



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
542 Evans Avenue**

Date:	March 10, 2008
To:	Chair and Members, The Etobicoke York Community Council
From:	Edward Tipping, Director of Building and Deputy Chief Building Official
Wards:	Etobicoke – Lakeshore, Ward 6
Reference Number:	2008EY007

SUMMARY

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 Variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install Two Fascia Signs on the north elevation, one Side Wall Fascia Sign on the east and west elevations.

The request comes from Tom Broumas, of Steel Art Signs Ltd., on behalf of the owner of the property, In-Storage REIT.

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.
2. Applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits.

- Applicant be advised, upon approval of variances, of the requirement to obtain approval from Ministry of Transportation prior to the issuance of a sign permit.

FINANCIAL IMPACT

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

ISSUE BACKGROUND

The property extends from Evans Avenue to the south and the Gardiner Expressway to the north with access from Evans Avenue as well as 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 10.668 metres high Business Identification Ground sign at the north end of the building that has frontage to Gardiner Expressway, with a display area of 25.30 square metres. This complies with the Sign Code. However, the applicant is also proposing two business identification side wall fascia signs, one on each side wall and two business identification fascia signs on the wall facing the Gardiner Expressway. Only one of these four fascia signs is in compliance with the Sign Code and the other three signs require variances.

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:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
(1) Section 215-11 requires that not more than 50 percent of a Business Identification Sign to be used for general advertising of goods, services or activities available on the premises.	The applicant is proposing that one of the fascia signs fronting the Gardiner Expressway is to have general advertisement (slogan) for more than ninety percent of the display area.	More than ninety percent of the display area of the fascia sign to be general advertisement (slogan) in lieu of fifty percent allowed.

<p>(2) Section 215-22.B.(7) permits a Business Identification Sign with a maximum display area of four square metres on a side wall facing interior lot provided the set back is more than 3 metres from the lot line.</p>	<p>The applicant is proposing a non Illuminated Side Wall sign with a display area of 9.29 square metres on the east and west elevations.</p>	<p>The display area of the proposed sign is to be 9.29 square metres in lieu of 4.00 square metres.</p>
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The property is located between Evans Avenue to the south and the Gardiner Expressway 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. The proposed signs are for the identification of the building for the highway users.

The fascia sign facing the highway is mainly a slogan that the business is using. Approximately ninety percent of the identification sign is the slogan rather than fifty percent allowed by the Sign Code. The total display area of the two fascia signs facing the highway is only 3.75% of the building façade area. The Sign Code permits up to 20% percent of the façade area to be the sign. Therefore, requested variance minor in nature.

The fascia signs located on the east and west elevations have a display area of 9.29 square metres. The Sign Code permits a display area of 2 square metres for a side wall fascia sign where the side yard set back is less than three metres and permits display area of 4 square metres if the set back is more than 3 metres. The set back for the east wall is more than 7 metres and for the west wall is more than 51 metres. These walls are facing other industrial buildings and are more than 200 metres away from any residential properties. The signs are not going to be illuminated. Therefore, staff is in the opinion of that the required variances are minor in nature.

During recent inspection of the site, it is observed that a banner sign has been installed on the west side wall and several banner signs have been installed on the wall facing the Gardiner Expressway without a sign permit. The applicant has been informed that these illegal signs are to be removed immediately.

CONTACT

Sait Toprak, P.Eng., Manager Plan Review
 Tel: (416) 394-8010; Fax: (416) 394-8209
 E-mail: stoprak@toronto.ca

