

Sign Variance - 400 Jarvis St

Date:	April 8, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE031

SUMMARY

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

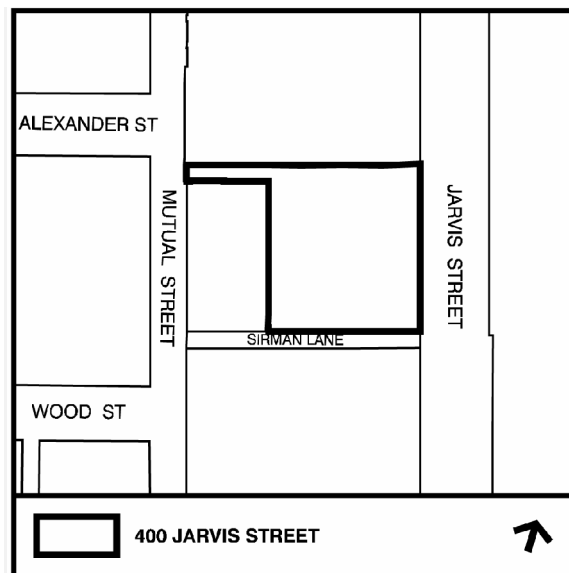
This report reviews and makes recommendations on a request by Mark Klein of Zip Signs Ltd., on behalf of National Canada’s National Ballet School, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit a first party non-illuminated canopy sign to identify “Maison Lozinski House” on the Jarvis Street frontage of the building at 400 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 Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the requested variance to permit, a non-illuminated canopy sign to identify “Maison Lozinski House” on the Jarvis Street frontage of the building at 400 Jarvis Street; and



2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of a variance, 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 listed historic property is located north of Carlton Street, on the west side of Jarvis Street in an R zone. The property contains the Canada’s national Ballet School complex. The applicant is seeking permission to install a non-illuminated first party canopy to identify “Maison Lozinski House” over the front canopy of the building at 400 Jarvis Street. The proposed canopy sign is 2.0m wide and 0.88m high with an area of 1.76m². The sign would be located at a height of 5.93m above grade (see attached graphics).

The sign does 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 297-9D (1)(c)	The height from grade to the top of the proposed sign would be 5.93m.	The 5.93m height from grade to the top of the sign would exceed by 3.93m, the maximum 2.0m height permitted in an R zone.
2. Chapter 297-9D (1)(d)	This sign would be the second identification sign on the front elevation of the building.	Only one identification sign per frontage of the property is permitted.

COMMENTS

The permitted signs in an R zone are required to be small and low. The first variance is required because the sign height from grade to the top of sign would exceed by 3.93m, the maximum permitted height of 2.0m. The regulations for height of signs above grade in residential zones are restrictive in order to minimize their adverse impact on the building to which they are attached, surrounding uses and the streetscape. Although the building is in an R zone, the building contains an institutional use located along the Jarvis Street frontage and the proposed non-illuminated canopy sign is small. It is staff’s opinion that the impacts would be very limited. The sign is designed, sized and positioned to complement the building façade and the streetscape.

The second variance is required because only one identification sign on each frontage of the building is permitted. The intent of the by-law is to prevent sign clutter on any

frontage of a building. In this case, the signs are small and the building complex is large enough to accommodate two identification signs without causing a sense of clutter.

Staff of Heritage Preservation Services have reviewed the plans and have advised that they have no objection to the proposed canopy sign.

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

CONTACT

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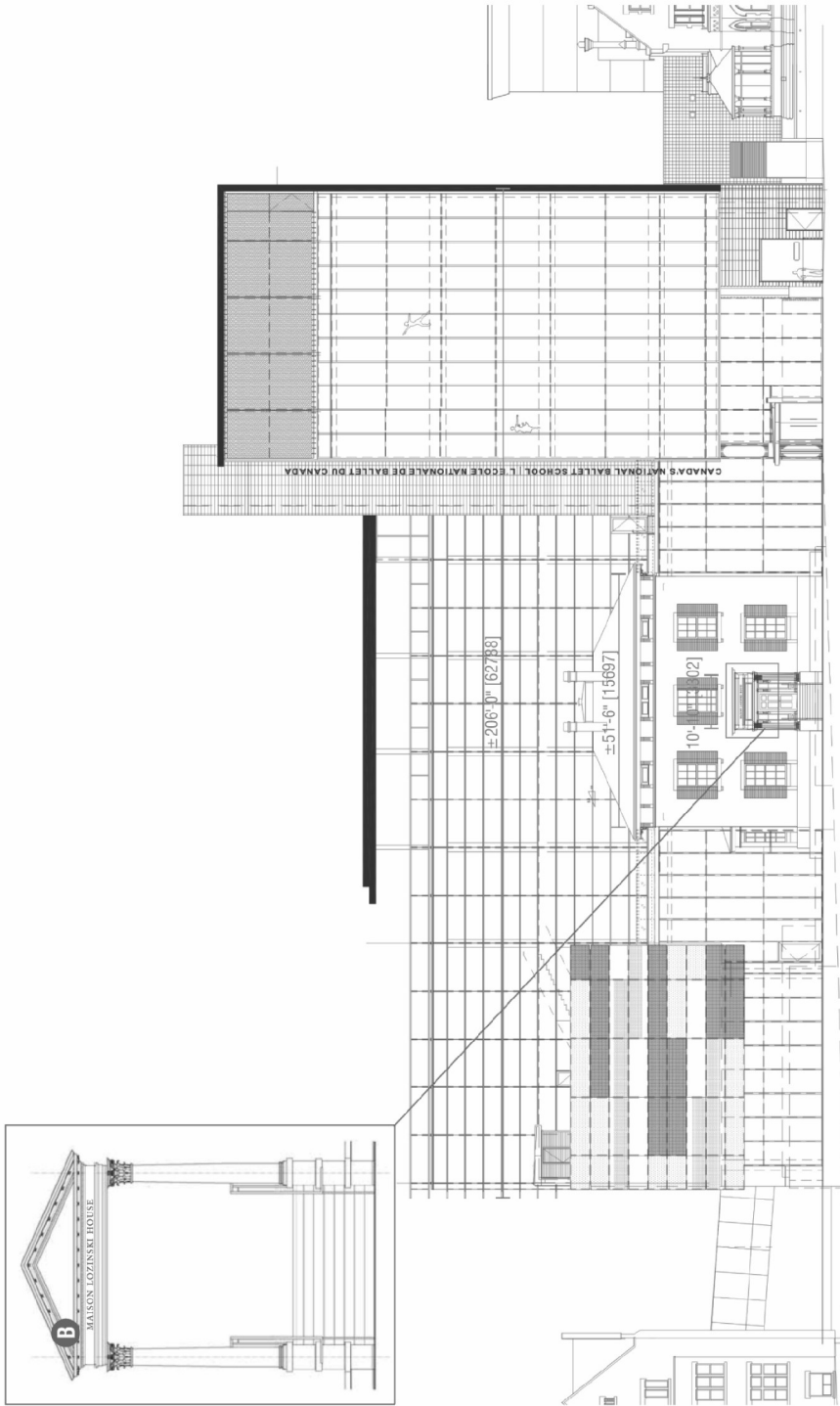
SIGNATURE

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

ATTACHMENTS

Attachment 1: Elevations

Attachment 1: Elevations



Elevations

Applicant's Submitted Drawing

Not to Scale
04/15/2009

400 Jarvis Street

File # 09_120125