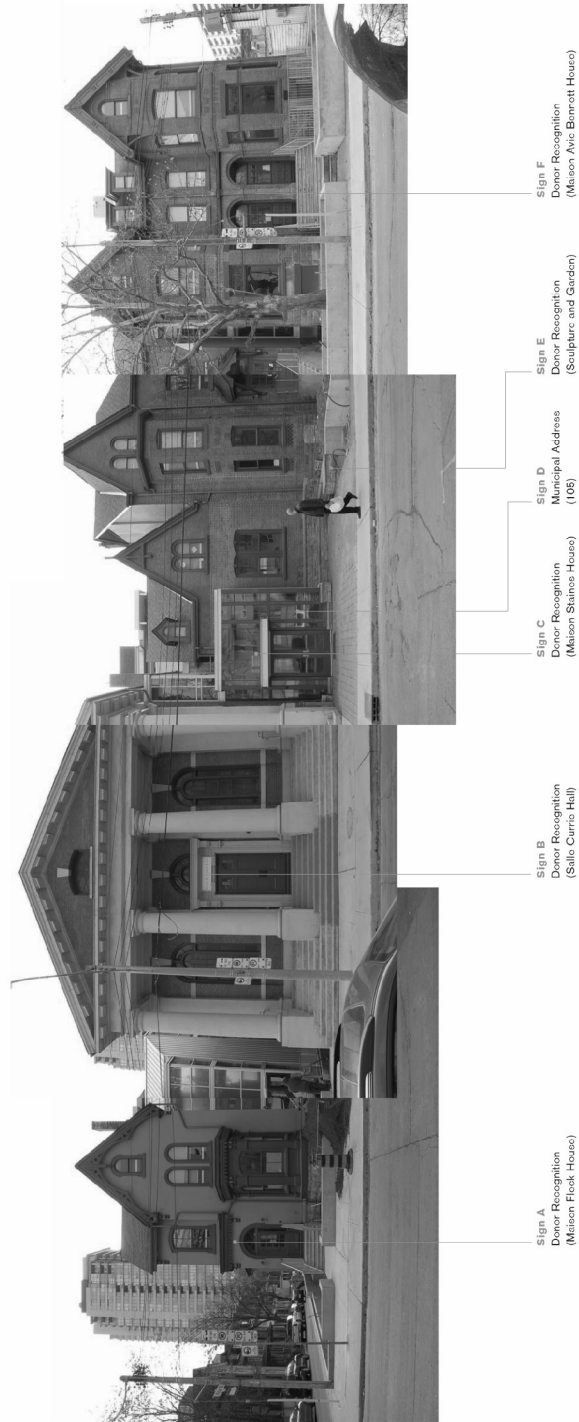
105 Maitland Street

Elevations
Applicant's Submitted Drawing

Not to Scale
05/27/08

File # 08_146037

Attachment 2: Elevations



Elevations

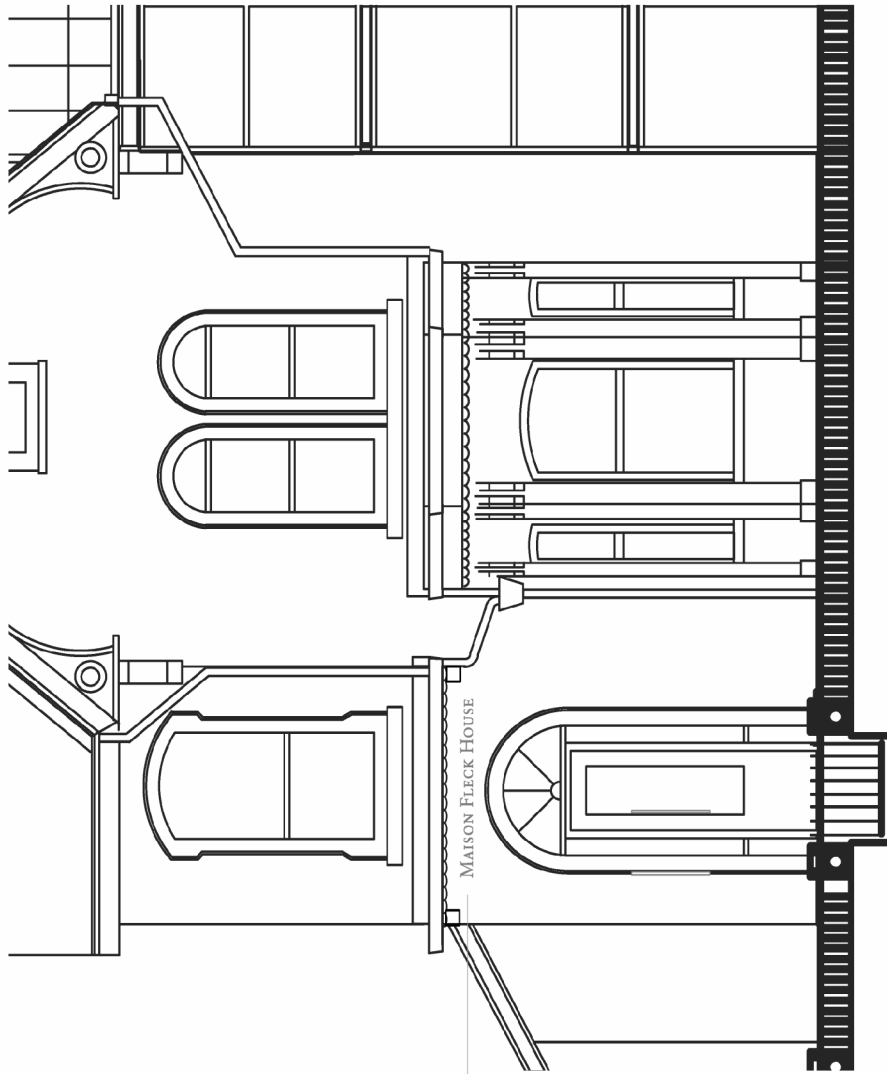
105 Maitland Street

Applicant's Submitted Drawing

Not to Scale
05/27/08

File # 08_146037

Attachment 3: Elevation & Sign Detail



Graphic:
1525mm W x 106mm H
Stainless steel reverse channel
lettering (with closed backs) pinned
to top of entrance canopy
Non-illuminated
A
Donor Recognition