SIGNATURE

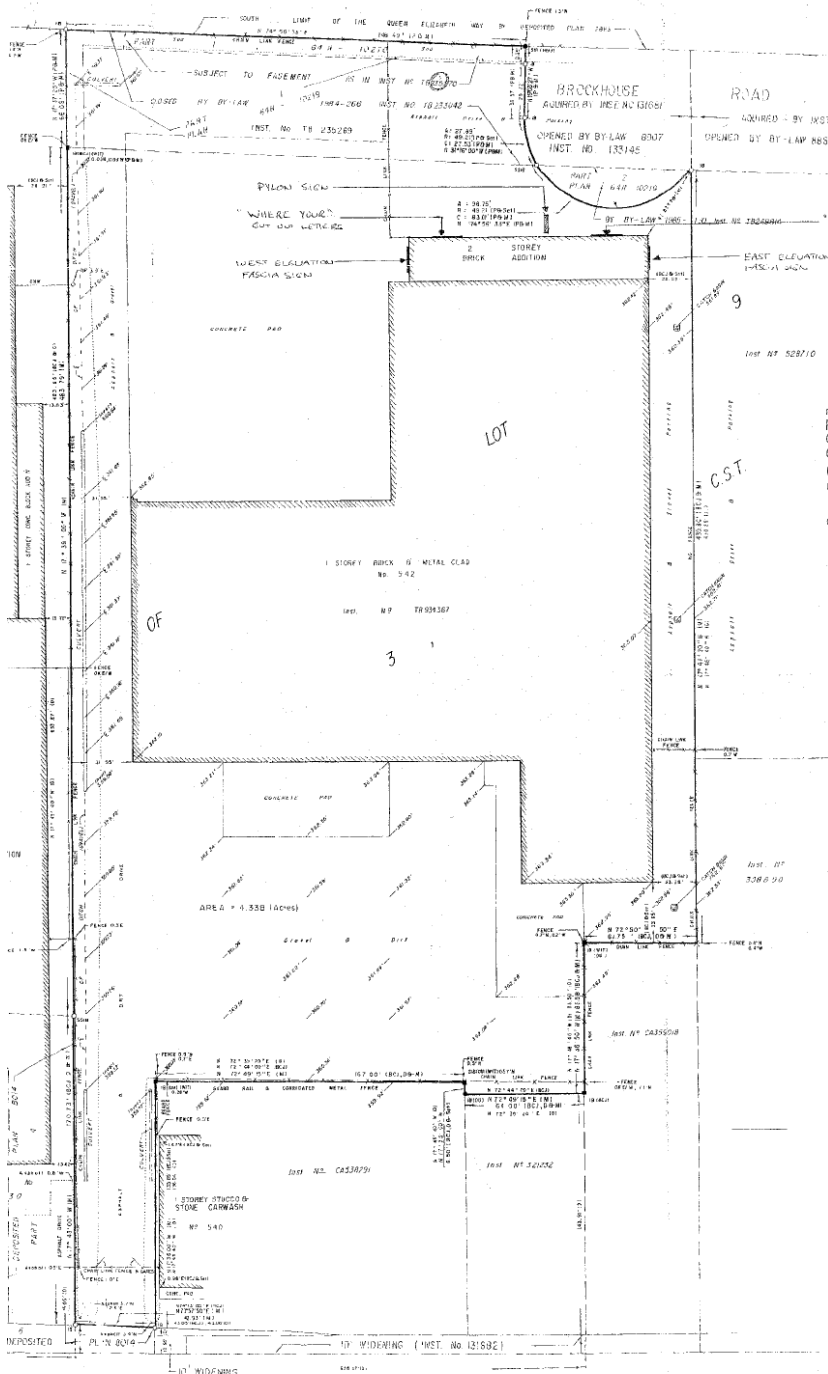
Edward Tipping, P.Eng.
Director of Building and
Deputy Chief Building Official
West District

ATTACHMENTS

Attachment 1: Site Plan and/or Zoning Map

Attachment 2: Elevations

THE QUEEN ELIZABETH WAY
(KINGS HIGHWAY BY PLAN 6029)



PLAN OF SURVEY OF
PART OF LOT 9
CONCESSION 3
COLONEL SMITH'S TRACT
CITY OF ETOBICOKE
MUNICIPALITY OF METROPOLITAN TORONTO
SCALE 1/4" = 30' HORIZ
YOUNG & YOUNG SURVEYING INC.
ONTARIO LAND SURVEYORS
© COPYRIGHT 1997

