



**STAFF REPORT  
ACTION REQUIRED**

**Sign Variance Report  
10 Meteor Drive**

<b>Date:</b>	September 22, 2009
<b>To:</b>	Chair and Members, The Etobicoke York Community Council
<b>From:</b>	Mark Sraga, Director and Deputy Chief Building Official
<b>Wards:</b>	Etobicoke North, Ward 2
<b>Reference Number:</b>	2009EY035

**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.

Toronto Building received a request from Lou Scheurmann, CEO of Doby Enterprises Inc. owner of the building, for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to erect an Illuminated 10' x 20' Third Party Trivision Roof Sign mounted on an existing single storey industrial building and remove the existing ground sign on the front yard at 10 Meteror Drive.

**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) The owners remove the existing ground sign prior to the issuance of the permit for the roof sign and

- (4) MTO (Ministry of Transportation) approval will be required. Contact Ken Sherbanowski at (416) 235-5560; and
- (5) Greater Toronto Airport Authority (GTAA) approval will be required.

**Financial Impact**

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

**ISSUE BACKGROUND**

The property is located in the former City of Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code the property is zoned Class 2 Industrial Zone (IC2), and is also subject to By-laws 4163; 11257 and 12412..

**COMMENTS**

On the property there is an existing illuminated double-sided business identification ground sign, located on the Meteor Drive lot line frontage which the owner proposes to remove because to maintain this sign an additional variance would be required. The sign bylaw only permits the ground or the roof sign but not both because the property only fronts one street.

The proposed, "Third Party Illuminated V-shaped Billboard Roof-Top Tri-vision Sign" has two (2) standard 10' 0" x 20' 0" (200 sf (18.59 m2)) sign faces set at approximately a 45 degree "V" and is 25' 0" (7.62 metres) in height, from roof level to the top of the sign.

The sign does 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>
Standard Outdoor Advertising Roof Sign. 215-22.C.(4)(a) - A standard outdoor advertising roof sign shall not exceed 7.5 metres in height above the roof of the building on which it is installed and not to exceed a maximum display area of 25 square metres in display area per side.	To erect a third party illuminated roof sign that will have a height of 7.62 metres (25'-0").	To permit the third party illuminated roof sign to have a height of 7.62 metres (25'-0") in lieu of 7.5 metres (24'-7").

The proposed sign will be located in an industrial zone. The signage will be facing the flow of traffic on Highway 427 therefore there will be very little impact in the form of illumination on the local businesses. Impact on Highway 427 will be evaluated by Ministry of Transportation which the owner will be required to obtain a permit. This approval is a condition for obtaining a sign permit.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