Elevation & Sign Detail

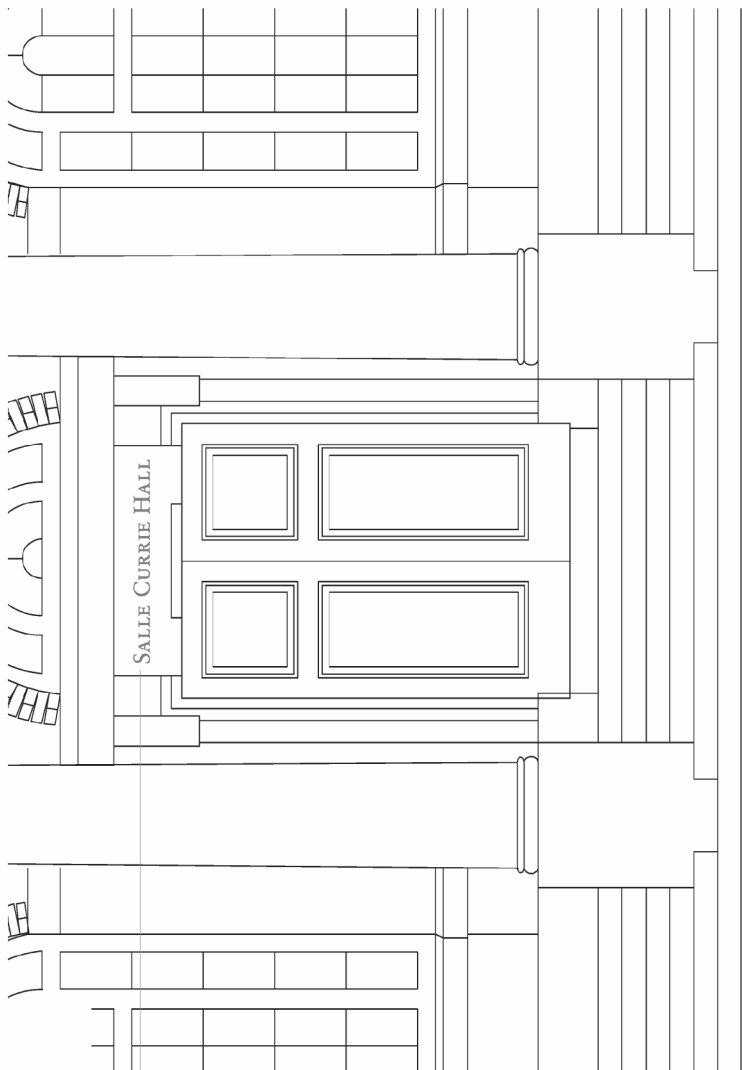
Applicant's Submitted Drawing

Not to Scale
05/27/08

105 Maitland Street

File # 08_146037

Attachment 4: Elevation & Sign Detail



Graphic:
1230mm W x 100mm H
1/2 inch thick stainless steel letters,
pinned to wall surface
Non-illuminated
B
Donor Recognition

Elevation & Sign Detail

Applicant's Submitted Drawing

Not to Scale
