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January 15, 2002

To: Etobicoke Community Council

From: City Clerk, Etobicoke Sign Variance Advisory Committee

Subject: Requests for Variances from Chapter 215, Signs, of the Former City of Etobicoke Municipal Code (Various Wards)

Recommendations:

The Etobicoke Sign Variance Advisory Committee at its meeting held on January 15, 2002, recommended to the Etobicoke Community Council that:

- (1) the application by Ms. Svetlana Levant, Pride Signs Limited, on behalf of Shoppers Drug Mart, for a sign variance at 6630 Finch Avenue, embodied in the report (January 3, 2002) from the Director of Building and Chief Deputy Building Official, West District, be approved as outlined in the report;**
- (2) the application by Mr. Daniel Gordon, Hearing Solutions, for a sign variance at 100 Humber College Boulevard, embodied in the report (January 3, 2002) from the Director of Building and Chief Deputy Building Official, West District, be refused for the reasons outlined in the report.**
- (3) the application by Mr. Dominic Rotundo, Neon Products Ltd., on behalf of Parmalat Foods Inc., for a sign variance at 25 Rakely Court, embodied in the report (January 7, 2002) from the Director of Building and Chief Deputy Building Official, West District, be approved as outlined in the report.**

Background:

The Etobicoke Sign Variance Advisory Committee had before it the following reports respecting variances from Chapter 215, Signs, former City of Etobicoke Municipal Code:

- (a) (January 3, 200) from the Director of Building and Chief Deputy Building Official, West District, respecting an application by Ms. Svetlana Levant, Pride Signs Limited, on behalf of Shoppers Drug Mart, for a variance from Chapter 215, Signs, former City of Etobicoke Municipal Code, to permit three logo signs and three incidental signs at 6630 Finch Avenue; advising that the building is set far back from Finch Avenue and north of another building; that the three proposed logo signs with an area of 2.9 square metres each, will be located on the tower portion of the building on the north, south and

east sides; that the applicant is proposing three incidental signs on the drive-through canopy on the north, east and west elevations; that the store with the drive-through feature will have minimal impact on the surrounding area; and recommending that:

- (i) the request for variances be approved for the reasons outlined in this report; and
- (ii) the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits;

Ms. Svetlana Levant, Pride Signs Limited, appeared before the Etobicoke Sign Variance Advisory Committee in connection with the foregoing matter.

- (b) (January 3, 2002) from the Director of Building and Chief Deputy Building Official, West District, respecting an application by Mr. Daniel Gordon, Hearing Solutions, for a variance from Chapter 215, Signs, former City of Etobicoke Municipal Code, to permit a second floor fascia sign at 100 Humber College Boulevard; advising that the property is zoned institutional; that the proposed second floor fascia sign is for the hearing clinic located on the ground floor of the four-storey medical office building; that the proposed sign is 3.14 square metres and will be located 3 metres above the ground between the second floor level and the second floor window sill; that the sign by-law standard for business and professional office buildings exceeding two storeys in height allows business and identification fascia sign on the first storey only; that the building does not currently have any fascia signs above the first floor; and recommending that the request for the variance be refused for the reasons outlined in the report.

Mr. Ron Abish, Hearing Solutions, appeared before the Etobicoke Sign Variance Advisory Committee in connection with the foregoing matter.

- (c) (January 7, 2002) from the Director of Building and Chief Deputy Building Official, West District, respecting an application by Mr. Dominic Rotundo, Neon Products Ltd., on behalf of Parmalat Foods Inc., for a variance from Chapter 215, Signs, former City of Etobicoke Municipal Code, to permit an illuminated sidewall sign with a display area of 39.48 square metres at 25 Rakely Court; advising that the site is a large food storage facility that may include some processing; that the property is zoned Industrial Class; that directly to the north of the property there is a small commercial strip mall facing Eglinton Avenue West and to the south, a large open green space; that the proposed illuminated business identification sign is to be located on the north wall of the building facing Eglinton Avenue West, above the roofline of the mall directly in front of the building; that there is no residential component in the surrounding area; and recommending that:
 - (i) the request for variance be approved for the reasons outlined in this report; and
 - (ii) the applicant be advised, upon approval of variance, of the requirement to obtain the necessary sign permit.

Mr. Dominic Rotundo, Neon Signs Ltd., appeared before the Etobicoke Sign Variance Advisory Committee in connection with the foregoing matter.

City Clerk

Lyn Morgan

- c. Director of Building and Chief Deputy Building Official, West District
Mr. Sait Toprak, Manager, Plan Review, Building Division, West District
Mr. Tamer Mikhail, Senior Plan Examiner, Plan Review, Building Division,
West District
Ms. Techa van Leeuwen, Senior Plan Examiner, Plan Review, Building Division,
West District