



STAFF REPORT ACTION REQUIRED

Sign Variance Report 360 Evans Avenue

Date:	October 10, 2007
To:	Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Etobicoke-Lakeshore, Ward 6
Reference Number:	2007EY028

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.

RECOMMENDATIONS

Toronto Building recommends that the request for variance be refused for the reasons outlined in this report.

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 The Commissioner of Urban Development Services receive applications involving minor variances from the by-law relating to above mentioned highways, and prepare a report on each application, to be forwarded to the appropriate Community Council using the Ministry of Transportation of Ontario Sign Policy as guideline.

COMMENTS

The proposed sign is 9.14 metres (30 feet) high and has 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 and the nearest residential zone is more than 250 metres from the proposed sign.

The 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. It does not comply with Ministry of Transportation of Ontario Commercial Sign Policy, which is the Guideline for the “ Interim Third Party Advertising Sign Minor Variance Process “ for 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) No signs are to be placed within 23 metres of the highway property line	The proposed sign is located less than 23 metres from the highway	Sign will be approximately 7.62 metres from the property line of the highway.

(3) Display area of a sign over 30.19 square metres, but not more than 60.39 square metres must be setback 84 metres from highway property line	The proposed sign has a display area of 37.16 square metres and located 7.62 metres of the highway	No sign is permitted within 23 metres of a highway property line. Signs larger than 30.19 square metres are not permitted within 84 metres of highway. The proposed sign is not compliance with these limits.
(4) 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	There are three existing signs within 305 metres to the south of the proposed sign.
(5) In situations where billboard signs have been placed to be viewed on the left hand side of the highway, no additional billboard will be permitted within the spacing requirements on the opposite side of the highway	The proposed sign will be located within 240 metres from a billboard sign on the north of the highway structure	There are 4 existing billboard signs on both sides of the highway that are located 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.

The Applicant is proposing a sign that will be approximately 7.62 metres off the highway property line, where no sign is permitted under Ministry of Transportation of Ontario Commercial Sign Policy. Further, the display area of the proposed sign requires a minimum of 84 metres setback from the highway. The proposed sign is 9.14 metres in height whereas a maximum of 8 metres is permitted. Ministry of Transportation sign policy prohibits any other billboard signs within 305 metres of the proposed sign.

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. Billboard sign located to the east of the proposed sign is recently installed without a permit.

The proposed sign is also not in compliance with The Sign Code of the former City of Etobicoke with regard to the height of the standardized outdoor advertising signs.

Staff is of the opinion that the proposed sign is too close to the highway and higher than permitted. It should be located minimum of 84 metres from the highway in order to comply with the guidelines. Therefore, the proposed sign variance should be refused.

CONTACT

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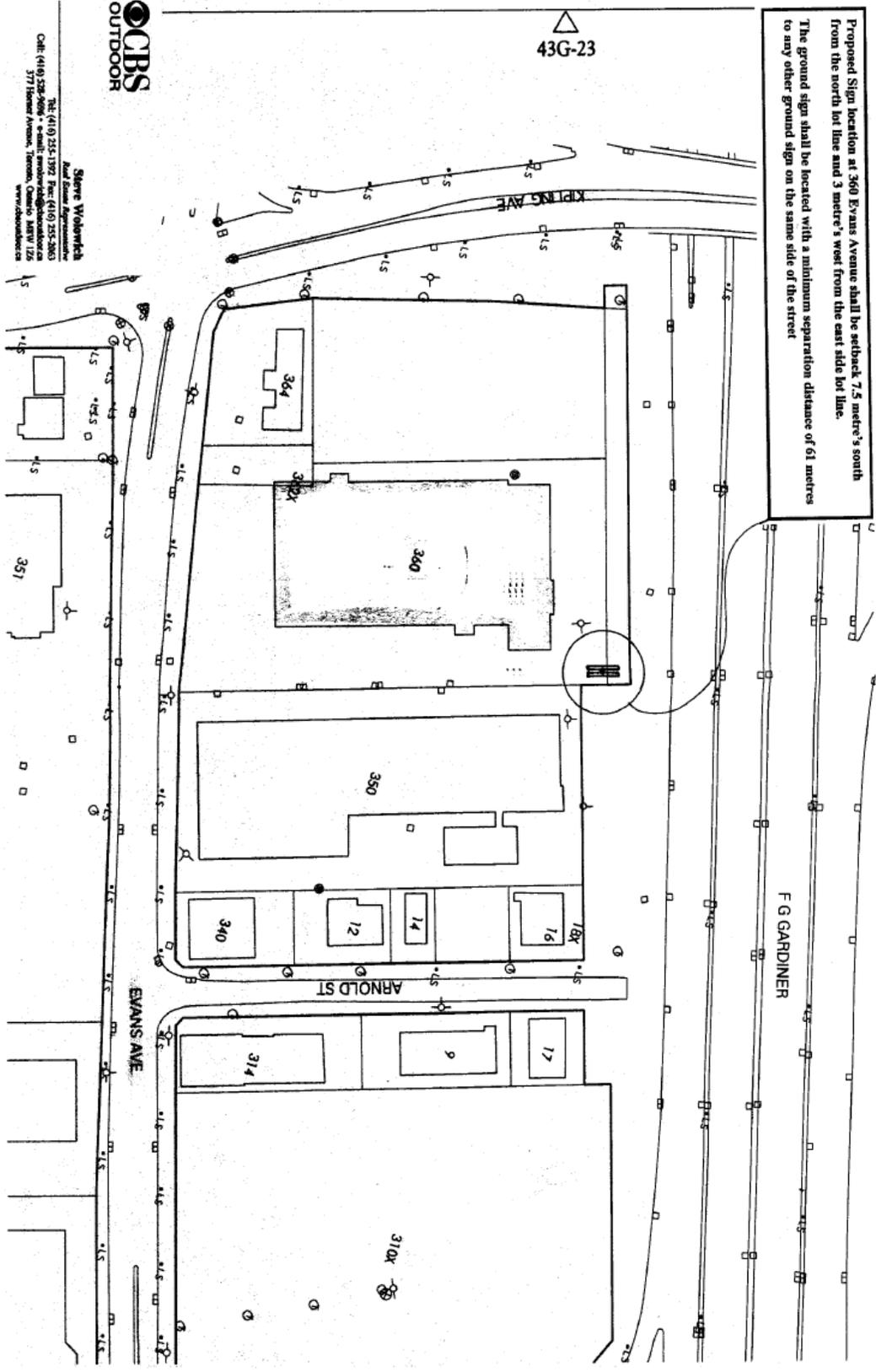
ATTACHMENTS

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

CONTACT:

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Proposed Sign location at 360 Evans Avenue shall be setback 7.5 metre's south from the north lot line and 3 metre's 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

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Site Plan



POV East



Proposed sign location at the w/d/c of the property known as 260 Evans Avenue in Toronto (former Biboheke Sign B-1a)

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