05/27/08

105 Maitland Street

File # 08_146037

Attachment 5: Sign Details

MAISON STAINES HOUSE

105

Graphic: 1830mm W x 120mm H
Stainless steel reverse channel lettering (with closed backs) pinned to top of entrance canopy
Non-Illuminated
C
Donor Recognition

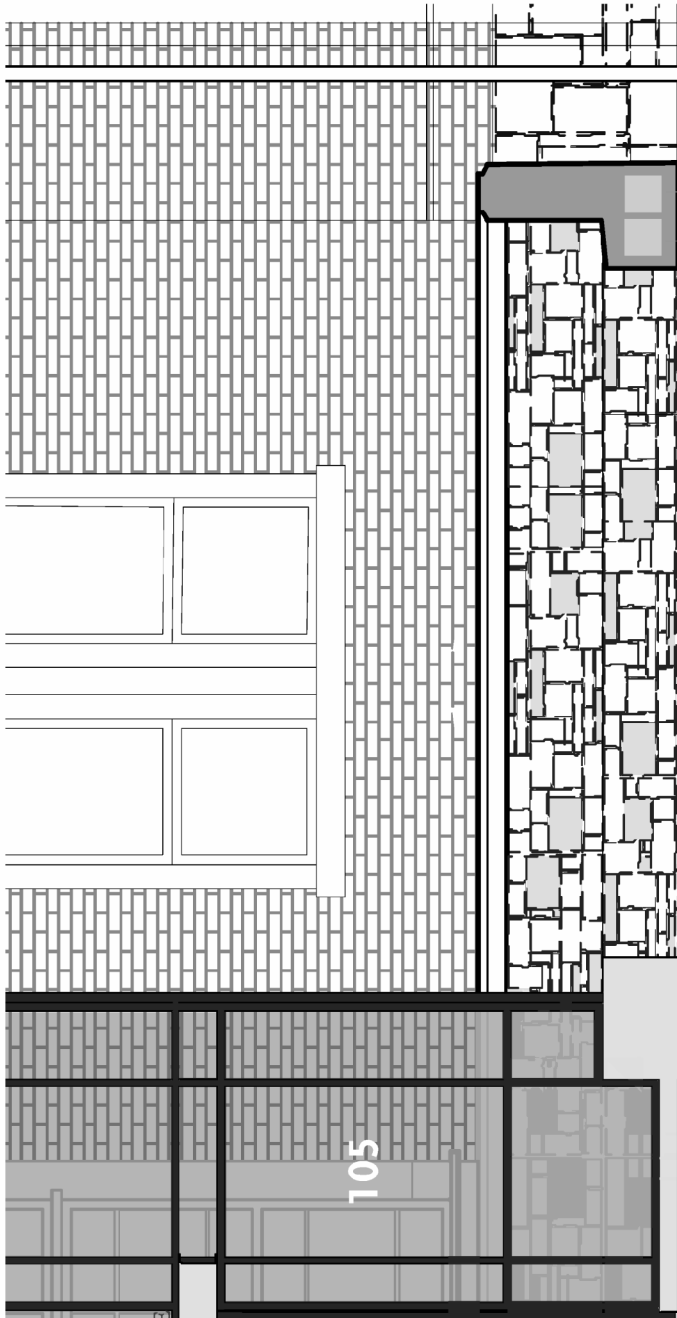
Graphic: 330mm W x 150mm H
White adhesive vinyl lettering, applied to glass
D
Municipal Address

