

**Application for Seven Variances
Respecting One Third Party Electronic Ground Sign**

270 Evans Avenue

November 27, 2020

Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two sign faces in a “V-shaped” configuration
	Two sign faces in a back-to-back configuration (alternative proposal)
Sign Location	North-West frontage
Face Orientation	West and North-East
	West and East (alternative proposal)
Sign Face Dimensions (width x length)	14.63 metres x 4.27 metres
Sign Face Area	62.47 square metres

Sign District Designation

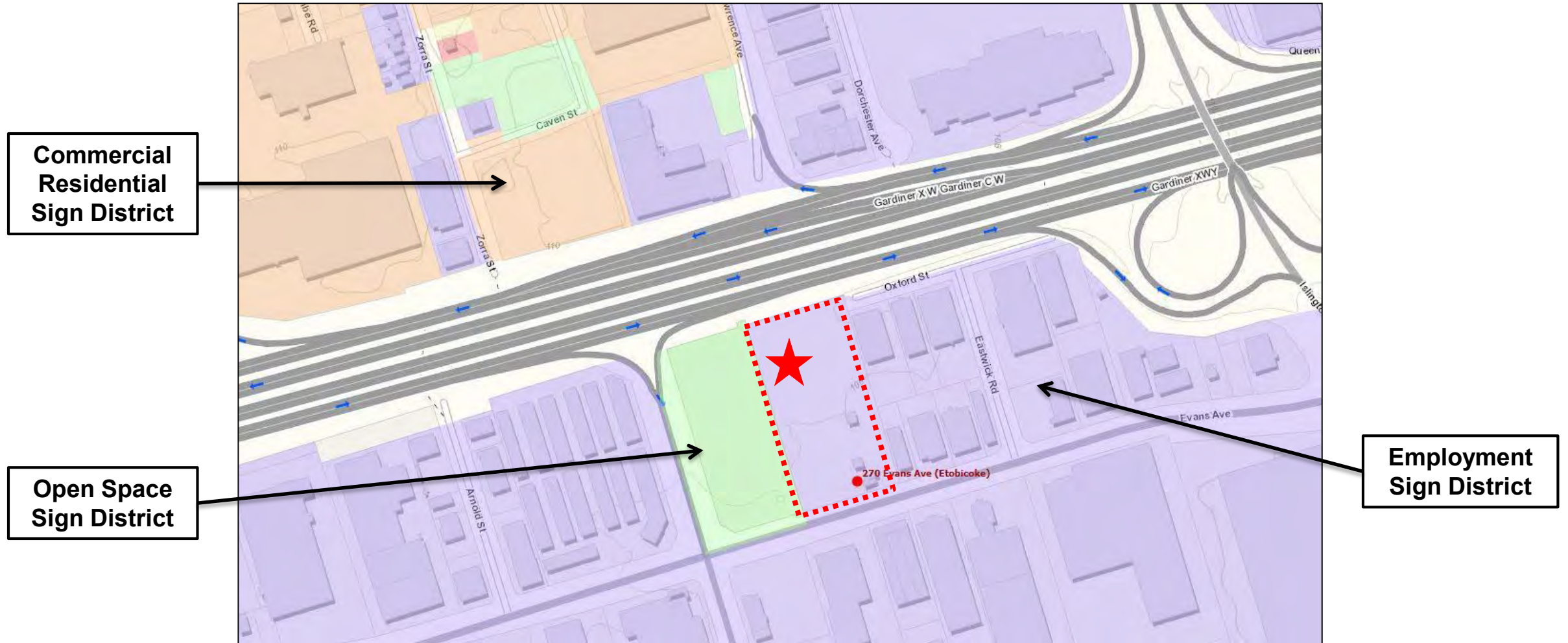
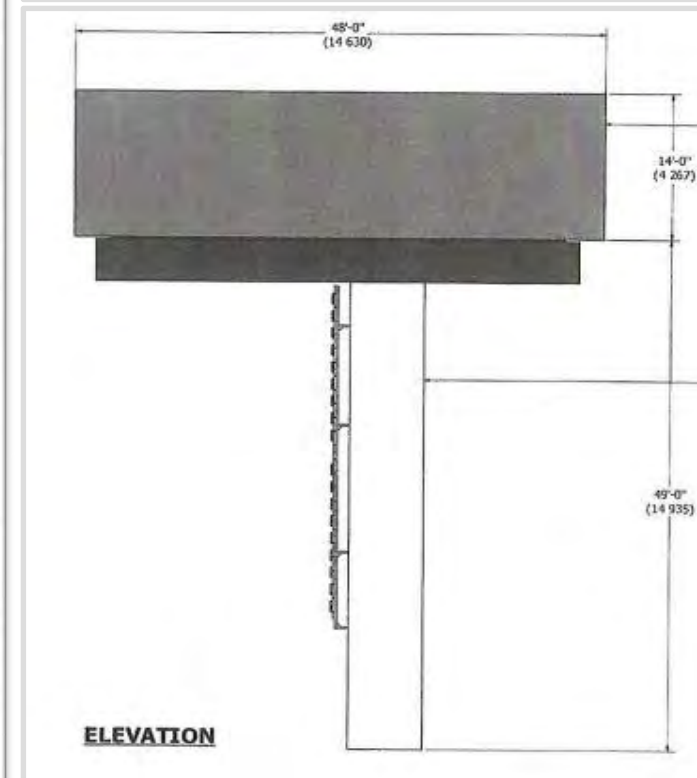
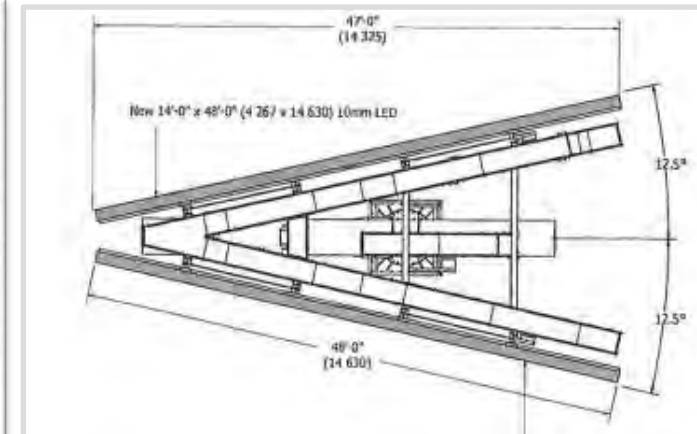


