

**Sign Variance Report  
164 Evans Avenue**

<b>Date:</b>	[Date the division head signed off for this report to go forward.]
<b>To:</b>	Etobicoke York Community Council
<b>From:</b>	Edward Tipping, Director and Deputy Chief Building Official
<b>Wards:</b>	Etobicoke-Lakeshore, Ward 6
<b>Reference Number:</b>	[The City is developing a new tracking system for reports. City Clerk's Office staff will use this section for the numbers. You may also use this section for report reference numbers that you use in your own division.]

**SUMMARY**

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

Request for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install First Party Illuminated Fascia sign on ground floor north elevation at 164 Evans Avenue.

The request comes from Berardo Mascioli of Stratega Consulting Ltd. for 2074039 Ontario Inc. for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

## RECOMMENDATIONS

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Toronto Building recommends that

1. the request for variance be approved for the reasons outlined in this report with following conditions.
  - The display panel will not play any video will not have animation or any other continuous moving light or display.
  - The general advertisement of goods, services and activities on the premises will not exceed fifty percent of the total display area of the sign and;
  - The sign will have on one display area that is facing the Islington Avenue and
2. the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits.

## FINANCIAL IMPACT

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

## COMMENTS

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The existing structure is a one storey industrial building. Tenant is requesting the ground sign be located on the northwest corner of the building near the eastbound ramp to Gardiner Expressway from Islington Avenue. During recent inspection of the building, staff observed that the sign was not installed.

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

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. 215-12 (A): the maximum allowable height of a ground sign is 11 metres	Applicant is proposing the height of the ground sign as 15.55 metres.	The height of the sign to be 15.55 metres in lieu of 11 metres permitted.
2. 215-22 (C)(3)(a): the maximum display area of the ground sign to be 28 square metres for signs parallel to street for lot over 60 metres frontage	Applicant is proposing double sided ground sign with display area of 37.72 square metres each side.	The display area of double sided sign to be 75.44 square metres in lieu of 28 metres permitted.

The Sign Code permits a maximum of 11 metres high and a maximum of 28 square metres of display area for a ground sign when the sign is parallel to the frontage of street. The applicant is requesting the sign to be 15.55 metres high in order to clear the top of a storage tank near the proposed sign. Also the proposed sign is double sided with a display area of 37.72 square metres per side. The proposed sign uses LCD display panel as the sign and staff had discussion with applicant to find out if the panel will be used as video panel or for animation. The applicant indicated that it will be static there will not be any video, animation or any other continuous movement on the display. Staff also discussed with the applicant the amount of display area to be used for general advertising of goods, services or activities available on the premises. The applicant indicated that they will not use more than fifty percent of the display for this purpose.

Staff has some concern regarding double sided display the applicant is proposing since the east face of the sign panel is facing a new townhouse development on Evans Avenue and Oxford Street. The sign will be approximately 50 metres from the houses and it is not acceptable to staff.

Therefore, staff is in the opinion that the proposed sign is acceptable provided that the display panel will not play continuous videos, animation or other moving display, does not use more than fifty percent of the display panel for advertisement of goods, services and activities on the premises and has only one display panel facing the Islington Avenue only.

