



**STAFF REPORT  
ACTION REQUIRED**

**Sign Variance Report  
542 Evans Avenue**

<b>Date:</b>	March 10, 2008
<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>	2008EY008

**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 variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install an Illuminated Business Identification Ground Sign.

The request comes from Mr. 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 and provided that the electronic message centre shall not be used for animation or have no flashing or chasing lights.
2. Applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits.

3. 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.
4. 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**

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

## **DECISION HISTORY**

The proposed ground sign is 7.62 metres in height and has a display area of 13.50 metres square. The property has a narrow frontage (13.09metres) 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.

On January 16, 2007, the Etobicoke York Community Council approved a similar ground sign for the same location at the request the previous owner of the property. The approved ground sign was 6.4 metres in height and had a display area of 14.4 metres square. The previous owner never obtained a sign permit for the approved sign variances.

## **ISSUE BACKGROUND**

The property extends from Evans Avenue, to the south, the Gardiner Expressway 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 7.62 metres high business identification ground sign with a display area of 13.50 square metres, in lieu of 2.8 metres and 4.36 square metres respectively, on the 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 7.62 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 7.62 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 13.50 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 13.64 square metres in lieu of 4.36 square metres.

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. 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, it is occupied by other industrial and commercial businesses. To the south side of Evans Avenue, there are residential and commercial properties.

During recent inspection of the site, it has been observed that a banner sign has been installed on the wall of the car wash building located at 540 Evans Avenue without a sign permit. The applicant has been informed that the illegal sign is to be removed immediately.

The applicant has also been informed of the prohibition of any animation, flashing or chasing lights. The electronic message display in the proposed sign will be used for intermittent lighting of temperature, time and other messages.

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**

Sait Toprak, P.Eng., Manager Plan Review  
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E-mail: stoprak@toronto.ca

## **SIGNATURE**

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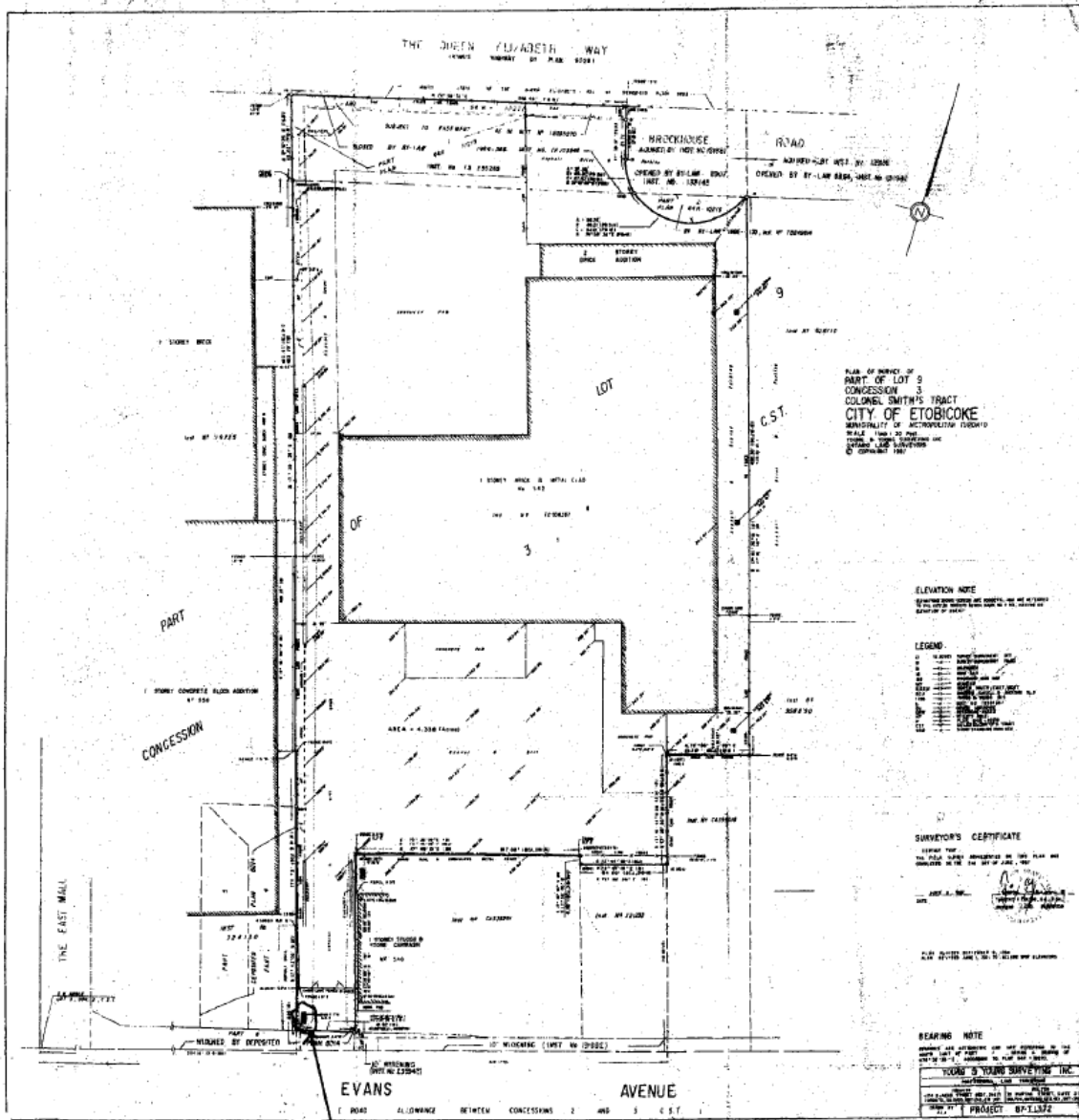
Edward Tipping, P.Eng.  
Director of Building and  
Deputy Chief Building Official  
West District