Figure 1: Sign District Map

Proposed Sign Description



Requested Variances – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694-24.A(1)	A third party sign shall not be erected or displayed or caused to be erected or displayed in whole or in part within 400 metres of any limit of the F.G. Gardiner Expressway from Highway 427 to the Humber River, transferred from the Province by Order in Council 534/97;	The Proposed Sign is located in an area where third party sign shall not be erected or displayed (specifically approximately 55 meters south of the southern limit of the portion of F.G. Gardiner Expressway between Highway 427 and the Humber River).
§ 694-25.C(2)(a)	An Employment Sign District may contain an electronic ground sign provided the sign face area shall not exceed 20.0 square metres;	The Proposed Sign has a sign face area of 62.47 square meters
§ 694-25.C(2)(b)	An Employment Sign District may contain an electronic ground sign provided the height shall not exceed 10.0 meters;	The Proposed Sign has a height of 19.2 meters
§ 694-25.C(2)(e)	An Employment Sign District may contain an electronic ground sign provided the sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district;	The Proposed Sign is located within 27 meters of OS - Open Space Sign district which is less than the maximum permitted clearance.
§ 694-25.C(2)(f)	An Employment Sign District may contain an electronic ground sign provided where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district;	The Proposed Sign is facing CR sign district located in 185 meters of the north-west side of the Premises.
§ 694-5.C(2)(g)[1]	An Employment Sign District may contain an electronic ground sign provided the sign be located a minimum of 500 metres from any other third party electronic sign located on the same street;	The Proposed Sign is located within approximately 360 meters of an existing third party electronic ground sign at 16 Arnold St which is less than the permitted clearance on the same street.
§ 694-25.C(2)(k)	An Employment Sign District may contain an electronic ground sign provided where the sign has two faces, the sign faces shall be back to back	The Proposed Sign has a v-shaped configuration.

