



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
111 Eastside Drive**

Date:	August 20, 2007
To:	Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Ward 5
Reference Number:	2007EY026

SUMMARY

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

Toronto Building received a request from John Sbrocchi, owner of the property, for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to install a 15.24 metre high First Party Illuminated Ground Sign with a display area of 23.23 square metres, within 23 metres of a provincial highway at 111 Eastside Drive.

The applicant revised the request by relocating the sign 30 metres from the highway and reducing the the display area of the sign to 18.58 square metres.

RECOMMENDATIONS

Toronto Building recommend that the request for variances be approved with following conditions:

1. Display area of the sign not to exceed 18.58 square metres.
2. The proposed sign to be located minimum 30 metres from a highway structure.
3. Maximum height of the sign structure will be 15.24 metres.

4. A maximum of fifty percent of the display area will be used for general advertising of goods, services or activities available on the premises.
5. The proposed sign will not reduce the number of required parking spaces for the site.
6. The applicant is advised, upon approval of variances, of the requirement to obtain the necessary sign permits.
7. Upon approval of variances and prior to issuance of a sign permit, the applicant be advised of the requirement to obtain the necessary approval from the Ministry of Transportation of Ontario

FINANCIAL IMPACT

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

COMMENTS

The applicant is proposing a business identification ground sign (first party ground sign) in an industrial zoned area. The property is located east of Eastside Drive, which runs parallel to Highway 427.

During 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. 215-12.E permits one business identification ground sign with 0.1 square metres of display area for each 0.3 metres of street frontage	The applicant is proposing one business identification ground sign with a display area of 23.23 square metres.	One business identification sign with display area of 23.23 square metres in lieu of 14.1 square metres is permitted with a frontage of 42.31 metres.
2. 215-12(A) permits 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 15.24 metres.	Height of the ground sign to be 15.24 metres in lieu of 8.46 metres as permitted under the Sign Code.

The proposed sign is approximately 23 metres from Highway 427, with a display area of 23.23 square metres (10' x 25') and a height of 15.24 metres (50ft), and its' location is

approximately 10.5 metres below the pavement of the highway. There are no residential properties within 1000 metres of the proposed sign.

This property has a frontage of 42.31 metres at the street line. Based on this frontage, the Sign Code permits a ground sign with a maximum display area of 14.1 square metres and height of 8.46 metres. The Sign Code limits the size and height of these types of first party ground signs based on the frontage of the property at the street.

As established by the Ministry of Transportation for Highways the proposed sign is within the 400 metres limit for their review and approval prior to the installation of any sign.

In order to avoid visibility from the highway due to trucks that delivers goods daily, early in the morning, the applicant is requesting that the sign be erected at the height of 15.24 metres.

Staff held further discussions with the applicant following review of the proposed sign. The applicant suggested that the sign could be located 30 metres from the highway structure and the display area can be reduced to 18.58 square metres (10'x20').

Toronto Building staff is of the opinion that the request for variance is minor in nature and recommend that Community Council approve the sign variance for 111 Eastside Drive.

CONTACT

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

ATTACHMENTS

- 1.) Site Plan
- 2.) Sign Elevation
- 3.) Sign Details
- 4.) Aerial View
- 5.) Pictures

APPLICANT:

John Sbrocchi

Atartic Storage and Logistic

111 Eastside Drive

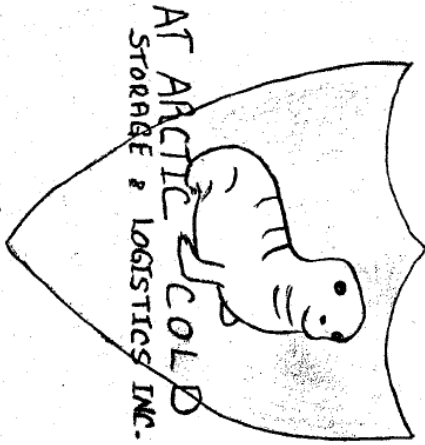
Toronto, Ontario

M8Z 5S5

Tel: (416) 234-1020; (416) 234-0385

Cell: (416) 919-3787

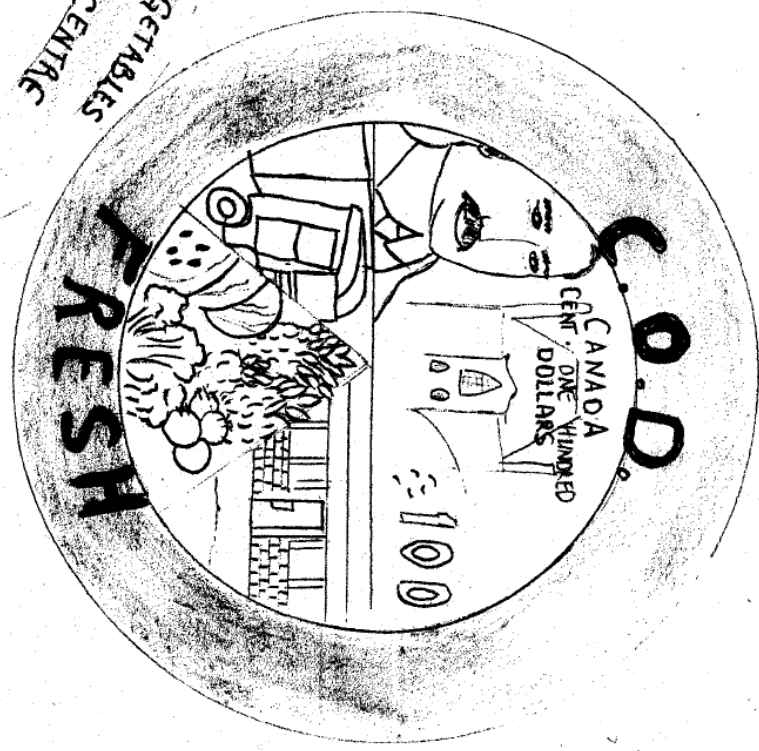
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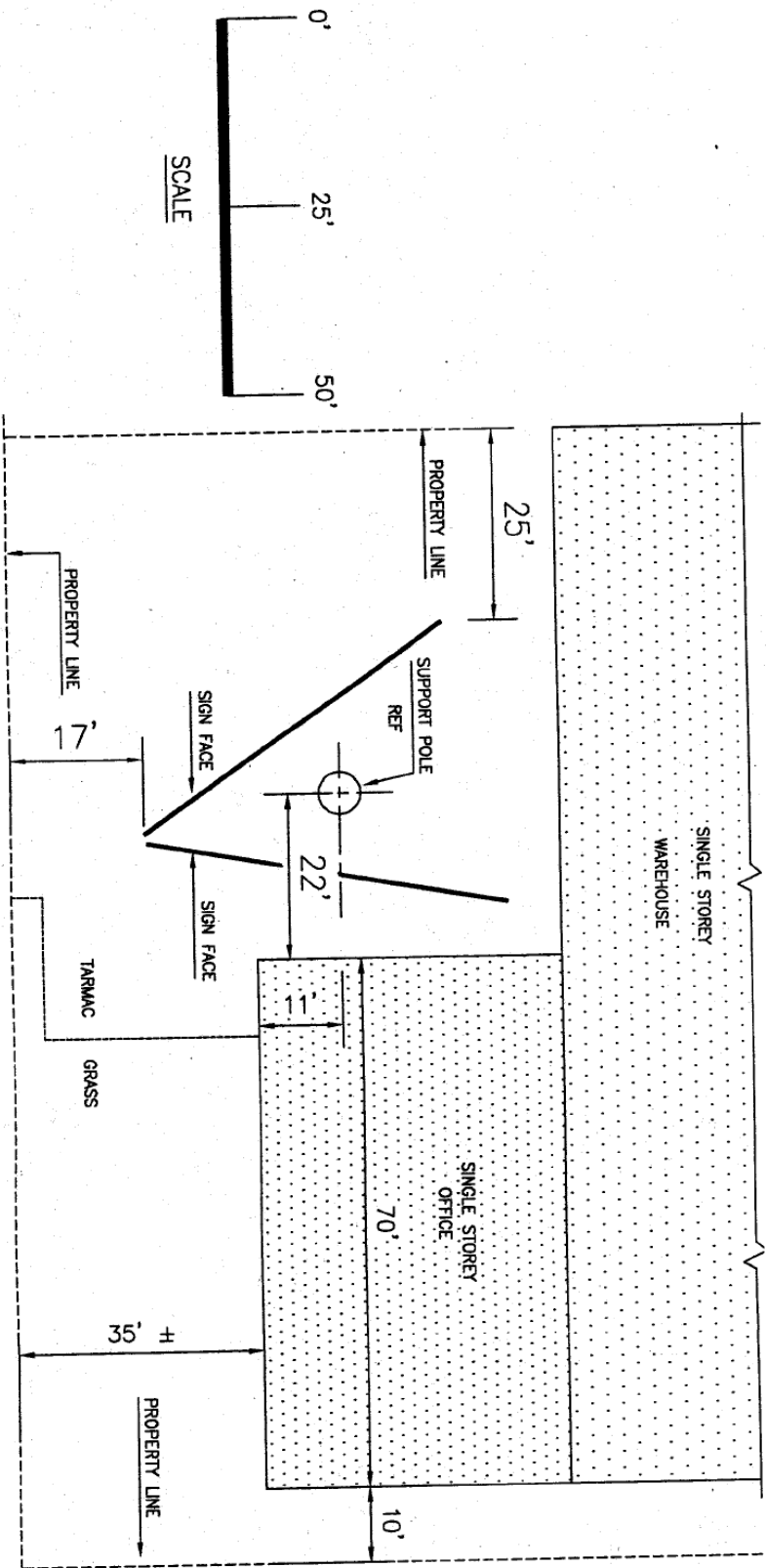
111 EASTSIDE DR.
TORONTO, ON M8Z 5S5
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FRESH FRUITS & VEGETABLES
DISTRIBUTION CENTRE

