

City Clerk's Office
Etobicoke Civic Centre
Main Floor, South Block
399 The West Mall
Toronto, Ontario M9C 2Y2

Tel: 416-394-5606
Fax: 416-394-8895
E-mail: lmorgan@city.toronto.on.ca
Web: www.city.toronto.on.ca

December 13, 2001

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 December 11, 2001, recommended to the Etobicoke Community Council that:

- (1) the application by Mr. Gregg C. Fera, Soren Development Consultants Inc., on behalf of Shoppers World Company Inc., for a sign variance at 1530 Albion Road, embodied in the report (November 26, 2001) from Mr. Tamer Mikhail, Senior Plan Examiner, Plan Review, Building Division, West District, be approved as outlined in the report;**
- (2) the application by Mr. Klaus Emig, Provincial Sign Systems, on behalf of BASF Canada, for a sign variance at 345 Carlingview Drive, embodied in the report (November 26, 2001) from Mr. Tamer Mikhail, Senior Plan Examiner, Plan Review, Building Division, West District, be approved as outlined in the report;**
- (3) the application by Mr. Dan Contogiannis, 1444715 Ontario Inc., for a sign variance at 2 Ronson Drive, embodied in the report (November 26, 2001) from Mr. Tamer Mikhail, Senior Plan Examiner, Plan Review, Building Division, West District, be approved as outlined in the report;**
- (4) the application by Ms. Sophia McLean, Day Nite Signs Canada Inc., on behalf of Swiss Chalet Rotisserie and Grill, for a sign variance at 5487 Dundas Street West, embodied in the report (November 29, 2001) from Ms. Techa van Leeuwen, Senior Plan Examiner, Plan Review, Building Division, West District, be approved as outlined in the report; and**
- (5) the application by Mr. Harvey Hogle, on behalf of G. H. Hogle Funeral Homes Ltd., for a sign variance at 70-78 Mimico Avenue, embodied in the report (November 29, 2001) from Ms. Techa van Leeuwen, Senior Plan Examiner, Plan Review, Building Division, West District, be approved as outlined in the report.**

The Etobicoke Sign Variance Advisory Committee reports for the information of the Etobicoke Community Council, having referred the report (November 29, 2001) from Ms. Techa van Leeuwen, Senior Plan Examiner, Plan Review, Building Division, West District respecting an application by Ms. Svetlana Levant, Pride Signs Limited, on behalf of Mail Boxes Etc., for a sign variance at 1230 The Queensway, back to Ms. Techa van Leeuwen, for further consultation with the applicant and report thereon, if deemed necessary.

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) (November 26, 2001) from Mr. Tamer Mikhail, Senior Plan Examiner, Plan Review, Building Division, West District, respecting an application by Mr. Gregg C. Fera, Soren Development Consultants Inc., on behalf of Shoppers World Company Inc., for a variance from Chapter 215, Signs, former City of Etobicoke Municipal Code, to permit five illuminated fascia signs at 1530 Albion Road; advising that the site is zoned Commercial Planned Regional; that the single-storey south elevation of the Albion Centre has a modular grid as part of the face lifting of the mall; that there are an additional five illuminated fascia signs to the east of the LCBO store that the applicant wants to use for inside tenants which will provide more exposure to traffic on Albion Road; that the signs will be limited to 30 percent of the height of the building facade and will not extend beyond the roofline; and recommending that:
- (1) the application for minor variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, be approved for the reasons outlined in the report; and
 - (2) the applicant be advised, upon approval of the variance, of the requirement to obtain the necessary permits from the Commissioner of Urban Development Services.

Mr. Gregg C. Fera, Soren Development Consultants Inc., and Ms. Kimberley Valliere, Soren Development Consultants Inc., appeared before the Etobicoke Sign Variance Advisory Committee in connection with the foregoing matter.

- (b) (November 26, 2001) from Mr. Tamer Mikhail, Senior Plan Examiner, Plan Review, Building Division, West District, respecting an application by Mr. Klaus Emig, Provincial Sign Systems, on behalf of BASF Canada, for a variance from Chapter 215, Signs, former City of Etobicoke Municipal Code, to permit one non-illuminated fascia sign at 345 Carlingview Drive; advising that the site is zoned Industrial Class 2; that the proposed sign is 5.4 square metres in area and is to be located on top of the seven-storey building; that the proposed sign will be 17 metres from the ground and will face Highway 409 from the north elevation of the building; and recommending that:
- (1) the application for minor variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, be approved for the reasons outlined in the report; and

- (2) the applicant be advised, upon approval of the variance, of the requirement to obtain the necessary permits from the Commissioner of Urban Development Services and the Ministry of Transportation.
- (c) (November 26, 2001) from Mr. Tamer Mikhail, Senior Plan Examiner, Plan Review, Building Division, West District, respecting an application Mr. Dan Contogiannis, 1444715 Ontario Inc., for a variance from Chapter 215, Signs, former City of Etobicoke Municipal Code, to permit a V-shaped 30 foot high pylon sign at 2 Ronson Drive; advising that the site is zoned Industrial Class 1; that the proposed ground sign will have a height of 9.14 metres and a display area of 18.58 square metres; that the V-shape angle will be reduced from 45 degrees to 30 degrees as agreed by the applicant; that the intent of the sign is to make a visual impact on drivers on Highway 401 and Kipling Avenue; and recommending that:
- (1) the application for minor variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, be approved for the reasons outlined in this report; and
 - (2) the applicant be advised, upon approval of the variance, of the requirement to obtain the necessary permits from the Commissioner of Urban Development Services.