## **ATTACHMENTS**

Attachment 1: Site Plan and/or Zoning Map

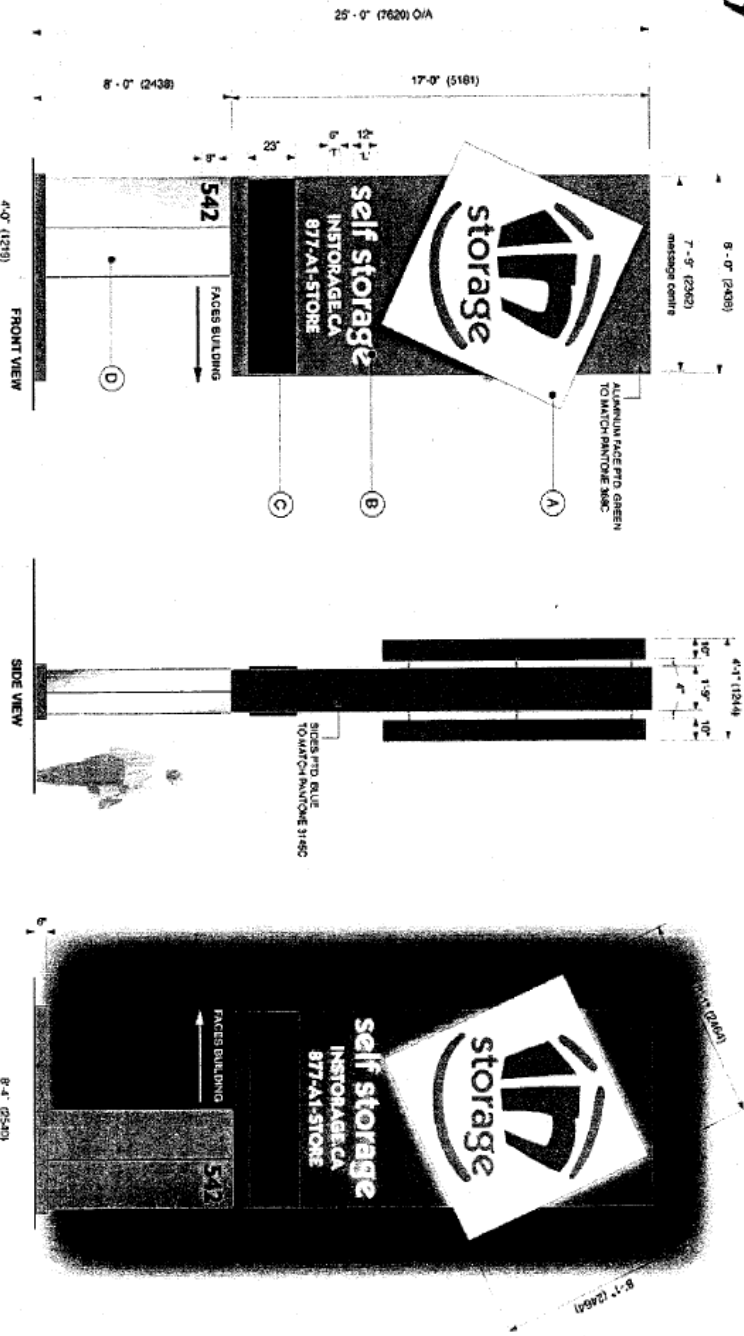
Attachment 2: Elevations

Attachment 3: Picture



New proposed  
pylon sign location  
with 1.5m setback  
from property line

Site Plan



- DF ILLUMINATED PYLON SIGN (EXTERIOR)**
- (A) HEADER:**
- FLEX FACES WITH 3M FILM GRAPHICS APPLIED TO FIRST SURFACE
  - COLOURS AS SHOWN
  - SIGNCOMP FRAME/FILLER (FRAMELESS APPEARANCE)
  - PTD. BLUE TO MATCH PAINTONE 3145C
  - H.O. FLUORESCENT ILLUMINATION BEHIND GRAPHICS (17' CCI)
  - HALO EFFECT ILLUMINATION TO SPILL OUT FROM SIDES
  - ONTO GREEN ALUMINUM SIGN BODY
  - ALUMINUM RETURNS PRINTED BLUE TO MATCH PAINTONE 3145C

- (B) SELF STORAGE / WEB ADDRESS / PHONE NUMBER:**
- STENCIL CUT COPY BACKED UP WITH WHITE LEXAN
  - H.O. FLUORESCENT ILLUMINATION BEHIND COPY
- (C) MESSAGE CENTRE:**
- NUMEDIA MODEL, MMSR27-30-16
  - 23" x 30" RED OUTDOOR LED DISPLAY