## **CONTACT**

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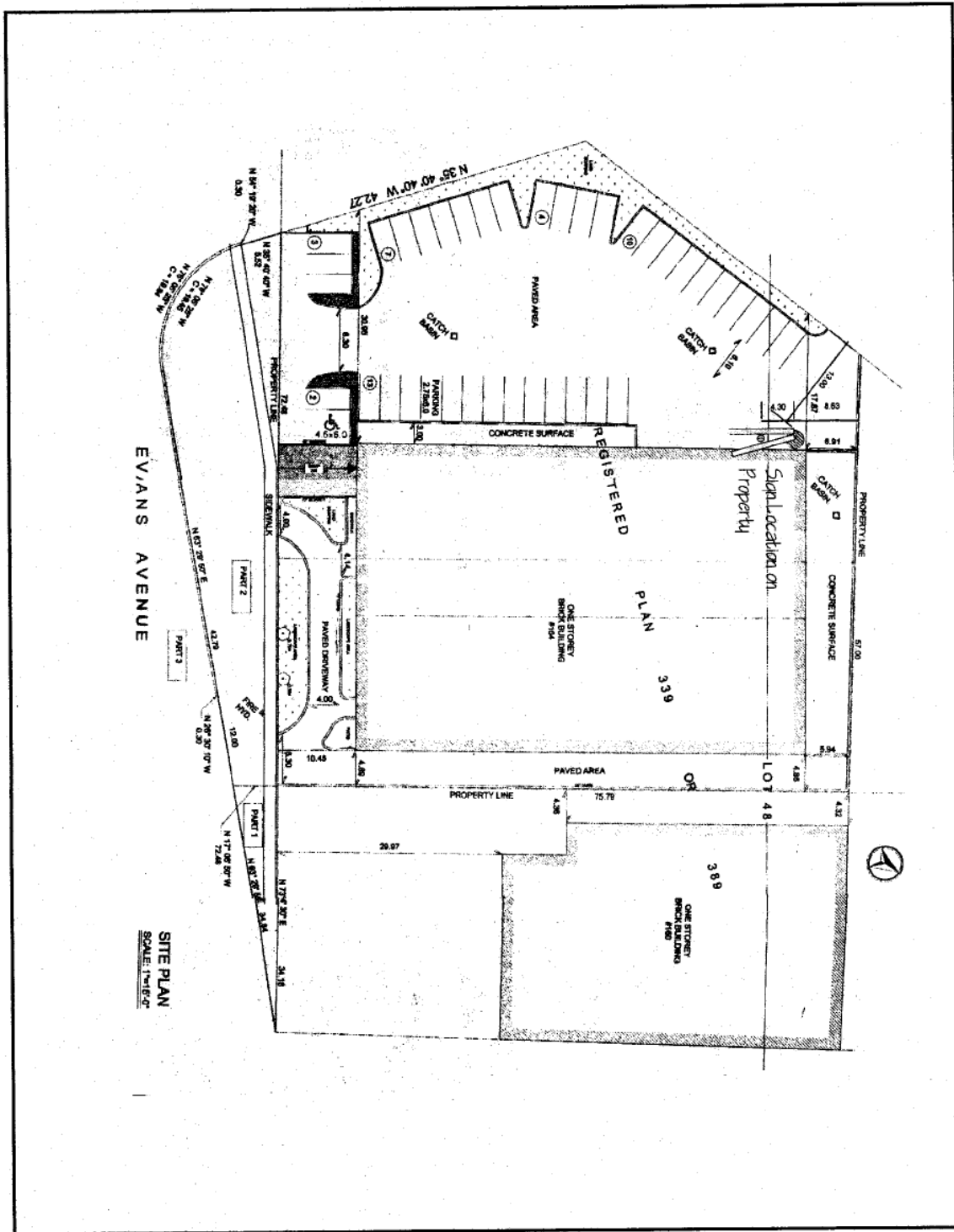
E-mail: stoprak@toronto.ca

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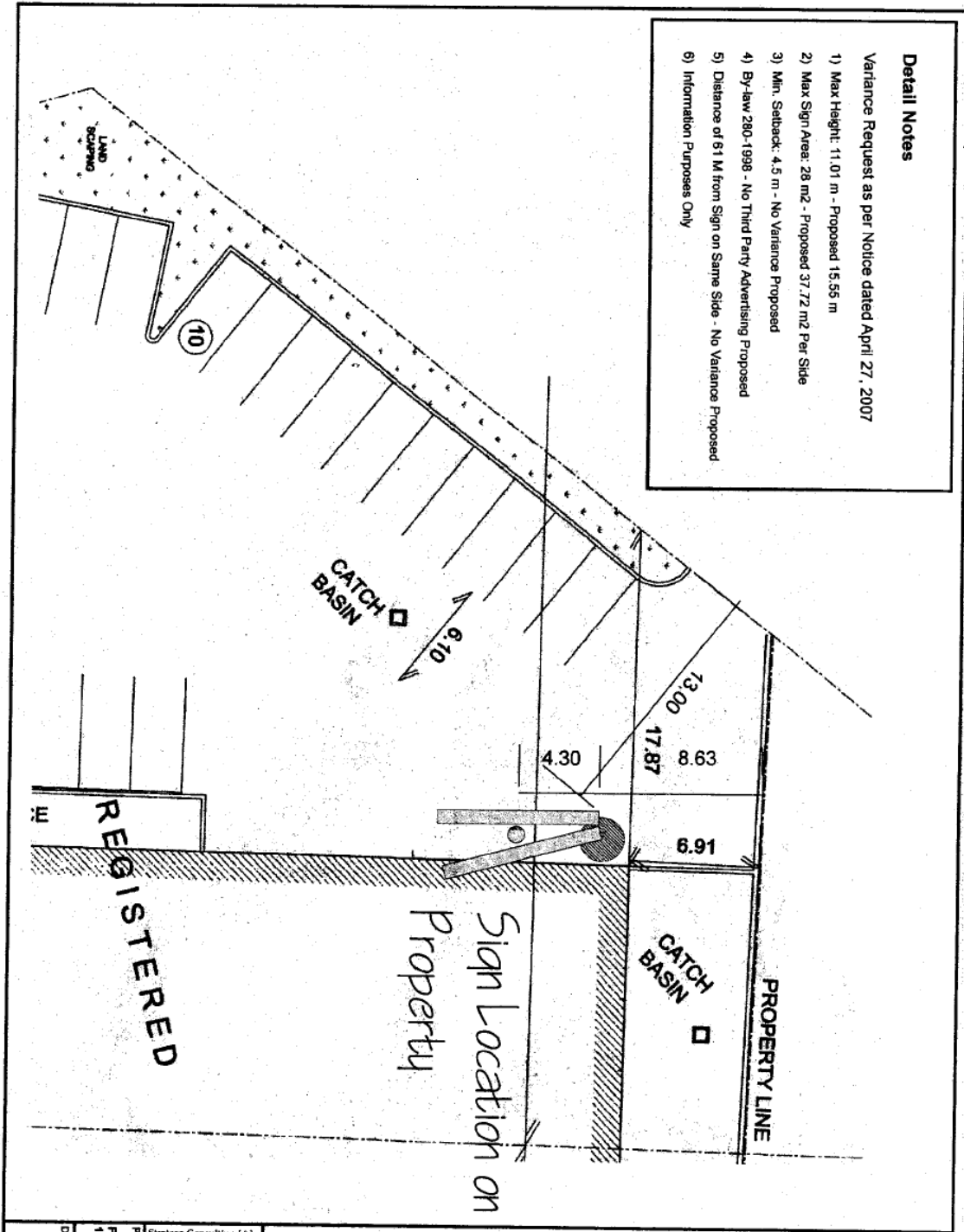
Edward Tipping P.Eng  
Director of Building and  
Deputy Chief Building Official  
The Etobicoke York District

