



STAFF REPORT ACTION REQUIRED

Sign Variance Report 1542 Jane Street

Date:	September 24, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	York South – Weston, Ward 11
Reference Number:	2009EY038

SUMMARY

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

Toronto Building received a request from Elio Monaco of Monaco E.S.T. Holdings Ltd. owner of the building, for an approval of a variance from the former City of North York Sign By-law 30788, as amended, to permit the erection of one single face third party non- illuminated trivision roof sign, at 1542 Jane Street.

RECOMMENDATIONS

It is recommended that:

- 1 the request for variance be refused for the reasons outlined in this report.

Financial Impact

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

COMMENTS

The property is located on the west-north corner of Jane St. and Dennison Rd. E., south of Lawrence Avenue West. The property is a mix of one and two storey commercial building and is zoned “C-1” Commercial.

The proposed sign is a 10 ft x 20 ft non-illuminated trivision single face third party roof sign that will be erected within 46 m (150 ft) of another roof sign on the same side of the street at 1546 Jane Street. Former City of North York Sign By-law requires a minimum separation between roof signs to be 153 m (500 ft). The separation between the proposed and an existing roof signs will be three times closer than the by-law will allow therefore will result in the proliferation of signs in the area.

The existing roof sign at 1546 Jane St. is a double 10 ft x20 ft sign that exceeds the maximum permitted area as well no permit for this sign was found in the system. The building division staff has forwarded this issue to the Municipal and Licensing Division for further investigations and follow up.

The sign does not comply with the former City of North York Sign By-law 30788 in the following way:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
Section 5.2.1.1. A roof sign not exceeding 32.5 sq. m. (350 sq. ft.) in sign area may be erected on the roof of a commercial building provided that no such roof sign shall be less than 153.0 m (500.0 ft) from another roof sign on the same side of the street.	To erect a third party trivision roof sign having an area of 18.58 sq. m (200 sq. ft.) and will be located within 153.0 (500 ft) of another roof sign	To allow a roof sign to be located within 46 m (150 ft) from an existing roof sign.

Based on the above facts, staff is of the opinion that the request for variance is not minor in nature and recommends that Community Council refuse the variance requested for 1542 Jane St.

CONTACT

Galina Veltman, Manager, Plan Review

Tel: (416) 394-8072

Fax: (416) 394-8209

E-mail: veltman@toronto.ca

Mark Sraga, Deputy Chief Building Official and Director, Toronto Building
Etobicoke York District

ATTACHMENTS:

Attachment 1 – Zoning Map

Attachment 2 – Aerial Map

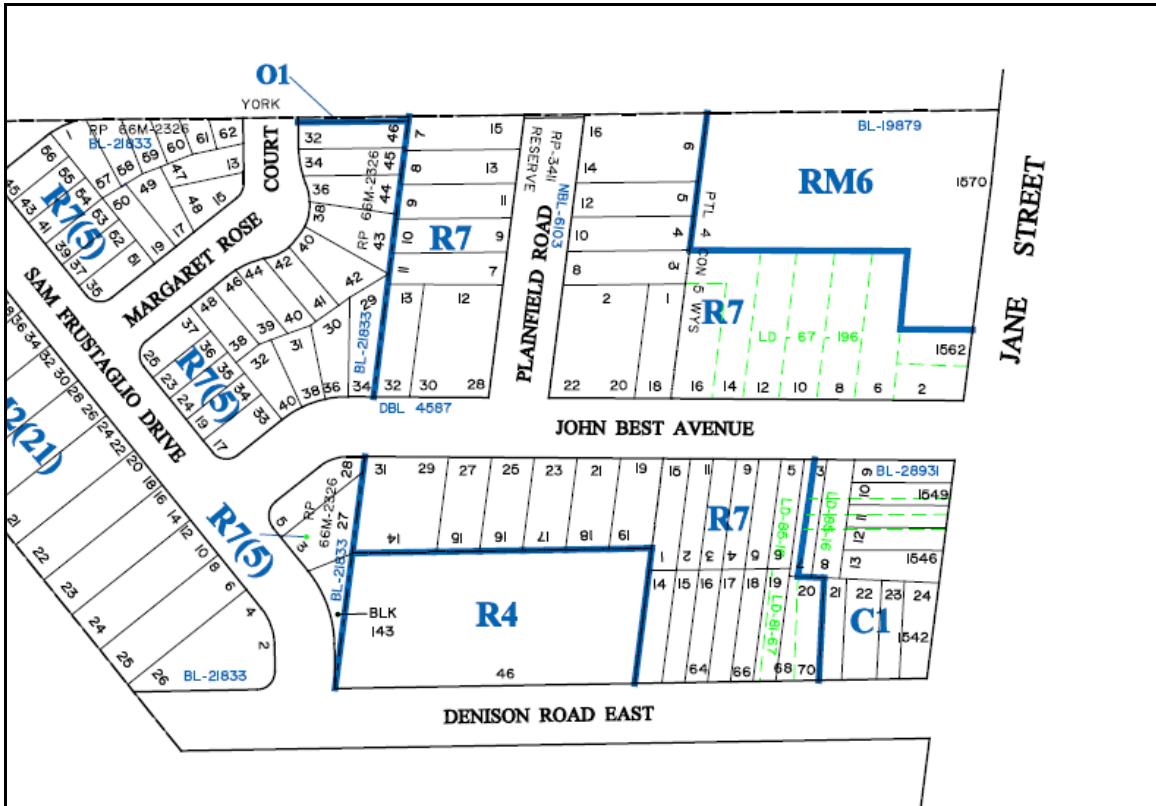
Attachment 3 – Site Plan

Attachment 4 – Photo of the site

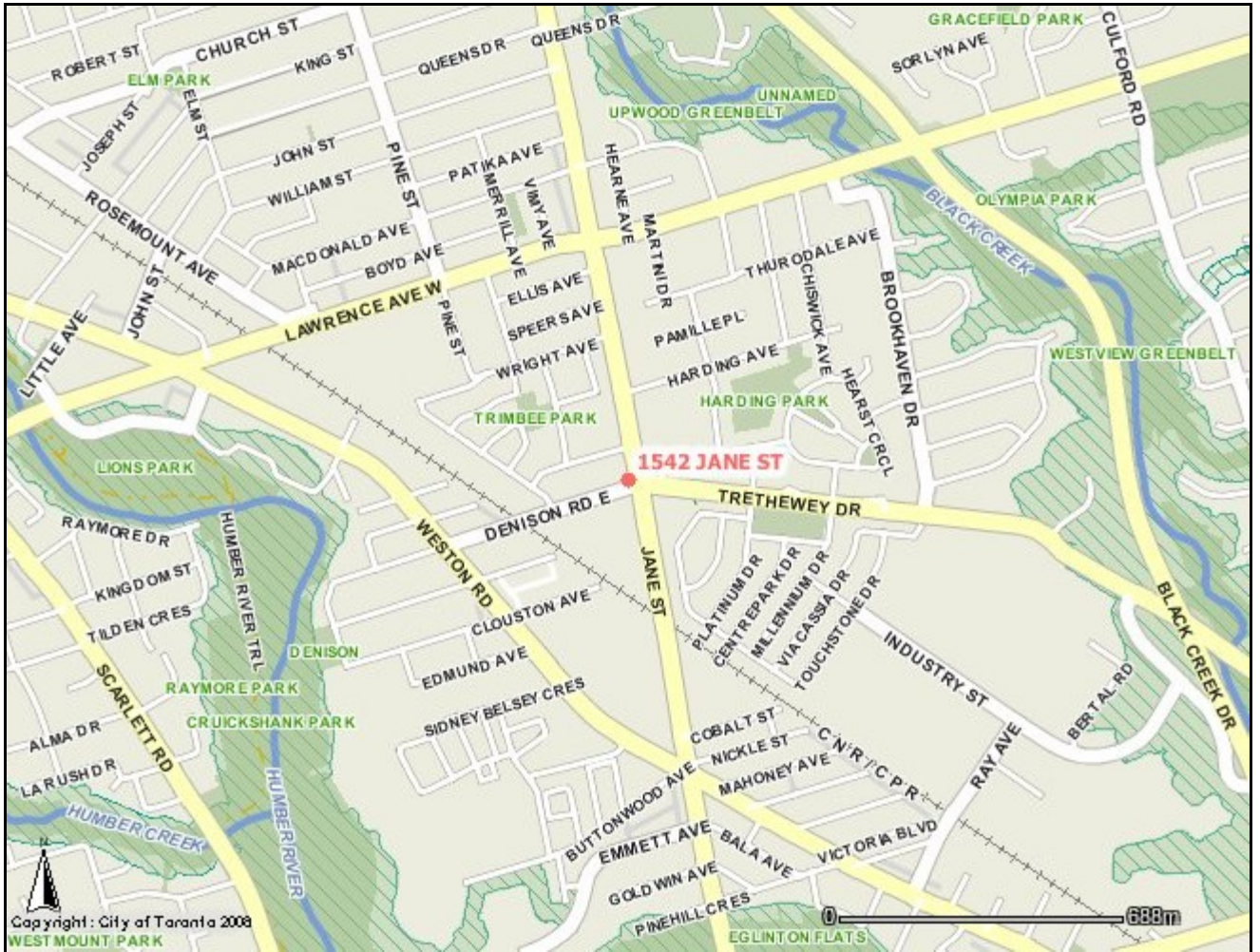
Attachment 5 - Proposed Sign

Attachment 6 – Applicants Letter

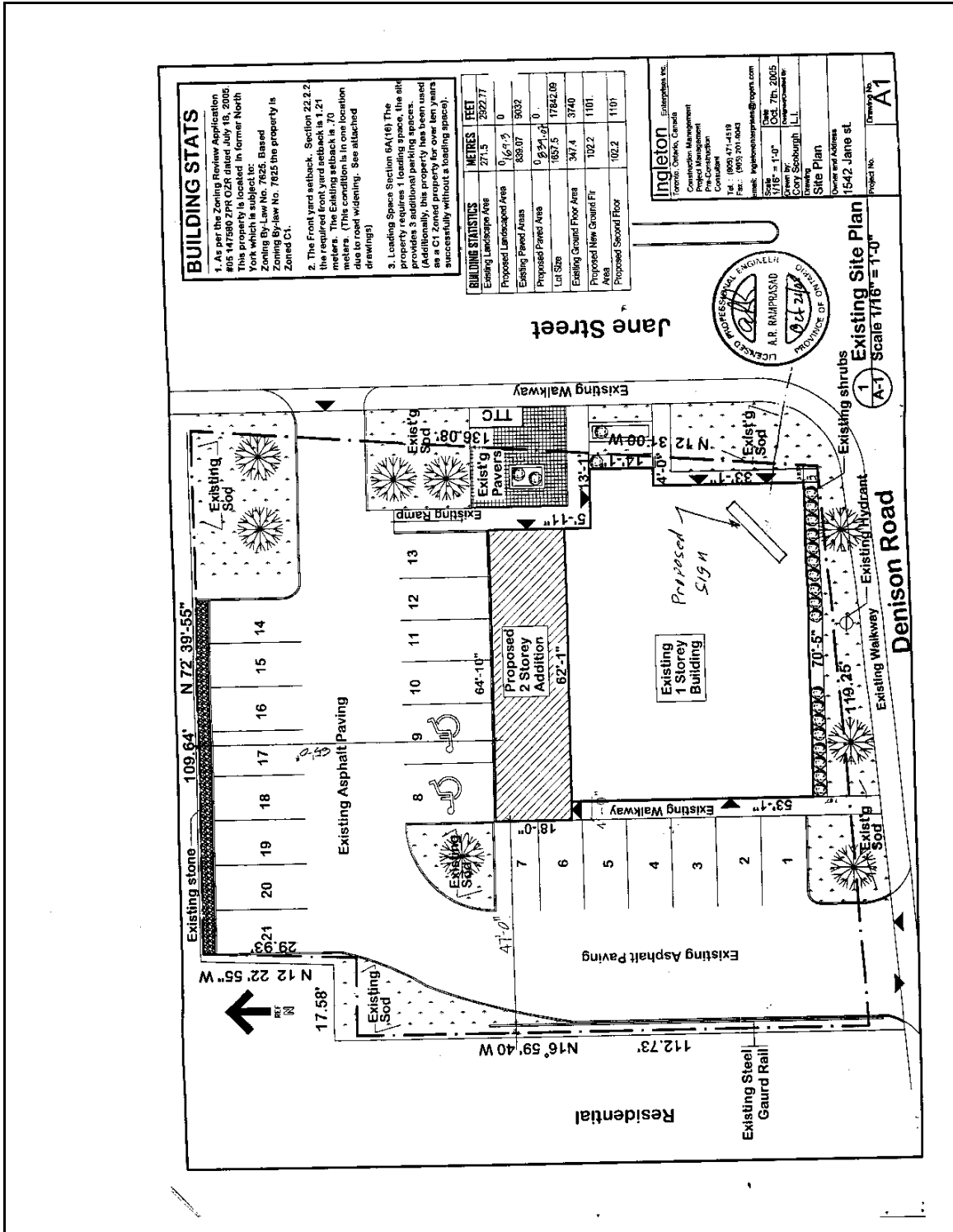
Attachment 1 – Zoning Map



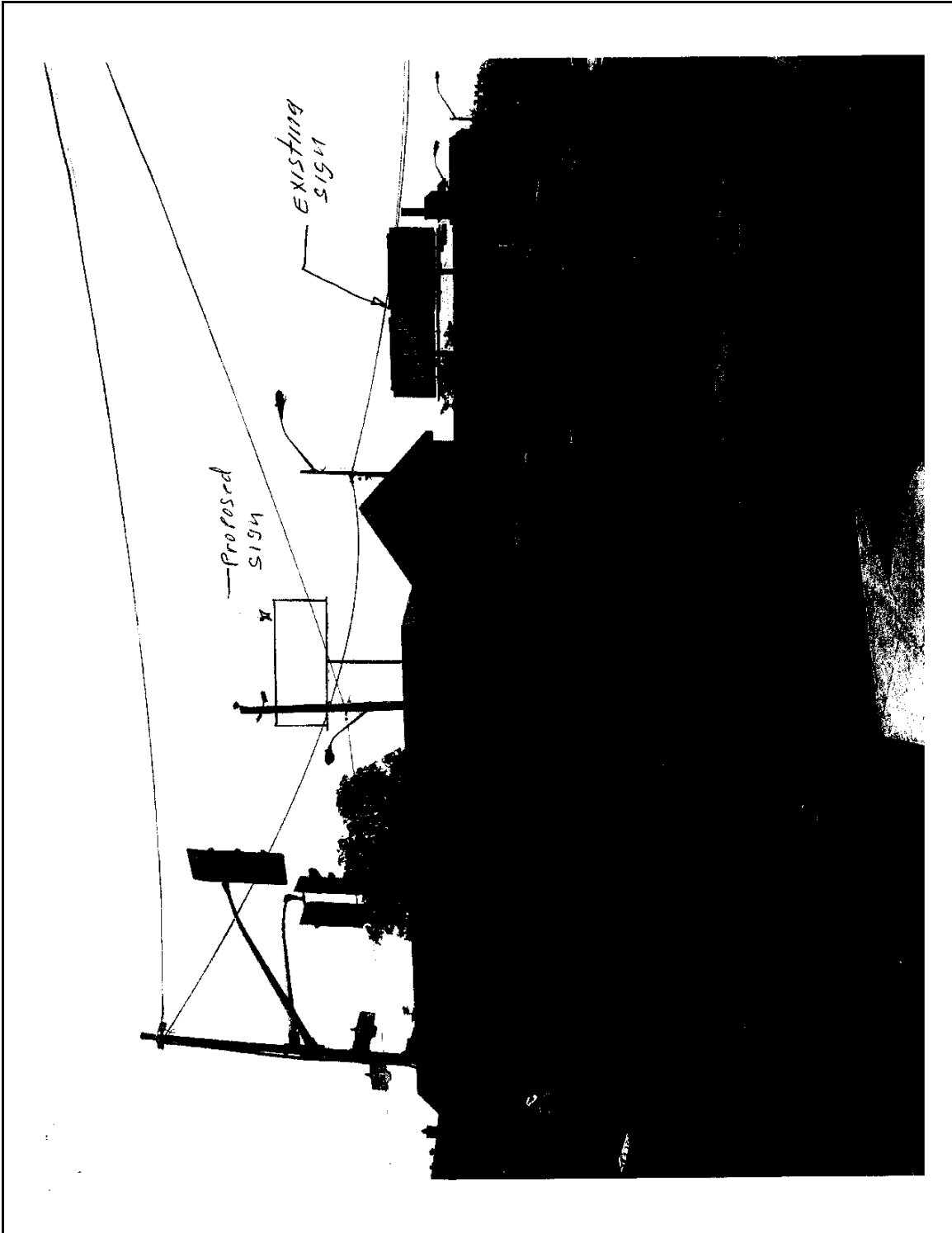
Attachment 2 – Aerial Map



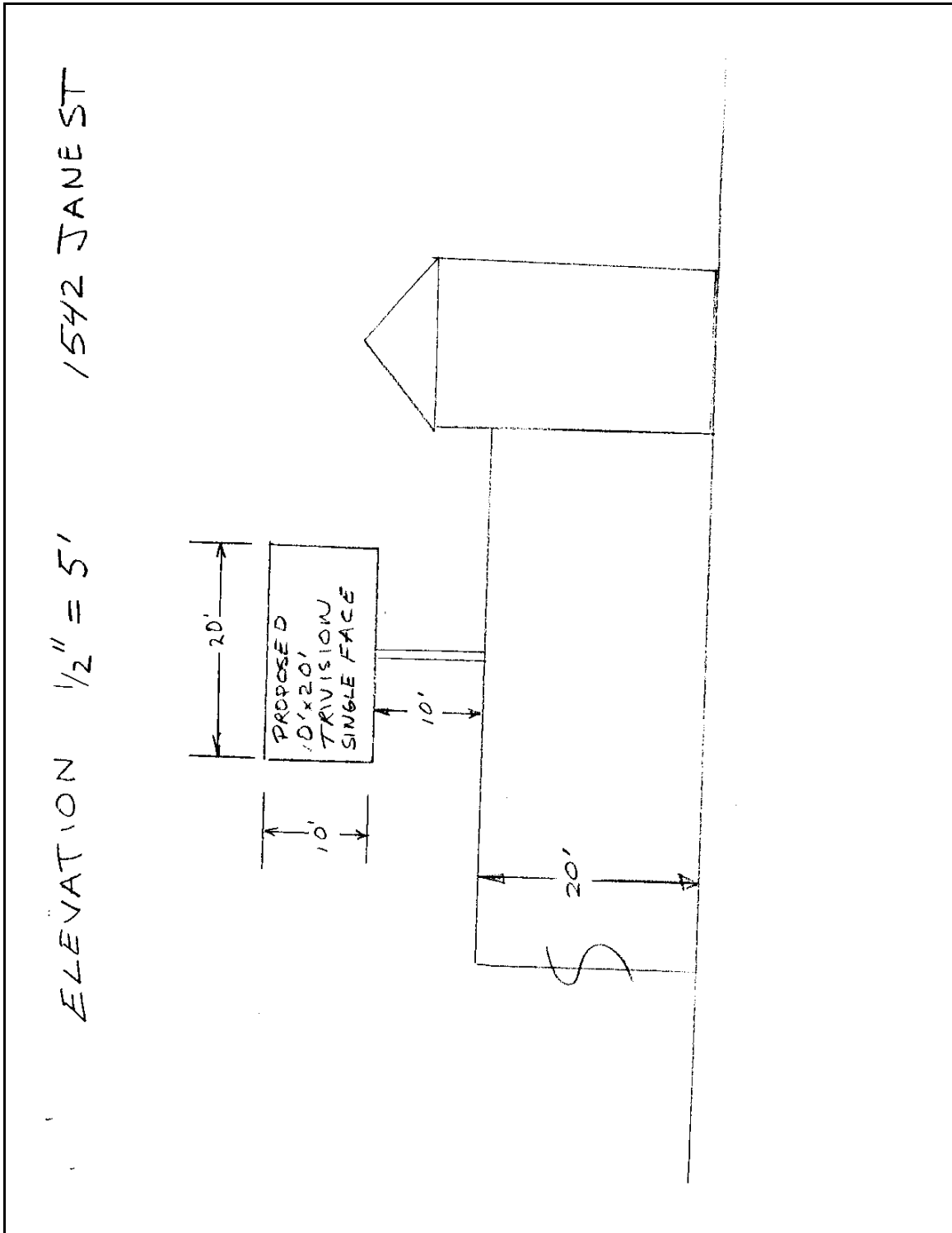
Attachment 3 – Site Plan



Attachment 4 – Photo



Attachment 5 – Proposed Sign



Attachment 6 – Applicants Letter

The reason for why I am applying for a sign variance to be granted is, so that I can increase the income on the property. I have owned the property since Aug. 2005 (4years) and when I purchased it, it was a vacant building which was previously occupied by a bank. The 2009 property taxes are \$46,659.13 and the total 2009 CVA taxes are \$33,232.14, the total 2009 Tax Cap Adjustment is only \$1,519.07. The present income of the building does not cover the cost of the property taxes, maintenance and mortgage payments. As of today (June 10, 2009) I am 1 year behind on the property taxes. I have at great personal cost divided the building into 3 units, 2 of which are rented and the 3rd. empty, it has been very difficult to rent the 3rd. unit. The extra income from the third party roof top sign would be extremely helpful in paying the property taxes.

The variance is a minor variance where as a roof top sign must be 500ft. from another on the same street. I am aware of third party roof top signs in the City of Toronto that are on the same street and the distance between them is considerably less than the required 500ft.

Above and beyond the property taxes I have been working hard to beautify ,maintain and illuminate the building and surrounding area which I believe will help to achieve a greater visual appearance ,reduce crime and increase the property value.