



**STAFF REPORT  
ACTION REQUIRED**

**Sign Variance Report – 542 Evans Avenue**

Request for Approval of Variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code for a First Party Business Identification Ground Sign at 542 Evans Avenue.

<b>Date:</b>	November 6, 2006
<b>To:</b>	Chair and Members, The Etobicoke York Community Council
<b>From:</b>	Edward Tipping, Director of Building and Deputy Chief Building Official
<b>Wards:</b>	Etobicoke – Lakeshore, Ward 6
<b>Reference Number:</b>	

**SUMMARY**

To review and make recommendations on a request by Ms. Isabella Cerelli, with Pride Signs Ltd., for Access Storage Co. for approval of variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to permit one Business Identification Ground Sign at the above noted location. The applicant is proposing a ground sign, 6.4 metres in height, and with a display area of 14.4 square metres. The property has a very narrow frontage at Evans Avenue. The Sign Code permits a ground sign with a maximum height of 2.8 metres and a maximum display area of 4.36 square metres.

It is recommended that the request for variances be approved.

**RECOMMENDATIONS**

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 permits.
3. the applicant be advised, upon approval of variances, of the requirement to obtain approval from Transportation Division of Works and Emergency Services prior to the issuance of a sign permit.

## **FINANCIAL IMPACT**

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

## **DECISION HISTORY**

The proposed ground sign is 6.4 metres in height and has a display area of 14.4 metres square. The property has a narrow frontage (13.08metres) along Evans Avenue and the Sign Code permits a maximum display area of 4.36 square metres and a height of 2.8 metres. Since Evans Avenue is the main road of the area, the owner would like to increase the visibility by using a larger sign.

## **ISSUE BACKGROUND**

The property extends from Evans Avenue, to the south, the Queen Elizabeth Way to the north, and has access from Evans Avenue as well as from Brockhouse Road to the north east corner. Although the frontage at Evans Avenue is only 13 metres, the back of the property is more than 100 metres in width and covers the rear of the properties from 532 Evans Avenue to 540 Evans Avenue. The applicant is proposing a 6.4 metres high business identification ground sign with a display area of 14.4 square metres, in lieu of 2.8 metres and 4.36 square metres respectively, on Evans Avenue entrance.

The property is zoned industrial and the building located on the site is being used as a self storage building.

## **COMMENTS**

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>
(1) Section 215-12.A requires that a height of a ground sign shall be lesser of 11 metres or 0.3 metres per 1.5 metres of street frontage	The height of the proposed sign is 6.4 metres. The Sign Code permit the sign to be 2.8 metres high based on 13.09 metres of street frontage.	The height of the proposed sign is to be 6.4 metres in lieu of 2.8 metres.
(2) Section 215-12.E requires that the display area of a ground sign shall not exceed 0.1 square metre for each 0.3 metre of street frontage	The display area of the proposed sign is 14.4 square metres. The Sign Code permits 4.36 square metres of area based on 13.09 metres of street frontage.	The display area of the proposed sign is to be 14.4 square metres in lieu of 4.36 square metres.

The property is located between Evans Avenue to the south and the Queen Elizabeth Way to the north. The property is accessed directly from Evans Avenue as well as indirectly from Evans Avenue through Bestobell Road and Brockhouse Road to the northeast corner of the property. Although the property is more than 100 metres in width at the north end, the frontage at Evans Avenue is only 13.09 metres in width. This limits the size and height of a ground sign to 4.36 square metres and 2.8 square metres respectively.

The main road to the site is Evans Avenue. The owner would like to increase the visibility of the business with this new ground sign by requesting a sign larger than permitted. Other businesses in the area already have signs similar in size and height to what the applicant is proposing. To the North of Evans Avenue, where this property is located, is occupied by other industrial and commercial businesses. To the south side of Evans Avenue, there are residential and commercial properties.

Evans Avenue is the main commercial street of the area with many similar signs therefore the proposed sign will not have a negative effect on the area.