## **ATTACHMENTS**

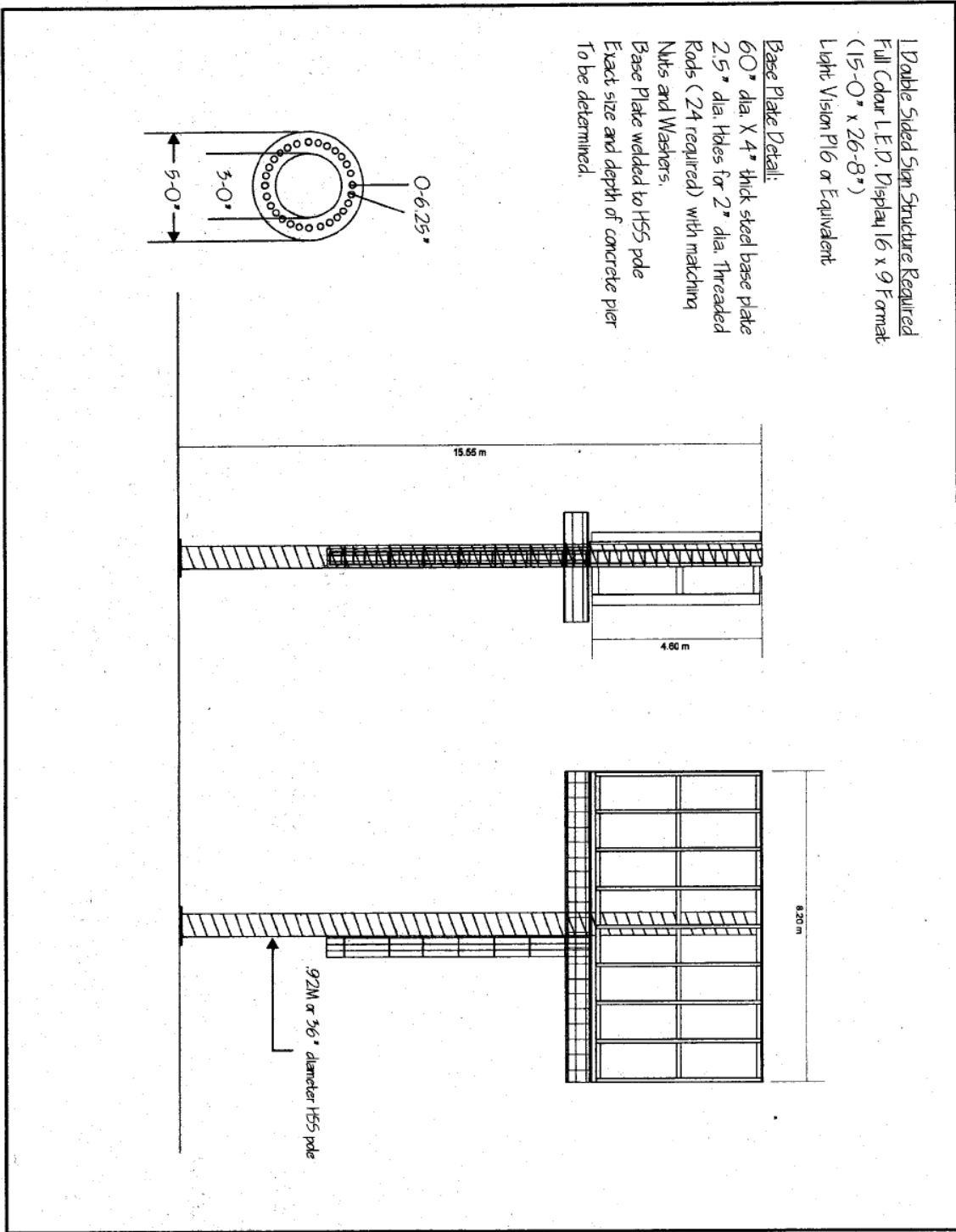
1. Site Plan
2. Location Plan
3. Sign Details
4. Elevation
5. Picture – East
6. Picture – South



