



STAFF REPORT ACTION REQUIRED

Sign Variance Application 1680-1686 Jane Street

Date:	December 21, 2006
To:	Etobicoke York Community Council
From:	Director, Community Planning, Etobicoke York District Director of Building and Deputy Chief Building Official, Etobicoke York District
Wards:	Ward No.11 – York South-Weston
Reference Number:	File No: 06 187764 WET 11 TM

SUMMARY

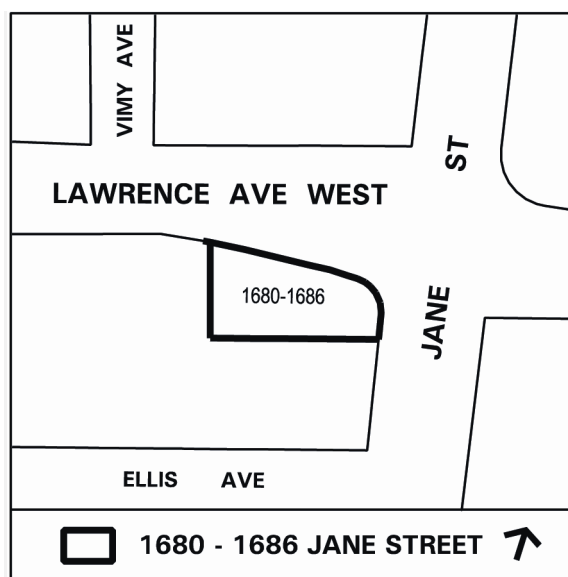
This is an application to permit two single-sided roof signs, which will have a total display area of 37.16 square metres, at 1680-1686 Jane Street West.

This report reviews and recommends approval of the application to amend the former City of York Sign By-law No. 3369-79.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the application for relief from the provisions of By-law No. 3369-79, as amended, to permit two single-sided roof signs having a maximum size area of 37.16 square metres subject to sign permits being obtained, and the signs being installed in accordance with the sign permit application filed with Toronto Building, Etobicoke York District, and



2. City Council authorize and direct appropriate City Officials to take the necessary action to give effect thereto.

FINANCIAL IMPACT

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

ISSUE BACKGROUND

Proposal

The applicant is requesting approval to permit two single-sided roof signs with an increased display size. The maximum permitted total display size for roof signs are 25 square metres.

Site and Surrounding Area

The subject property is located at the southwest corner of Jane Street and Lawrence Avenue West. The area provides a wide range of services to the local community, and the area is well populated by pedestrian movement and vehicle traffic.

The building currently has one single-sided roof sign, having a display area of 18.58 square metres.

COMMENTS

The requested variance appears to be created from a site-specific circumstance. West of the subject property are mature trees, which restrict the view of the west face of the commercial sign. Currently because of this obstruction, the sign is single-sided with the east face visible. Given this circumstance, the applicant has requested to obtain approval to permit two 3 metres high by 6 metres wide side by side signs. It is noted that while this request doubles the length of signage along the roof plate, as well as increases the permitted display area by 12.16 square metres, it does not create a visually negative impact to the surrounding neighbourhood.

Staff has no objection to the variance to increase the sign display area, and to permit two single-sided roof signs, subject to the signs having a maximum display area of 37.16 square metres, and being installed in accordance with the application plans filed with Toronto Building, Etobicoke York District.

CONTACT

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SIGNATURE

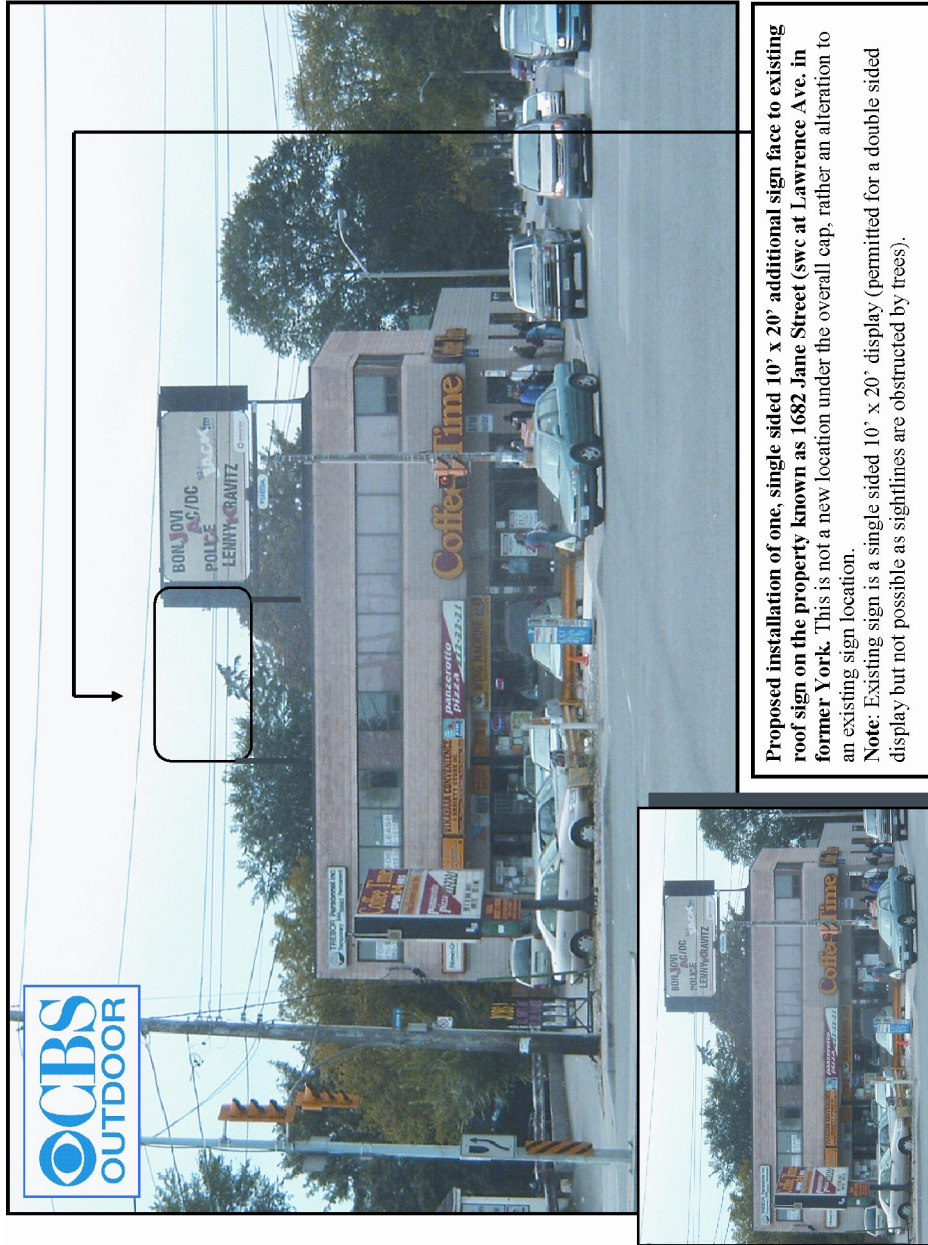
Gregg Lintern, MCIP RPP
Director, Community Planning
Etobicoke York District

Edward Tipping
Director of Building and
Deputy Chief Building Official
Etobicoke York District

ATTACHMENTS

Attachment 1: Front Elevation

Attachment 1: East Elevation



Elevations

1680-1686 Jane Street

Applicant's Submitted Drawing

Not to Scale
12/15/06

File # 06_187764