## **CONTACT**

Algimantas Jasinevicius, Manager, Plan Examination

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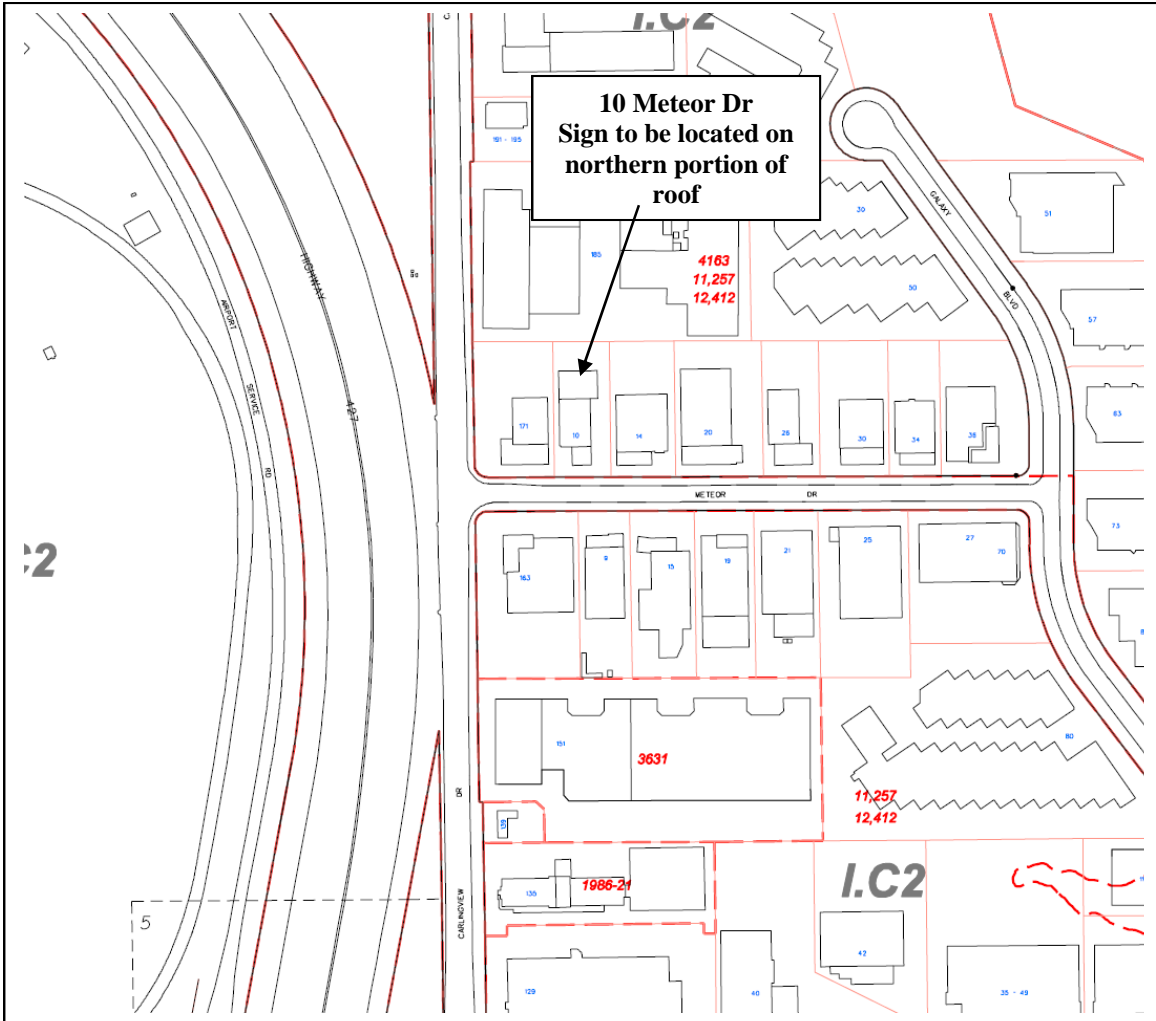
E-mail: [ajasinev@toronto.ca](mailto:ajasinev@toronto.ca)

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Mark Sraga  
Director of Building and  
Deputy Chief Building Official  
The Etobicoke York District

## **ATTACHMENTS**

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





Front elevation at 10 Meteor Dr



Looking east from the south side of Meteor Dr at 10 Meteor Dr.





10 Meteor Dr. East elevation. At rear one can see the 2 storey portion of building on which roof sign will be erected.



Looking west towards Highway 401 from front of 10 Meteor Dr

*Proposed  
Safety Media - Tenant advertising*

**Commercial Fire & Safety Products**



Fire Safety Plan Box  
\$95.00 + tax

Check out our Store!



**Safety Media Inc.**

[www.safetymedia.com](http://www.safetymedia.com)

**Commercial Fire & Safety Products**



Fire Route Signs  
Starting at \$30.25 + tax

Check out our Store!



**Safety Media Inc.**

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**Commercial Fire & Safety Products**



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**Toronto Building**  
 PERMIT REQUIRED FOR COMPLIANCE WITH  
 THE CITY OF TORONTO BUILDING CODE

SURVEYOR'S REAL PROPERTY REPORT  
 PART 1 - PLAN OF SURVEY OF  
 PART OF LOT 20  
 CONCESSION 3,  
 FRONTING THE HUMBER  
 CITY OF TORONTO  
 (FORMERLY CITY OF ETOBICOKE)  
 SCALE: 1:1,250

