

Sign Variance - 55 Malvern Ave

Date:	September 29, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 32 – Beaches-East York
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE059 09 173497 ZSV 00 ZR

SUMMARY

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

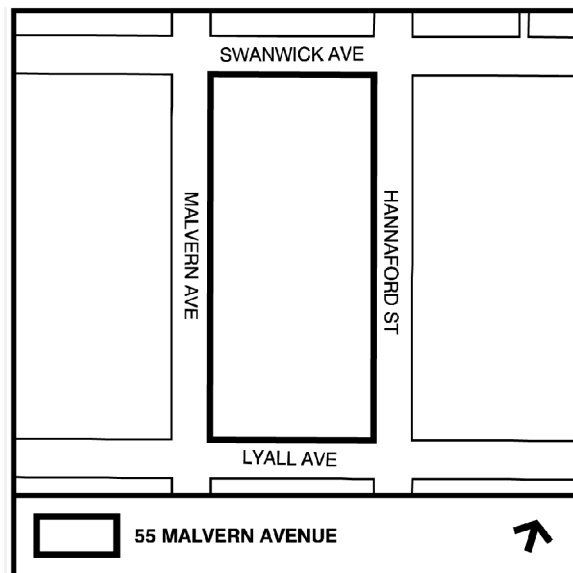
This report reviews and makes recommendations on a request by Lawrence Lamanna with Toronto District School Board, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a non-illuminated ground sign along Malvern Avenue frontage of the property at 55 Malvern Avenue.

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, a non-illuminated ground sign along Malvern Avenue frontage of the property at 55 Malvern Avenue; and



- 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 property is located east of Southwood Drive, south of Gerrard Street East, on the east side of Malvern Avenue in a Residential zone district. The property contains Melvern Collegiate Institute building. The applicant is requesting permission to erect, for identification purposes, a non-illuminated ground sign along Malvern Avenue frontage of the property at 55 Malvern Avenue. The sign is 2.44m wide and 1.32m high with an area of 3.22m². The height from grade to the top of the sign is 2.46m. The vertical clearance from grade to the bottom of the sign is 1.14m.

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 (6) (a)	The sign would have an area of 3.22m ² .	The 3.22m ² sign area would exceed by 0.72m ² , the maximum 2.50m ² sign area permitted.

COMMENTS

The variance is required because signs in residential zone districts are required to be small and low in order to limit any adverse impact the signs may have on the property, surrounded residential uses or the streetscape. Although, in this case, the proposed sign is slightly larger than permitted, it is staff's opinion that the proposed non-illuminated sign is well designed and it would not adversely impact the school property, surrounding uses and streetscape.

Staff recommends approval of the application. The variance is 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 2: Elevations
- Attachment 3: Sign Details

Attachment 1: Elevations



Elevations

Applicant's Submitted Drawing

Not to Scale
10/08/09

55 Malvern Avenue

File # 09_1173497

Attachment 2: Elevations



Elevations

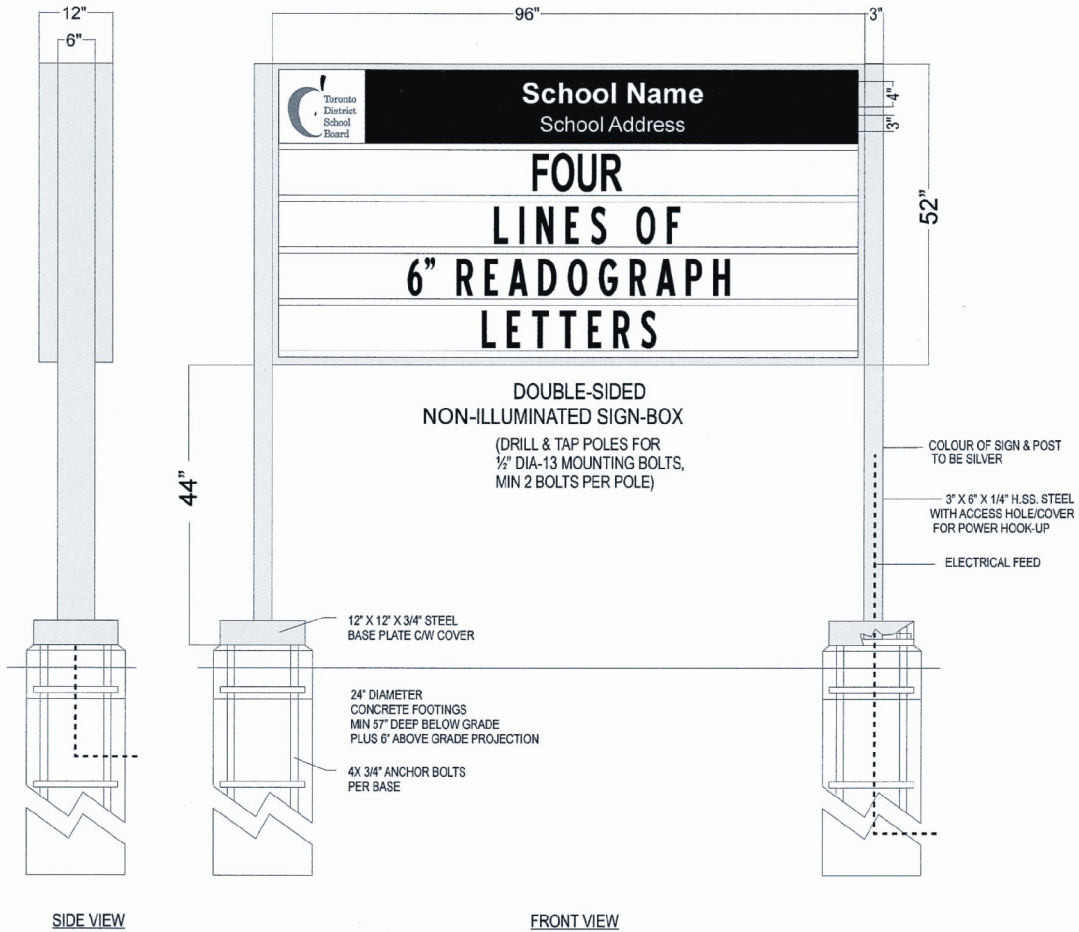
Applicant's Submitted Drawing

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Attachment 3: Sign Details



Sign Details

Applicant's Submitted Drawing

Not to Scale
10/05/09

55 Malvern Avenue

File # 09_173497