Mr. Dan Contogiannis, 1444715 Ontario Inc., appeared before the Etobicoke Sign Variance Advisory Committee in connection with the foregoing matter.

- (d) (November 29, 2001) from Ms. Techa van Leeuwen, Senior Plan Examiner, Plan Review, Building Division, West District, respecting an application by Ms. Sophia McLean, Day Nite Signs Canada Inc., on behalf of Swiss Chalet Rotisserie and Grill, for a variance from Chapter 215, Signs, former City of Etobicoke Municipal Code, to permit an illuminated sidewall sign with a display area of approximately 5.75 square metres at 5487 Dundas Street West; advising that the property is zoned Industrial Class 2; that the site is currently being developed to include three single-storey independent buildings fronting on Dundas Street West with parking provided in the rear of the buildings; that the Swiss Chalet building is located at the corner of Shorncliffe Road and Dundas Street West with parking in the rear; that access to the parking is from an interior driveway off of Dundas Street West which is located between the two proposed buildings to the east; that the sign is necessary to identify the Swiss Chalet from the parking area; and recommending that:
- (1) the application for minor variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, be approved for the reasons outlined in this report;
 - (2) the applicant be advised upon approval of the variance, of the requirement to obtain the necessary permits from the Commissioner of Urban Development Services; and

- (3) the appropriate City officials be authorized and directed to take the appropriate action to give effect thereto.

Mr. Dominic Rotundo, Neon Products Ltd., appeared before the Etobicoke Sign Variance Advisory Committee on behalf of Ms. Sophia McLean, Day Nite Signs Canada Inc., in connection with the foregoing matter.

- (e) (November 29, 2001) from Ms. Techa van Leeuwen, Senior Plan Examiner, Plan Review, Building Division, West District, respecting an application by Mr. Harvey Hogle on behalf of G. H. Hogle Funeral Homes Ltd., for a variance from Chapter 215, Signs, former City of Etobicoke Municipal Code, to permit a ground sign with a display area of 3.72 square metres at 70-78 Mimico Avenue; advising that the property is zoned Commercial; that the proposed sign will be located on a newly designed parking lot for visitors on the opposite side of the street; that the additional parking will eliminate street parking as well as provide convenience for visitors to the funeral home; that Mimico Avenue is a one-way street and the signage must be large enough to be visible from a distance to avoid having to circle the block; that the proposed location of the sign is beside the sidewall of the adjacent building and will only be visible from the direction of vehicular travel; that as there is some residential mix in the neighbourhood, illumination should be limited to reduce impact; and recommending that:
 - (1) the application for minor variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, be approved for the reasons outlined in this report;
 - (2) the applicant be advised upon approval of the variance, of the requirement to obtain the necessary permits from the Commissioner of Urban Development Services;
 - (3) the appropriate City officials be authorized and directed to take the appropriate action to give effect thereto; and
 - (4) the hours of illumination for the proposed sign by permitted only until 11:00 p.m. nightly.
- (f) (November 29, 2001) from Ms. Techa van Leeuwen, Senior Plan Examiner, Plan Review, Building Division, West District, respecting an application by Ms. Svetlana Levant, Pride Signs Limited, on behalf of Mail Boxes Etc., for a variance from Chapter 215, Signs, former City of Etobicoke Municipal Code, to permit an illuminated fascia sign on the south elevation with a display area of 4.3 square metres at 1230 The Queensway; advising that the property is zoned Commercial and is a corner lot with a free standing one-storey building occupied by the Bank of Montreal; that the front entrance faces south onto The Queensway; that Mail Boxes Etc. is a service that is offered from within the Bank of Montreal and is considered a subsidiary occupancy; that in June of 2001, a sign variance was granted for Mail Boxes Etc. for a sidewall sign and a second sign box on an existing ground sign at this location; that there are also several window signs relating to

services within the bank on the south elevation; that an additional sign on the south elevation would be excessive advertising of a subsidiary occupancy given that the ground sign already provides notice of the service on that elevation; and recommending that:

- (1) the application for minor variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, be refused for the reasons outlined in this report; and
- (2) the appropriate City officials be authorized and directed to take the appropriate action to give effect thereto

The following persons appeared before the Etobicoke Sign Variance Advisory Committee, on behalf of the applicant, in connection with the foregoing matter:

- Ms. Svetlana Levant, Pride Signs Limited; and filed a submission with respect thereto;
- Mr. Ron Boratto, General Counsel for Mail Boxes Etc.; and
- Mr. Steve Bang, Bank of Montreal.

City Clerk

Lyn Morgan

- c. 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