



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 60 International Blvd

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|--------------------------|---|
| <b>Date:</b>             | November 12, 2007                                       |
| <b>To:</b>               | Chair and Members, The Etobicoke York Community Council |
| <b>From:</b>             | Building and Deputy Chief Building Official             |
| <b>Wards:</b>            | Etobicoke North, Ward 2                                 |
| <b>Reference Number:</b> | 2007EY034   |

### **SUMMARY**

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

Request for approval of variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install 2 new non-illuminated directional signs: 1 directional ground sign off Voyager Rd North entrance and 1 directional ground sign off International Blvd.entrance both signs for for "Guardian Interlock Service" at 60 International Blvd.

The request comes from Vladislav Zoric with E-Mediatech for Alcohol Countermeasure Systems, for approval of the variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

## **RECOMMENDATIONS**

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It is recommended that:

- (1) the request for variances be approved for the reasons outlined in this report; and
- (2) the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permit and
- (3) approval is obtained from Urban Forestry before any construction starts on the proposed signs in reference to the removal/protection of the existing trees within the vicinity of the proposed signs. Contact , Brian Mercer, Urban Forestry at (416) 392-0964 located at 441 Kipling Ave

### **Financial Impact**

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

## **ISSUE BACKGROUND**

The property is located in the former municipality of Etobicoke which is zoned Class 2 Industrial Zone (I.C2) and is also subject to By-laws 11,257 and 12,412. This property is located at the intersection of Voyager Rd North and International Blvd.

The area is predominantly industrial buildings.

## **COMMENTS**

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The proposed signs will be located at the entrance off International Blvd and the entrance off Voyager Rd North. The signs will be on private property, on a landscaped strip of land that separates the parking area from the street. The landscaped strip has mature pine trees on both the private and City portions of the boulevard in the area where the signs are proposed.

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

| <b>Sign By-law Section &amp; Requirements</b>  | <b>Applicant's Proposal</b>   | <b>Required Variance</b>  |
|--|---|---|
| <p>Location and Setback Limitations:<br/>           215-213.A. - Unless otherwise specified elsewhere in this chapter, no part of any ground sign or sign structure shall be located less than 1.5 metres from any street line or other property line.</p>                                 | <p>The proposed two (2) directional non-illuminated ground signs will both have a zero metres (0.0 m) setback from the property lines.</p>  | <p>To permit a zero metres (0.0 m) setback from the property lines in lieu of the minimum 1.5 metres from any street line or other property line.</p>               |
| <p>Incidental Signs:<br/>           215-22.D.(2)(f) - Incidental signs permitted by 215-22.D.(1) and (2) may include the business name or logo to which the sign relates, provided that the name is relevant and subsidiary to the directional or informational function for the sign.</p> | <p>The proposed two (2) directional non-illuminated ground signs will both have a display area for Business ID which exceeds the permitted display area. Each of the two (2) incidental ground signs' display areas for Business ID are approximately 0.664 m<sup>2</sup> (7.15 ft<sup>2</sup>) or 76.6%.</p> | <p>To permit a directional sign to display the business name or logo to which the sign relates that is not subsidiary to the directional function for the sign.</p> |

Due to the relatively small size of the proposed non-illuminated signs and that the surrounding area is industrial in nature there will be very little impact by this signs on the area. Our recommendations are that the required variances be approved.

**CONTACT**

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Folder #: 07-271984

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

## **ATTACHMENTS**

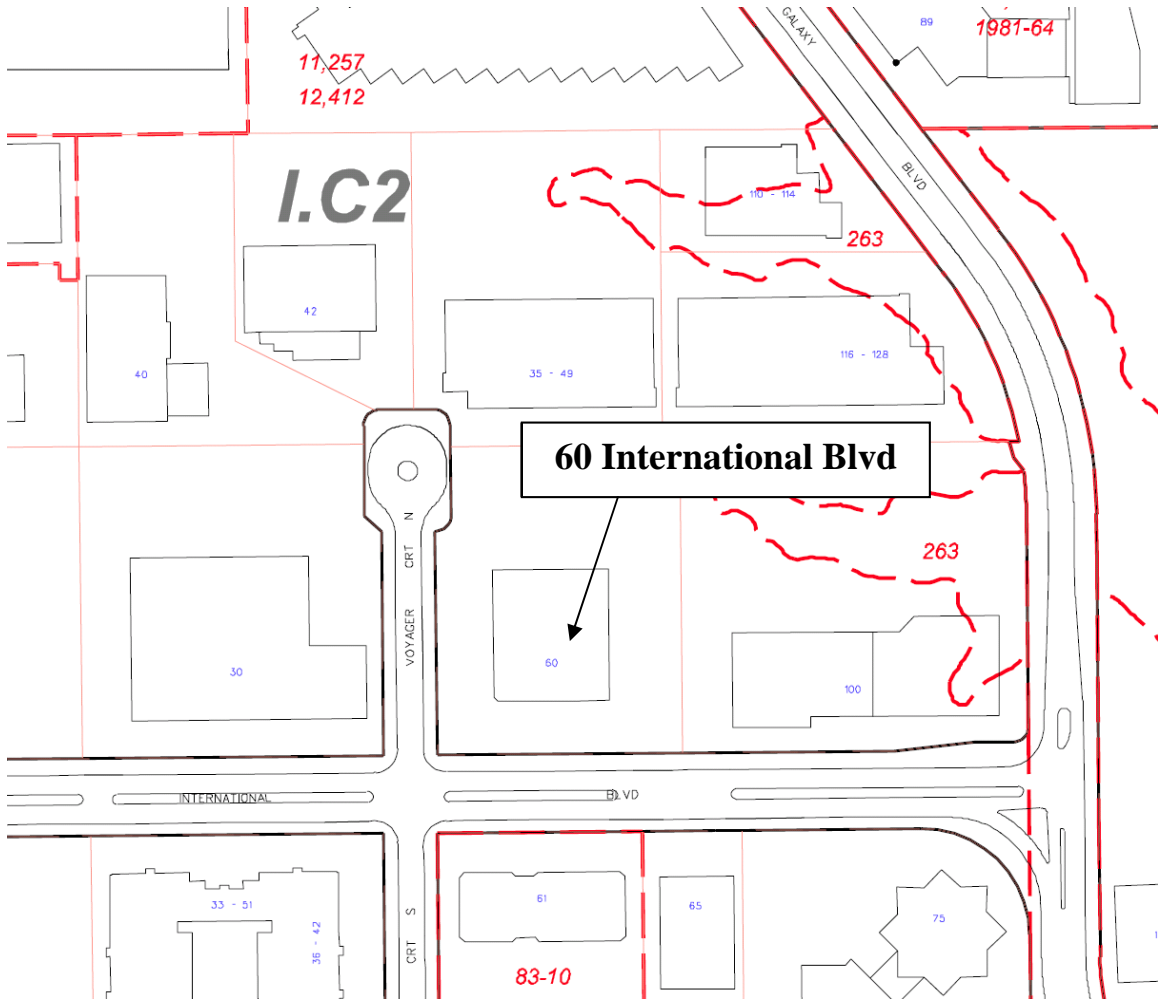
- Zoning Map
- Pictures from site
- Elevation drawings
- Site plan

## **APPLICANT**

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**The entrance off International Blvd**



**The entrance off Voyager Road North**





**Partial west elevation of 60 International Blvd**



**Partial west elevation of 60 International Blvd**