Required Conditions

Condition 1	Any and all existing third party signs located at the property municipally known as 270 Evans Ave shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;
Condition 2	The sign face bottom shall be no less than 4.5 metres for all sign faces ;
Condition 3	The orientation of the two sign faces to be North Westerly and South Easterly, with an internal angle of not more than 90 degrees. i. Have a maximum bisecting line no greater than 4.27 meters; ii. Have a maximum center line of no greater than 14.63 meters; iii. Have a maximum sign face area of no greater than 62.47 square meters; iv. May display static, or electronic static copy, but not both;

Sign Variance Criteria – Established Criteria

- ✓ 694-30A(1) - The Proposed Sign belongs to a sign class permitted in the Sign District
- ✓ 694-30A(2) - In the case of a third party sign, the Proposed Sign is of a sign type permitted in the Sign District
- ✓ 694-30A(7) - The Proposed Sign is not a sign prohibited by §694-15B

Sign Variance Criteria – Criteria Not Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area

The applicant has not provided sufficient information to establish:

- The relationship between the proposed sign and a similar third party electronic sign at 16 Arnold St which is approximately 360 m away from the Proposal, (which was approved by the Etobicoke York Community Council in March 2010)
- How the Proposed signs would be compatible with the low-rise building at 270 Evans Ave and surrounding properties.
- How the proposed sign will be compatible with the CR Commercial Residential Sign district which it faces approximately 185 meters to the north-west side the property
- How replacing the existing sign at 270 Evans Ave, which is not consistent with the current or previous Sign Bylaw will result in a third party electronic sign that is compatible with the development of the premises and surrounding area.

Sign Variance Criteria – Criteria Not Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area



Sign Variance Criteria – Criteria Not Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area



Sign Variance Criteria – Criteria Not Established

694-30A(4) - The Proposed Sign does not support Official Plan objectives for the premises and surrounding area

- The proposed sign is located in a Core Employment Area
- The applicant has not identified any specific Official Plan policies that the proposed sign will support