## **CONTACT**

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## **SIGNATURE**

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Edward Tipping, P.Eng.  
Director of Building and  
Deputy Chief Building Official  
West District

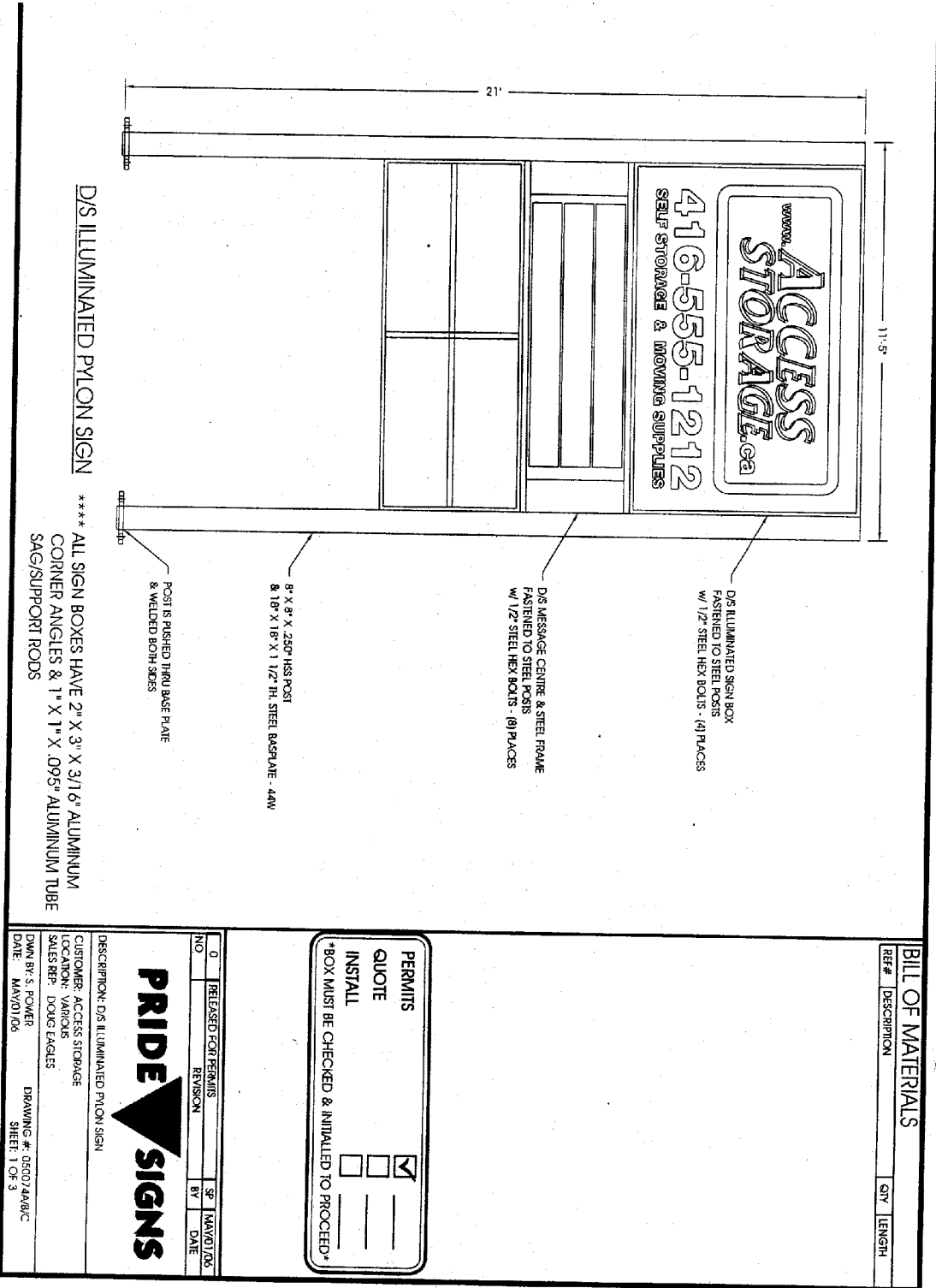
## **ATTACHMENTS**

Attachment 1: Site Plan and/or Zoning Map

Attachment 2: Elevations

Attachment 3: Picture







Frontage to Evans Avenue



Evans Avenue – North side, East direction