ELEVATION NOTE
ELEVATIONS FROM MEASUREMENTS ARE QUOTED, AND ARE REFERRED
TO THE CHM 1985 WHICH MEAN MSL ± 0.36, BASED ON
ELEVATION OF 59.97'

LEGEND
D DENOTES SURVEY BOUNDARY SET
M ——— SURVEY BOUNDARY PLANE
W ——— MEASURED
V ——— VERTICALLY
S ——— SOUTH
N ——— NORTH
SE ——— SOUTH-EAST
SW ——— SOUTH-WEST
NE ——— NORTH-EAST
NW ——— NORTH-WEST
E ——— EAST
W ——— WEST
S ——— SOUTH
N ——— NORTH
SE ——— SOUTH-EAST
SW ——— SOUTH-WEST
NE ——— NORTH-EAST
NW ——— NORTH-WEST
C.S.T. ——— CANTONMENT SURVEY TRACT

SURVEYOR'S CERTIFICATE
I CERTIFY THAT
THE FIELD SURVEY REPRESENTED ON THIS PLAN WAS
COMPLETED ON THE 7th DAY OF JUNE, 1997.

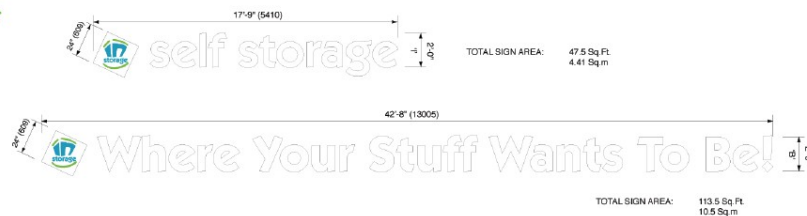
JULY 9, 1997
DATE

BEARING NOTE
BEARINGS ARE ASSUMED AND ARE REFERRED TO THE
MAGNETIC LINE OF BEARING OF
M 71° 43' E ACCORDING TO PLAN 844 3457-1.

YOUNG & YOUNG SURVEYING INC.
1200 SHEPPARD AVE. E. TORONTO, ONT. M1A 2Y2
1500 RIVERVIEW RD. WILLOWDALE, ONT. M2H 1C9
1700 BRIMLEY ST. E. SCARBOROUGH, ONT. M1V 4V4
1300 LESLIE ST. E. MARKHAM, ONT. L3R 9V2
1700 SHEPPARD AVE. E. UNIT 100 TORONTO, ONT. M1V 4V4
1700 SHEPPARD AVE. E. UNIT 100 TORONTO, ONT. M1V 4V4

EVANS AVENUE
ROAD ALLOWANCE BETWEEN CONCESSIONS 2 AND 3 C.S.T.

Site Plan



TWO (2) SETS EACH OF NON-ILLUMINATED LETTERS (EXTERIOR)

- 1/4" CUT-OUT ALUMINUM LETTERS PAINTED WHITE
- INSTALLED ON SPACERS IN POSITION AS SHOWN

TWO (2) NON-ILLUMINATED LOGOS (EXTERIOR)

- 1/8" ALUMINUM FACES PAINTED WHITE
- W/FACE APPLIED VINYL GRAPHICS AS NOTED
- 1" DEEP ALUMINUM RETURNS - PAINTED WHITE
- INSTALLED ON SPACERS IN POSITION AS SHOWN

*** SITE CHECK REQUIRED



PROPOSED ELEVATION



IN Storage REEF

37 Eves
Park Drive
Markham
Ontario
L3R 9V8
905.474.1875
905.474.0515
www.steelart.com

562 Eves Ave.
Toronto, Ontario

Corporate Branding

Non-Illuminated Letters & Logos

Scale: 1/2" = 1'-0"

Date: 10.31.2007

Drawn: I.A.J.G.

Approved: J.F.