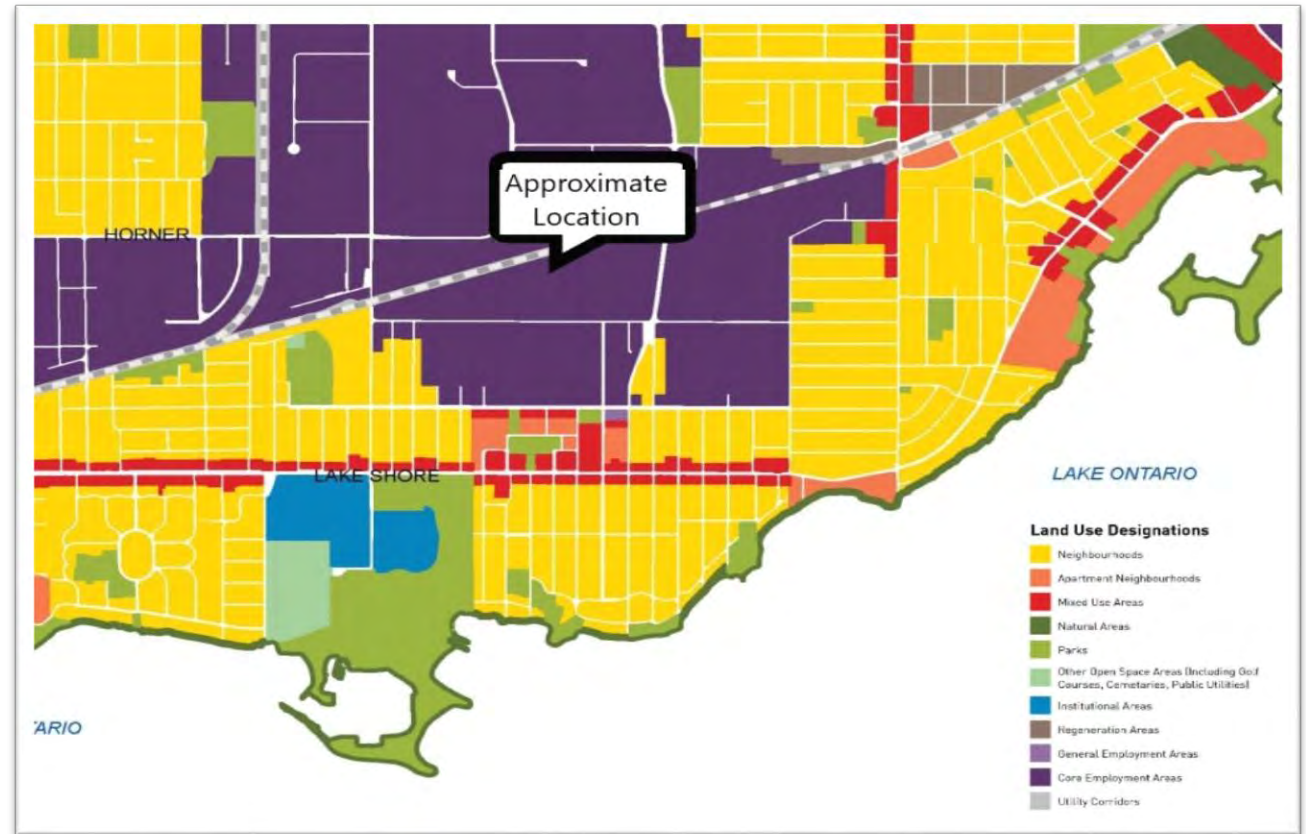


Figure 7: Map 15 Land Use Plan - 270 Evans Ave

Sign Variance Criteria – Criteria Not Established

694-30A(5) - The Proposed Sign will not adversely affect adjacent premises

- The applicant has not provided sufficient information as to how the potential impacts of the sign will not adversely affect adjacent premises, in particular due to its size, height and method of copy display



Figure 8: Google Street view – Horner Ave Looking north

Sign Variance Criteria – Criteria Not Established

- **694-30A(6)** - The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety
- The Proposed third party electronic sign (s) are different than the existing third party static sign, particularly with respect to the display technology, therefore the impact(s) of the proposed signs(s) will be different.
- The applicant has not provided sufficient information to address this and as a result, to determine that the proposed sign(s) will not adversely impact public safety

Sign Variance Criteria – Criteria Not Established

694-30A(8) - The Proposed Sign does alter the character of the premises or surrounding area

The proposed sign will be:

- Three times larger than the permitted sign face area in E Sign District
- Two times taller than the maximum permitted height for signs in E Sign Districts.
- The closest similar electronic sign is located at 16 Arnold St which was approved by Etobicoke York Community Council in 2008, and is approximately 350 metres away.
- The applicant has not provided sufficient information to determine how these factors will not alter the character of the premises and surrounding area

Sign Variance Criteria – Criteria Not Established

694-30A(9): The Proposed Sign is contrary to the public interest

- Amendments to the Sign Bylaw were made in 2015 to permit electronic ground signs, however not at the proposed size or height
 - Extensive consultation with the public and the sign industry was done as part of these amendments
- The required 400m separation has been in the Sign By-law since 2010 without amendment.
- The applicant has not provided sufficient information to determine how granting the requested variances would not be contrary to the public interest

Conclusion and CBO Recommendation

The Chief Building Official and Executive Director, Toronto Building, recommends that:

- The Sign Variance Committee **refuse** the requested variances to the Sign By-Law, each subject to three conditions, as required to allow the Applicant to obtain a permit for the erection and display of one third party electronic ground sign at the property municipally known as 270 Evans Ave.

QUESTIONS??