



STAFF REPORT ACTION REQUIRED

Sign Variance Report 360 Evans Avenue

Date:	December 13, 2007
To:	Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Etobicoke-Lakeshore, Ward 6
Reference Number:	2008EY001

SUMMARY

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

Toronto Building received a request from Steve Wolowich of CBS Outdoor, the applicant on behalf of R.J. McCarthy Ltd, owner of the property, for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to install a 9.14 metre high Third Party Illuminated Ground Sign with a display area of 37.16 square metres within 7.62 metres of a former Provincial Highway, on 360 Evans Avenue.

At the October 30, 2007 Etobicoke York Community Council, a motion was adopted to defer the October 10, 2007 (Ref.#2007EY028) Sign Variance Report to November 27, 2007, so that the applicant may contact staff to find a compromise for the proposed sign allocation in order that it would comply with the Ministry of Transportation Guidelines, and the former City of Etobicoke Sign Code.

Community Council further deferred the report (#EY 12.6), to its January 15, 2008 meeting, in order to give to the applicant additional time to prepare and submit a revised proposal to Toronto Building.

RECOMMENDATIONS

Toronto Building recommends that the request for variances be approved with following conditions:

1. The proposed sign to be located minimum 25 metres from the highway.
2. The proposed sign will not reduce the number of required parking spaces for the site.
3. The applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits.

FINANCIAL IMPACT

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

BACKGROUND

On June 5, 1998 Council adopted a bylaw (By-Law No. 280-1998) to prohibit third party signs, as an interim measure, on lands adjacent to certain former provincial highways, until such time as Council has had an opportunity to enact a comprehensive Sign By-law. City Council, on July 29, 30 and 31, 1998 adopted a Clause embodied in Report No. 9 of the Urban Environment and Development Committee, for an “Interim Third Party Advertising Sign Minor Variance Process for Areas Abutting the F.G. Gardiner Expressway (Formerly the Queen Elizabeth Way), Eglinton Avenue West, Highway 2, Highway 2A and Highway 27”.

In this report, it is recommended that applications involving minor variances from the by-law relating to the above mentioned highways should be forwarded to the appropriate Community Council, using the Ministry of Transportation of Ontario Sign Policy as a guideline.

COMMENTS

The originally proposed sign was 9.14 metres (30 feet) in height and had a display area of 37.16 square metres (400 square feet), and to be located 7.62 metres (25 feet) from the Gardiner Expressway (former QEW) at 360 Evans Avenue. This property and all adjacent properties are zoned IC1. The nearest residential zone is more than 250 metres from the proposed sign.

On November 13, 2007, Toronto Building received a revised proposal for the ground sign at 360 Evans Avenue. The new proposed sign is 9.14 metres (30 feet) high and has a display area of 18.6 square metres (200 square feet) and is to be located 23 metres (75 feet) from the Expressway.

The new proposed ground sign does not comply with By-law No.280-1998 “to prohibit third party signs, as an interim measure, on lands adjacent to certain former provincial highways” since it is located within 400 metres of the F.G. Gardiner Expressway, and does not comply with the Ministry of Transportation of Ontario Commercial Sign Policy, which is the Guideline for the “ Interim Third Party Advertising Sign Minor Variance Process “ for the above mentioned former provincial highways in the following ways:

MTO Commercial Sign Policy (where posted speed more than 50 km/hr)	Applicant’s Proposal	Required Variance
(1) Height must not exceed 8 metres above the ground	The proposed sign is 9.14 metres in height	Sign is 1.14 metres higher than permitted.
(2) Signs over 11.9 square metres but not more than 18.60 square metres must be set back minimum of 30 metres from the highway property line	The proposed sign has a display area of 18.60 metres square but will be located from 23 metres from the highway property lines.	Sign to be located 23 metres from the highway in lieu of 30 metres required.
(3) No other sign to be placed within 305 metres of another billboard sign per direction, provided there are no left hand billboard signs facing the motorist	The proposed sign will be less than 305 metres from three other billboard signs located east, west and southwest of the proposed sign, as well as 255 metres from a billboard sign on the north side of the highway.	There are several existing signs within 305 metres of the proposed sign.