Drawing No.: KSM 07081-C-6

Revision: 6

Revised/Notes:

No. Description Date

1 - change to 'stacked' letters 11.05.2007

2 - add 'self storage' letters 11.07.2007

3 - remove message center & drop placards from sign 11.15.2007

4 - remove 'where your stuff...' on 1st, 2nd, 3rd & 4th storeys 01.15.2008

5 - change 'self storage' letters 02.27.2007

6 - add 'where your stuff...' on 1st, 2nd, 3rd & 4th storeys 03.04.2007

Approved:

Approved By:

Date:

COLOURS / FINISHES

• TRANSLUCENT VINYL

PPS 3145C - 3630-7170

PPS 3145C - 3630-7170

• FINISH/PAINT

WHITE

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North Elevation



ONE (1) SET OF NON-ILLUMINATED LETTERS (EXTERIOR)

- 1/4" CUT-OUT ALUMINUM LETTERS PAINTED WHITE
- INSTALLED ON SPACERS IN POSITION AS SHOWN

ONE (1) NON-ILLUMINATED LOGO (EXTERIOR)

- 1/8" ALUMINUM FACES PAINTED WHITE
- W/FACE APPLIED VINYL GRAPHICS AS NOTED
- 1" DEEP ALUMINUM RETURNS - PAINTED WHITE
- INSTALLED ON SPACERS IN POSITION AS SHOWN

*** SITE CHECK REQUIRED

TOTAL SIGN AREA: 100 Sq Ft (9.3 Sq m)



EAST ELEVATION



IN Storage REEF

37 Eves
Park Drive
Markham
Ontario
L3R 9V8
905.474.1875
905.474.0515
www.steelart.com

562 Eves Ave.
Toronto, Ontario

Corporate Branding

Self-Illuminated Facade Sign

Scale: 1/2" = 1'-0"

Date: 03.04.2008

Drawn: I.A.J.G.

Approved: J.F.

Drawing No.: KSM 07081-J

Revision: 6

Revised/Notes:

No. Description Date

0 - 03.04.2008

Approved:

Approved By:

Date:

COLOURS / FINISHES

• TRANSLUCENT VINYL

PPS 3145C - 3630-7170

PPS 3145C - 3630-7170

• FINISH/PAINT

TO MATCH PPS 3145C

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East Elevation

16'-0" (4877)

4'-6" (1371)

1'-1" (305)

1'-0" (305)

5'-8" (1728)

self storage

storage SELF STORAGE

ONE (1) SET OF NON-ILLUMINATED LETTERS (EXTERIOR)

- 1/4" CUT-OUT ALUMINUM LETTERS PAINTED WHITE
- INSTALLED ON SPACERS IN POSITION AS SHOWN

ONE (1) NON-ILLUMINATED LOGO (EXTERIOR)

- 1/8" ALUMINUM FACES PAINTED WHITE
- W/FACE APPLIED VINYL GRAPHICS AS NOTED
- 1" DEEP ALUMINUM RETURNS - PAINTED WHITE
- INSTALLED ON SPACERS IN POSITION AS SHOWN

***** SITE CHECK REQUIRED**

TOTAL SIGN AREA: 100 Sq Ft
9.3 Sqm

WEST ELEVATION

steelart signs

37 Eves
Park Drive
Markham
Ontario
L3R 9C9
905.474.1875
905.474.0111
www.steelart.com

IN Storage REEF

Client

Location

562 Eves Ave.
Toronto, Ontario

Project Title

Corporate Branding

Sign Type(s)

S/F (Illuminated) Facias Sign

Scale: 1/2" = 1'-0"

Date: 03.04.2008

Drawn: Approved

I.A.: J

Drawing No.: Revision

KM 07081-K 0

No.	Description	Date
0		01.00.2008

Approve:

Approved By:

Date:

COLOURS / FINISHES

- TRANSLUCENT VINYL
- PHS 3145C - 3630-7170
- PHS 303C - 35102-15-04 GREEN
- FINISH PAINT
- TO MATCH PHS 3145C

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West Elevation