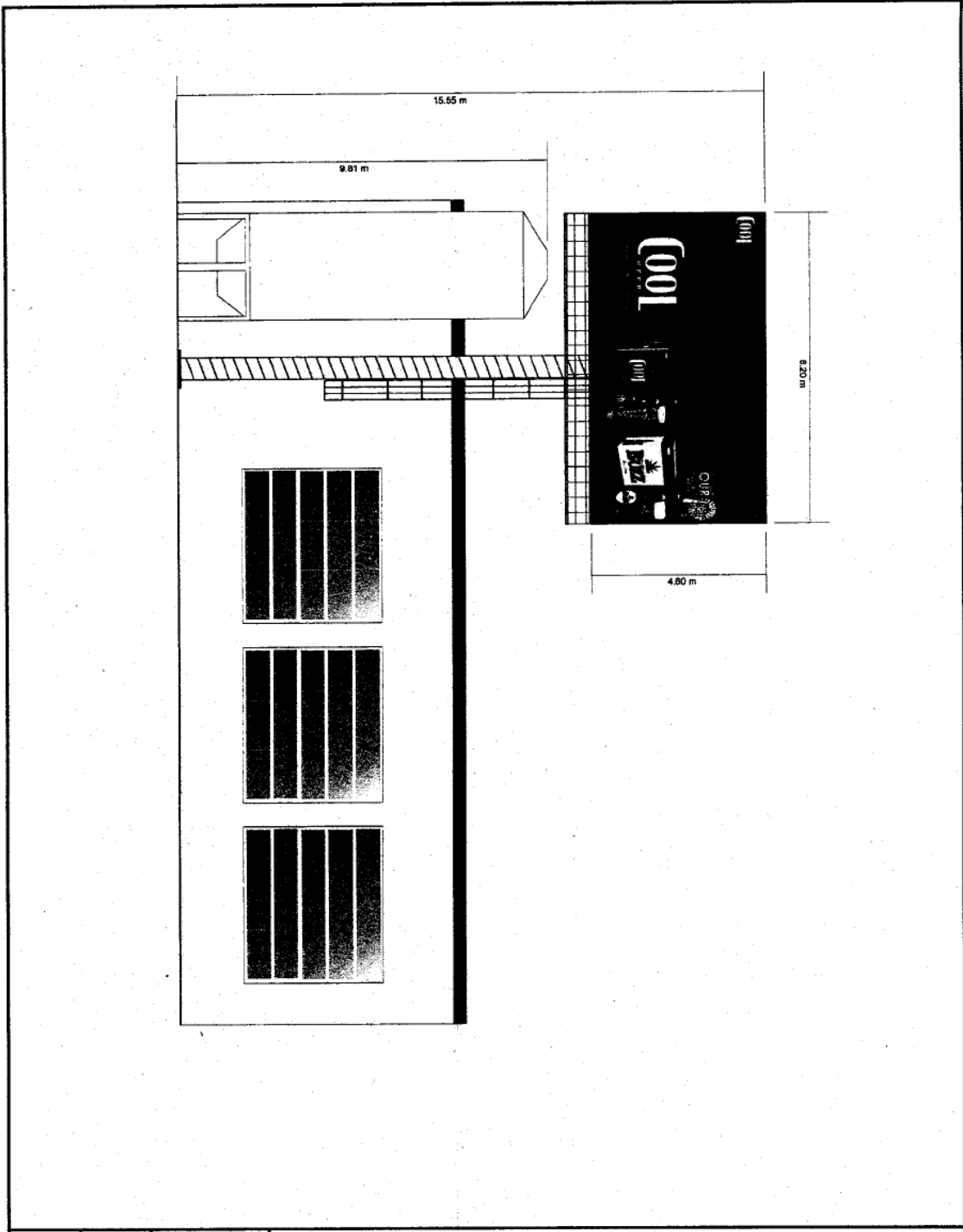
Site Plan



Location Plan



Sign Details



Elevation



East Elevation



South Elevation