  - 2 LINES OF 8 1/2" CHARACTERS
  - FRONT SERVICEABLE

- (D) CLADDING:**
- 1/8" ALUMINUM CLADDING PAINTED TO MATCH CLEAR ANODIZED
  - DECORATIVE BLACK VINYL STRIPE APPLIED TO ALL SIDES
  - 8" HIGH BLACK VINYL ADDRESS
- SITE CHECK REQUIRED**

**steel art signs**  
 37' East  
 Park Drive  
 Toronto, Ontario  
 M3J 1K7  
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 Fax: 416-291-1314  
 www.steelart.com

542 Facing Sign Toronto, Ontario	Project Title
Corporate Branding	Sign Type
37' DF Illuminated Pylon Sign	Sign Type
Size: 17' x 17' 0"	Date: 01/24/2008
Drawn: Approval	Checked: Approval
Created by: MADDEN-H	Revised by: MADDEN-H
No. 0	Description: 37' DF Illuminated Pylon Sign
0	Date: 01/24/2008

Approver:	Date:
Approved by:	Date:
<b>COLOURS / FINISHES</b>	
• TRANSLUCENT VINYL	
• FINISHMENT	
TO MATCH PMS 3145C	TO MATCH PMS 3145C
TO MATCH PMS 348C	CLEAR ANODIZED

Elevations



Evans Avenue – North side, East direction