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

Sign By-law Section & Requirements	Applicant’s Proposal	Required Variance
1. 215-12(D) does not permit any standardized outdoor advertising ground sign to exceed 7.7 metres in height	The applicant is proposing a standardized outdoor advertising sign 9.14 metres in height.	The proposed sign is 1.44 metres higher than the permitted height of a ground sign.

Following the October 27, 2007 Community Council meeting, the applicant met with Toronto Building staff to discuss the original sign application and submitted a revised sign proposal on November 13, 2007.

The new proposed sign will be located 23 metres in lieu of 7.62 metres from the provincial highway property line, and will have a display area of 18.58 square metres in lieu of 37.16 square metres, which was the original proposal. However, based on the display area of the new proposed sign, it should be located a minimum 30 metres from the highway under the Ministry of Transportation of Ontario Commercial Sign Policy.

The proposed sign is 9.14 metres in height and does not in comply with Ministry of Transportation Ontario Commercial Sign Policy including the Sign Code of the former City of Etobicoke by 1.14 metres and 1.44 metres respectively.

The applicant is claiming that the sign cannot be installed 30 metres from the highway since the existing building at this address is located approximately 33 metres from the highway and will obstruct the view of the sign, and furthermore, it cannot be any smaller since it is the smallest tri- vision panel on the market.

Ministry of Transportation Sign Policy does not permit a billboard sign be placed within 305 metres of another billboard sign per direction, provided there are no left hand billboard signs facing motorists. Presently, there are three other billboard signs on south of the highway as well as one on the north side of the highway, which are within 305 metres of the proposed sign.

A billboard sign located to the east of the proposed sign has been recently installed without a permit and inspection staff is in the process of dealing with the issue. Two signs to the south of the highway have limited exposure to the highway traffic due to location of their signs and surrounding buildings, as well as topography along the highway at this location.

The existing roof sign to the north of highway is approximately 255 metres from the proposed sign in lieu of 305 metres required, and the applicant is of the opinion that since there are 12 lanes of highway between them, both signs will not be visible to the motorist at the same time.

Toronto Building staff is of the opinion that the new sign proposal is only marginally over the height limit, and due to topography and width of the highway, the separation requirement between signs is acceptable. Staff would be in favour of a sign variance request provided the sign is located 25 metres from the highway in lieu of the 23 metres as proposed by applicant.

CONTACT

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Deputy Chief Building Official
The Etobicoke York District

Folder #07-248258

ATTACHMENTS

1. Site Plan
2. Sign Details
3. Elevation
4. Pictures

CONTACT:

Steve Wolowich

CBS Outdoor

377 Horner Avenue

Toronto, Ontario

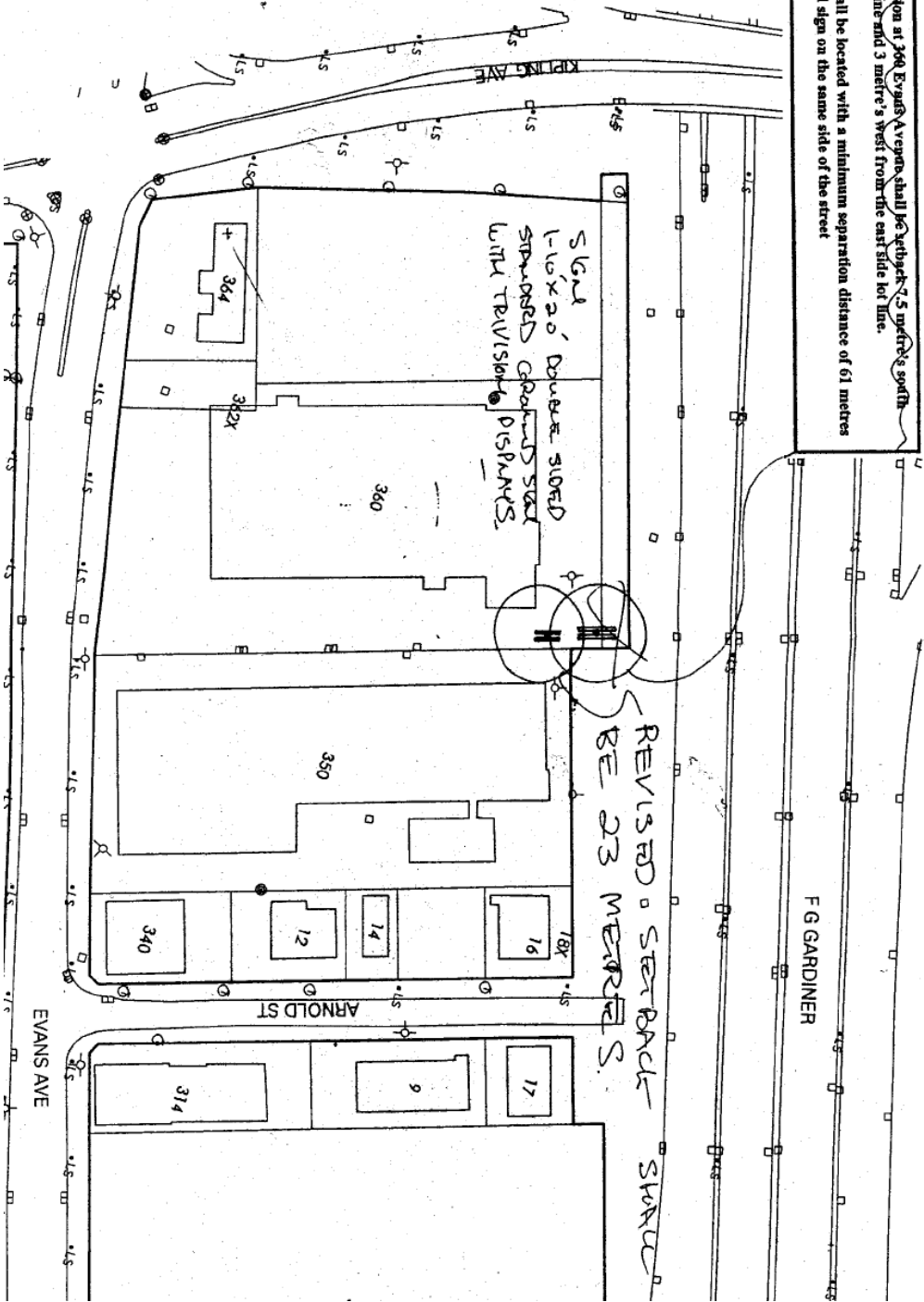
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Tel: (416) 255-1392

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Proposed Sign location at 300 Evans Avenue shall be setback 7.5 meters south from the north lot line and 3 meters west from the east side lot line.
The ground sign shall be located with a minimum separation distance of 61 metres to any other ground sign on the same side of the street