Sign Details
Applicant's Submitted Drawing
Not to Scale
05/27/08

105 Maitland Street

File # 08_146037

Attachment 6: Sign Details



Graphic:
300mm W x 300mm H (each)
Stainless steel plaques with black infill
lettering, pin mounted to low stone wall
E
Donor Recognition
(Sculpture and Garden)

Sign Details

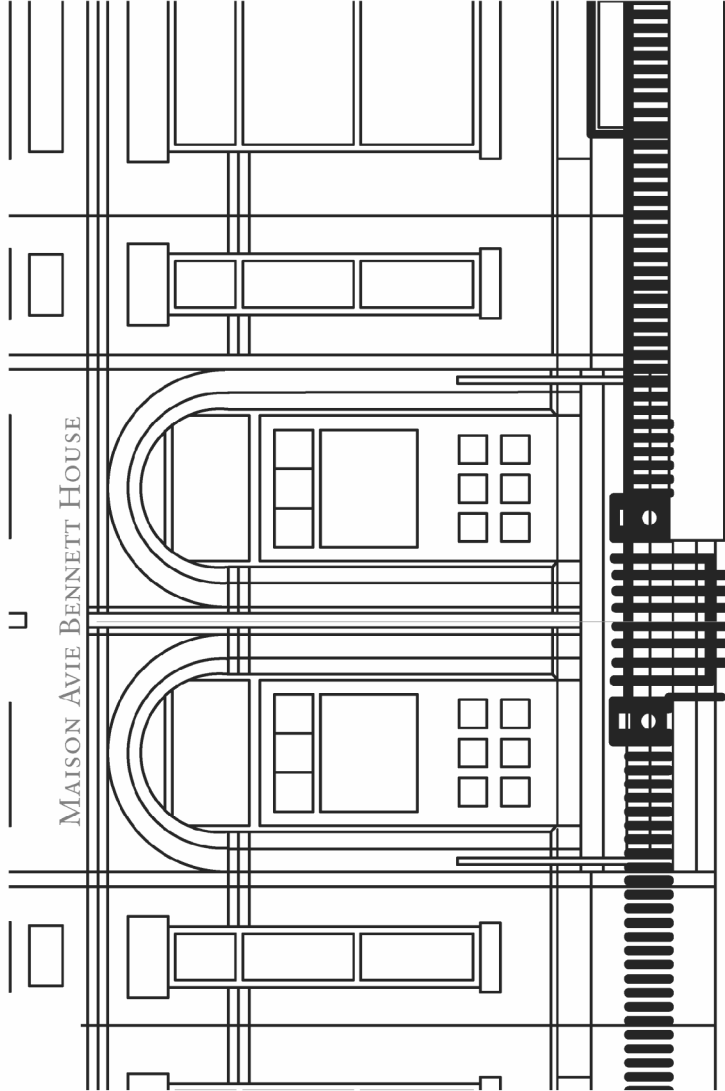
Applicant's Submitted Drawing

Not to Scale
05/27/08

105 Maitland Street

File # 08_146037

Attachment 7: Sign Details



Graphic:
3850mm W x 180mm H
Stainless steel reverse channel
lettering (with closed backs) pinned
to top of entrance canopy
Non-illuminated
F
Donor Recognition

Sign Details

Applicant's Submitted Drawing

Not to Scale
05/27/08

105 Maitland Street

File # 08_146037