SHIPPING & RECEIVING
SIDE ENTRANCE

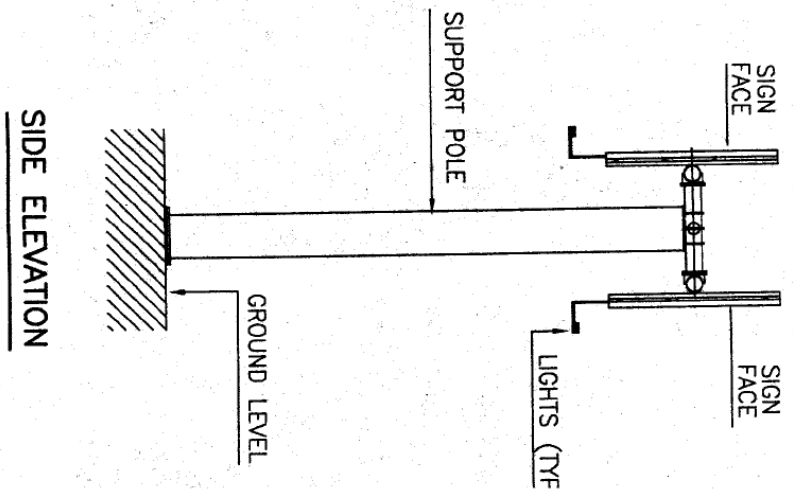
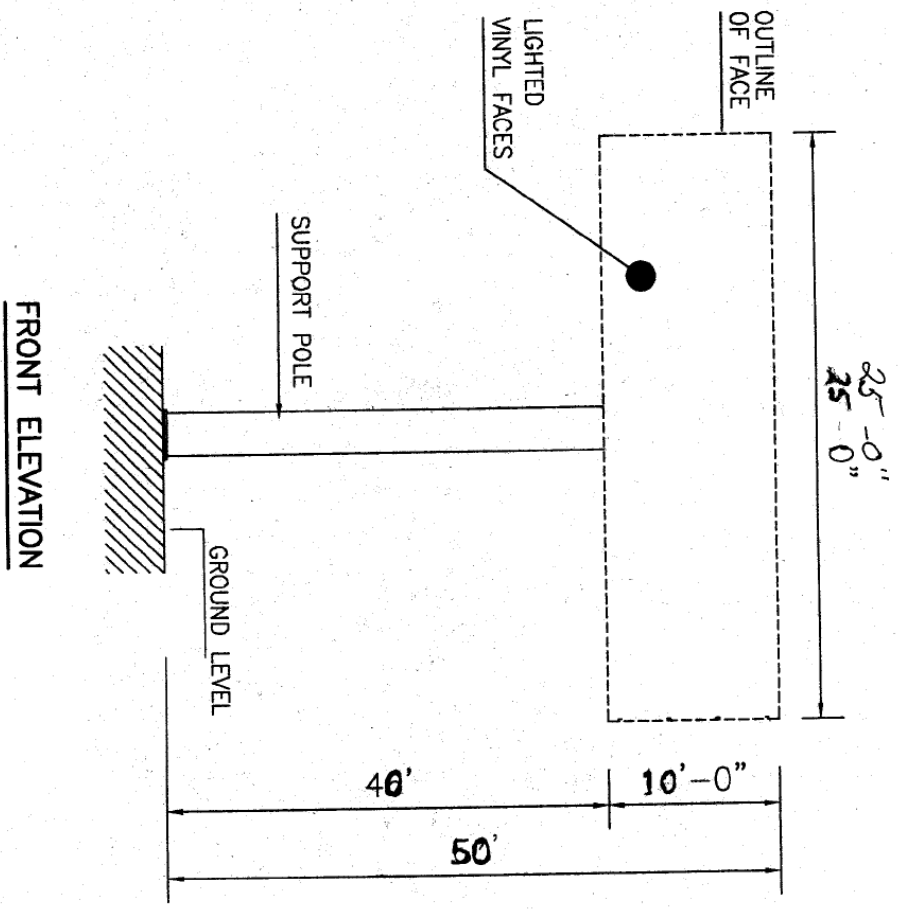


Sign Elevation



PART PLAN OF PROPERTY

Sign Detail



Sign Details



Aerial View



Location of the Sign



Front Elevation