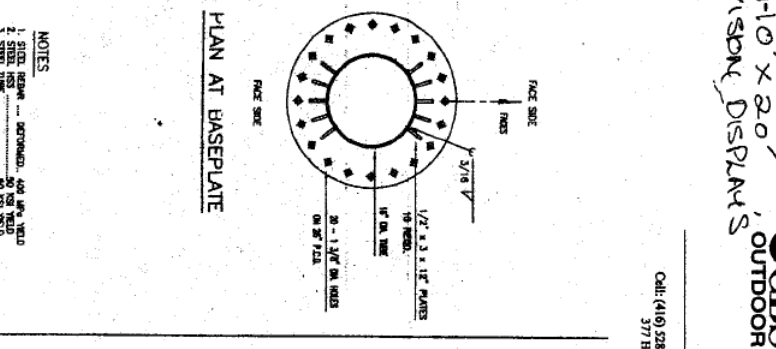
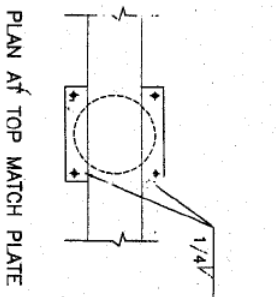
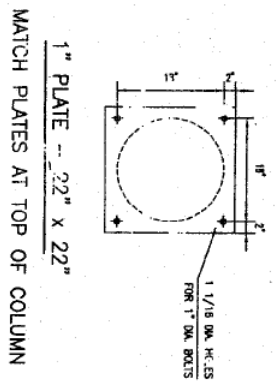
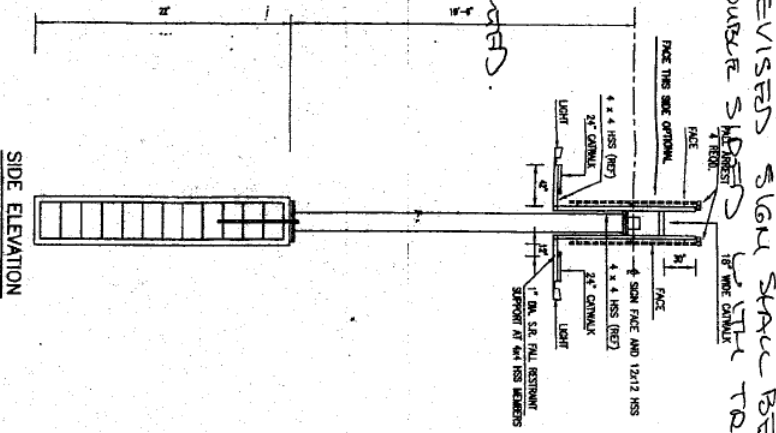
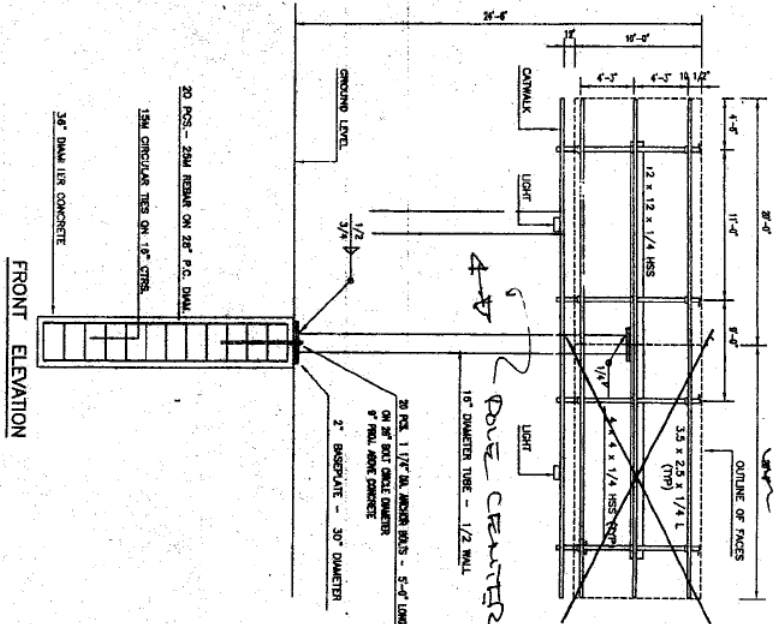


Site Plan

REVISED SIGN STRUCTURE 10' x 20'
DOUBLE SIDED WITH TOWNSHIP DISPLAYS



Call: (416) 528
5773



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NOTES:
1. STEEL DESIGN -- DEFORMED. 40K MPa YIELD
2. STEEL TUBE ... 20' DIA. 120 KSI YIELD
3. STEEL TUBE ... 12\"/>

