



STAFF REPORT ACTION REQUIRED

Sign Variance Report 111 Eastside Drive

Date:	May 7, 2007
To:	Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Ward 5
Reference Number:	2007EY014

SUMMARY

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

Toronto Building received a sign variance application from Johnni Sbrocchi, President and owner, Atarctic Storage and Logistics, for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to install an 18.29 metres high Third Party Illuminated Ground Sign with a display area of 62.43 square metres, within 23 metres of the Provincial Highway on 111 Eastside Drive.

RECOMMENDATIONS

Toronto Building recommends:

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

John Sbrocchi, President and owner of Atarctic Storage and Logistics, 111 Eastside Drive, is proposing a standard outdoor advertising ground sign (third party ground sign) in an industrial zoned area. The property is located east of Eastside Drive and runs parallel to Highway 427.

During a recent inspection of the building, staff observed that the sign has not been installed.

The sign does not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
1. 215-22(C)(3)(a) permits one standardized outdoor advertising ground sign and no such sign shall exceed 19 square metres on lots up to 60 metres in frontage	The applicant is proposing one standardized outdoor advertising ground sign with a display area of 62.43 square metres.	One standardized advertising sign with a display area of 62.43 square metres in lieu of 19 square metres to be permitted with the frontage of 42.31 metres.
2. 215-12(A) permits the height of ground sign to be 8.46 metres for the frontage of 42.31 metres	The applicant is proposing the advertising ground sign to be 18.29 metres.	Height of the ground sign to be 18.29 metres in lieu of 8.26 metres as permitted by the Sign Code.

The proposed sign is approximately 23 metres from Highway 427, and is located approximately 10.5 metres below the pavement of the highway. The applicant is proposing the sign to be more than 18 metres high.

Sign Code limits the size and height of these types of third party ground signs based on the frontage of the property at the street. The property at 111 Eastside Drive has a frontage of 42.31 metres at the street line, and based on this frontage, the Sign Code permits a ground sign with a maximum display area of 19 square metres and height of 8.26 metres. The applicant is requesting to have a display area of 62.34 square metres and height of 18.29 metres.

Also, the Ministry of Transportation has a policy on Review and Approval of Signs within 400 metres of provincial highways. The proposed sign is approximately 23 metres from the Highway, and therefore, should the sign variance application be approved by

Community Council, the applicant is required to obtain Ministry of Transportation approval prior to issuance of any sign permit by Toronto Building.

Toronto Building staff is of the opinion that the proposed sign is too big and high for the proposed location and should therefore be refused.

CONTACT

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Edward Tipping P.Eng
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The Etobicoke York District

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ATTACHMENTS

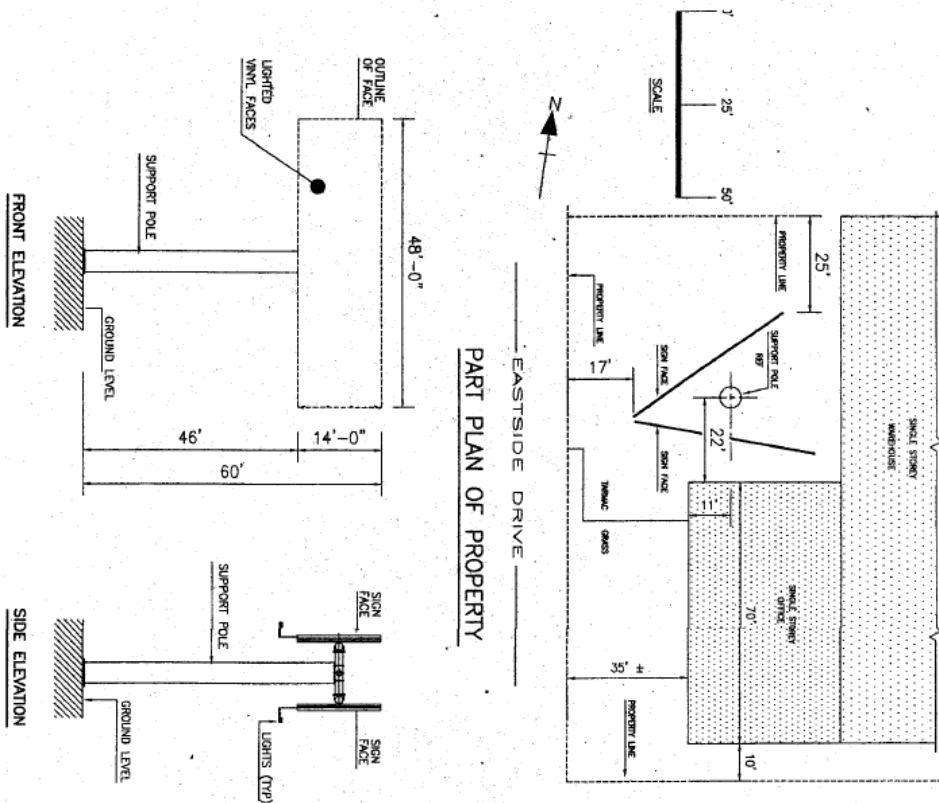
- 1.) Site Plan
- 2.) Aerial View
- 3.) Plans
- 4.) Pictures

CONTACT PERSON:

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Aerial View



Sign Details



Location of the Sign



Front Elevation