

**Sign Variance Report
1747-1755 Jane St**

Date:	January 15, 2007
To:	Chair and Members, The Etobicoke York Community Council
From:	Building and Deputy Chief Building Official
Wards:	Etobicoke Centre, Ward 12
Reference Number:	2007EY005

SUMMARY

Request for approval of variance from City of North York Sign By-law No 30788, to erect a First Party Illuminated Ground Sign for a business directory along Jane St on the property known as 1747-1755 Jane St.

The request comes from Jilan Balbaa, Manager of Development with O'Shanter Development Company Ltd for the owner O'Shanter Development Company Ltd for approval of the variance from Chapter 215, Signs, of the former City of North York Sign By-law No 30788.

RECOMMENDATIONS

It is recommended that:

- (1) the request for variances be approved for the reasons outlined in this report; and
- (2) the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permit, and
- (3) that the granting of the variance be conditional upon the applicant installing a timer on the sign that would turn off the lights in the sign before 11:00 pm, and
- (4) that the granting of the variance be conditional upon the applicant obtaining of approval from Urban Forestry for the protection of the trees on site in full accordance with the City of Toronto Tree Protection Policy and Specification for

Construction Near Trees as required under the City of Toronto, Municipal Code, Chapter 813, Article II or III.

FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report

ISSUE BACKGROUND

1747-1755 Jane St is located on lands that are zoned RM6 (Residential). The complex is a mixed use development. The Building consists of a 2 storey podium that is used for commercial uses and above the podium is a 12 storey residential apartment building. To the north of this complex there are 3 highrise apartment buildings, to the east there is a subdivision of single family dwellings and to the south and west along Jane St there are low rise buildings (one to two storey high) with commercial uses on the ground floor and for the most part residential on the second floor.

The sign will be located in the front yard, on a strip of landscaping separating the City sidewalk from the parking lot used for the commercial portion of his mixed use building. On this landscaped strip there are both mature and newly planted trees.

The sign does not comply with the City of North York Sign By-law No 30788 in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
5.1.1 - One identification sign not exceeding 0.4 m2 in sign area is permitted in a residential zone indicating the name of the lawful business or profession located therein.	The proposed sign will have an area of 9.5m2.	To permit a directory sign to have an advertising area of 9.5m2 in lieu of 0.4 m2

COMMENTS

The proposed illuminated directory sign will be located approximately 30 ft from the corner of Marshlyn Ave. and will be erected on a strip of landscaping in the front yard of 1747 – 1755 Jane St. The sign height will be approximately the height of a 2 storey building therefore the commercial buildings along Jane St will act as barriers between the

sign and the single family residential areas. The illumination from the sign will only impact the buildings along Jane St and seeing that it is for the most part a commercial strip, the directory ground sign will be in keeping with the commercial nature of the area. As for the apartment buildings to the north, the illumination will be blocked in part by the building at 1747 – 1755 Jane St. There will be an increase in the ambient light levels due to the lights in the sign that will have an effect on the residential tenants residing in the apartment building portion above the 2nd floor. It is recommended that the granting of this variance to permit this sign be conditional upon the applicant installing a timer on the sign that would turn off the lights in the sign before 11:00 pm.

The site at 1747- 1755 Jane St has in the vicinity of where the proposed sign is to be located, a number of significant trees that qualify for protection under the City's tree protection policy. It is recommended that the granting of this variance to permit this sign be conditional upon the applicant obtaining approval from Urban Forestry for protection of the trees on this site in accordance with all applicable by-laws.