TARSLICK, McMILLAN LIMITED  
 30-382 LAMBTON ST. TORONTO  
 ONTARIO, M5S 1K3

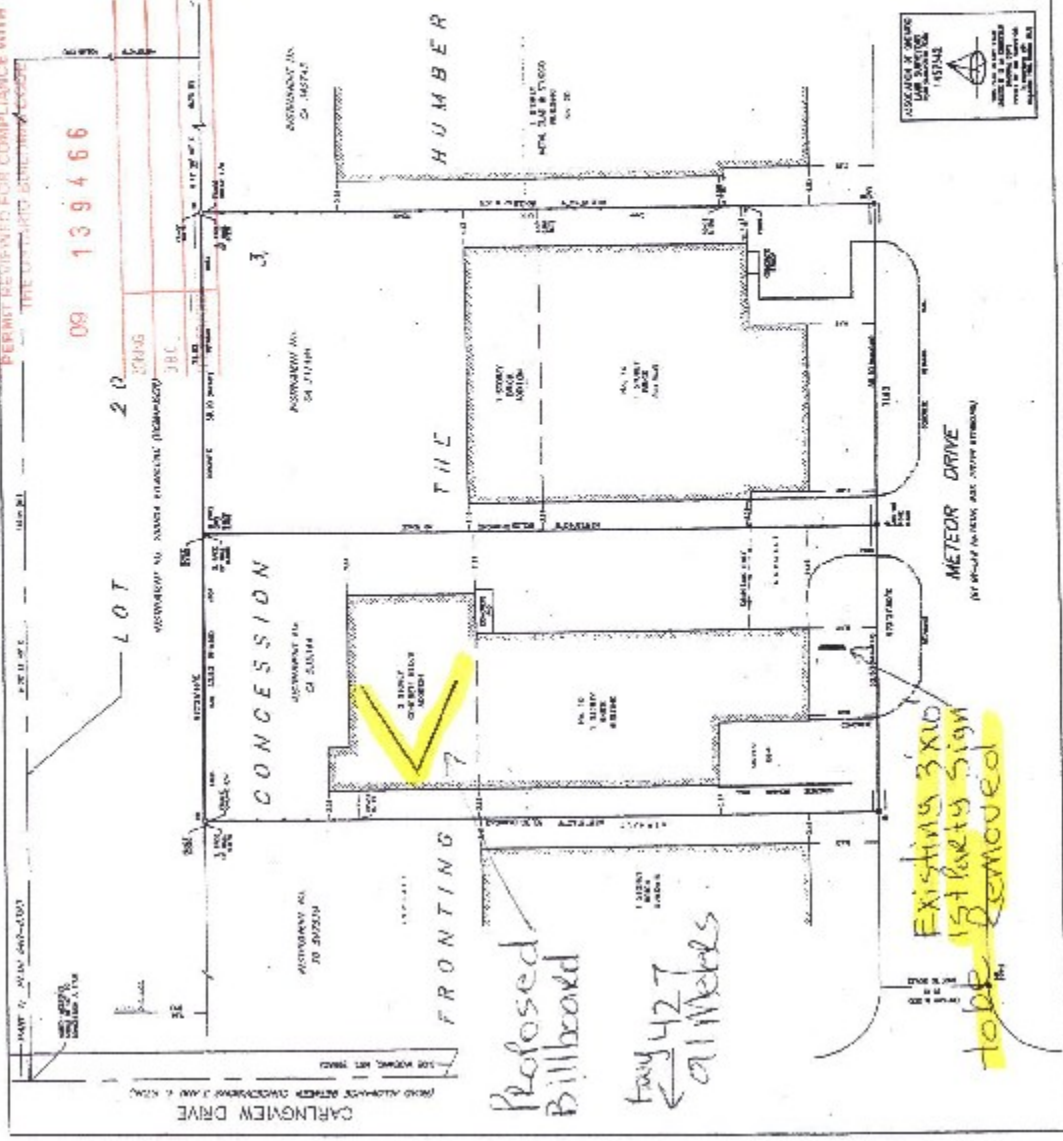
**PART 2 - REFERENCE SUMMARY**  
 THIS REPORT IS A SUMMARY OF THE SURVEY AND IS NOT A SUBSTITUTE FOR THE SURVEY. THE SURVEY IS THE BASIS FOR THE REPORT AND IS AVAILABLE FOR REVIEW AT THE SURVEYOR'S OFFICE. THE SURVEYOR'S OFFICE IS LOCATED AT 30-382 LAMBTON ST. TORONTO, ONTARIO, M5S 1K3.

**NOTES**  
 1. THE SURVEY WAS MADE BY THE SURVEYOR IN ACCORDANCE WITH THE SURVEY ACT, R.S.O. 1990, CHAPTER S.5, AND THE SURVEY REGULATIONS, R.R.O. 1990, CHAPTER S.5/1.

**LEGEND**  
 1. LOT 20  
 2. CONCESSION 3  
 3. THE HUMBER  
 4. METEOR DRIVE  
 5. FRONTING

**SURVEYOR'S CERTIFICATE**  
 I, THE SURVEYOR, HAVE MADE A CAREFUL AND THOROUGH EXAMINATION OF THE SURVEY AND AM SATISFIED THAT IT IS CORRECT AND ACCURATE.

TARSLICK, McMILLAN LIMITED  
 CHARTERED LAND SURVEYORS  
 30-382 LAMBTON ST. TORONTO, ONTARIO, M5S 1K3  
 TEL: (416) 593-8100  
 FAX: (416) 593-8101  
 E-MAIL: TML@TARSLICKMCMILLAN.COM







Applicant:  
Doby Enterprises Inc.  
Attn. Lou Scheurmann the CEO  
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