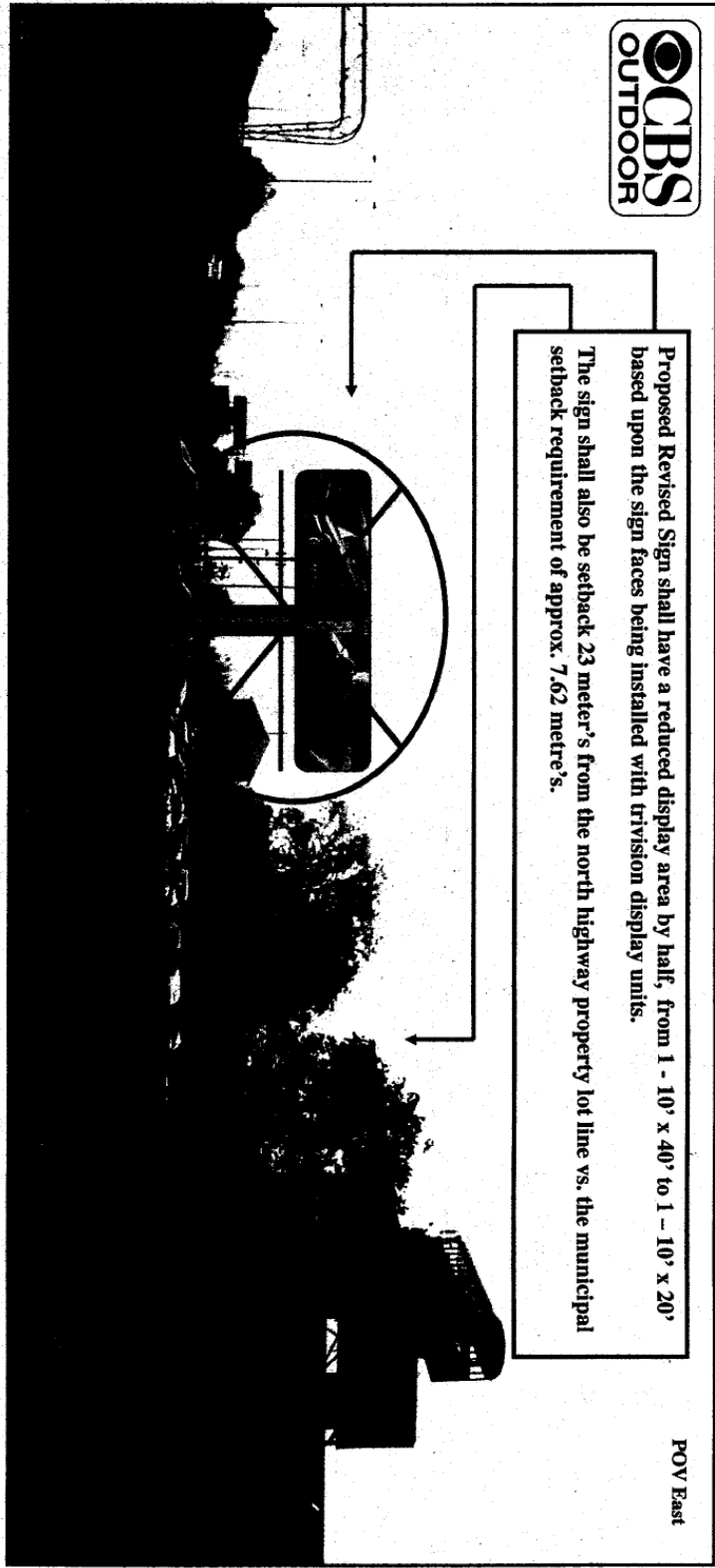
LEN MAILE
P. ENG. STRUCTURAL ENGINEER
28 WINDSOR BLVD. THORNHILL, ONTARIO L4J 1H0
TEL: (905) 709-9811 FAX: (905) 709-9811
SIGN STRUCTURE
TWO 10' x 20' FACES SIDE BY SIDE BACK TO BACK



Proposed Revised Sign shall have a reduced display area by half, from 1 - 10' x 40' to 1 - 10' x 20' based upon the sign faces being installed with trivision display units.

The sign shall also be setback 23 meter's from the north highway property lot line vs. the municipal setback requirement of approx. 7.62 metre's.

POV East



Proposed sign location at the M/C of the property known as 360 Evans Avenue in Toronto (former Elmhurst Sign By-law)

The sign shall be one (01) 10' x 40' double sided illuminated ground sign with side by side 10' x 20' standard poster panel display faces for the purpose of third party advertising
The sign shall be constructed as a single pole display and elevated to an overall height of thirty (30') feet with a twenty five (25') feet setback south from the north lot line and ten (10') feet side setback west from the east lot line.

Elevation



Existing Roof Sign



Existing Ground Sign at Evans Avenue frontage