CONTACT

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The Etobicoke York District

Building Division folder number 06 194782 ZSV

ATTACHMENTS

Attachment 1: Site Plan and/or Zoning Map

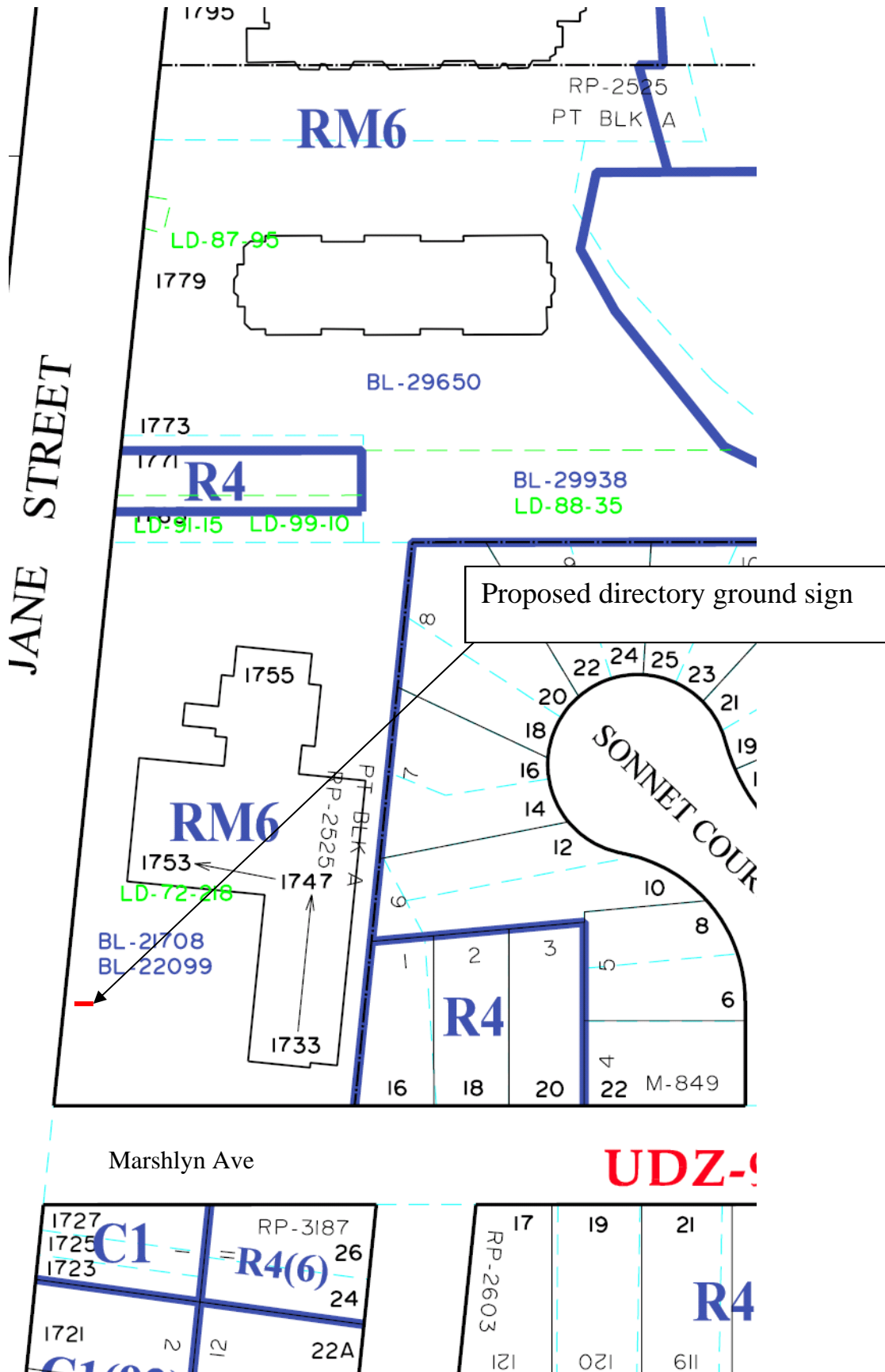
Attachment 2: Elevations

Attachment3: Picture

Contact:

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View of buildings on Jane St directly across from 1747 – 1755 Jane St



View of 1747 – 1755 Jane St from the corner of Jane St and Marshlyn Ave.



View of buildings on the west side of Jane St just to the south of 1747 – 1755 Jane St