

Application for Four Variances Respecting One Third Party Electronic Ground Sign

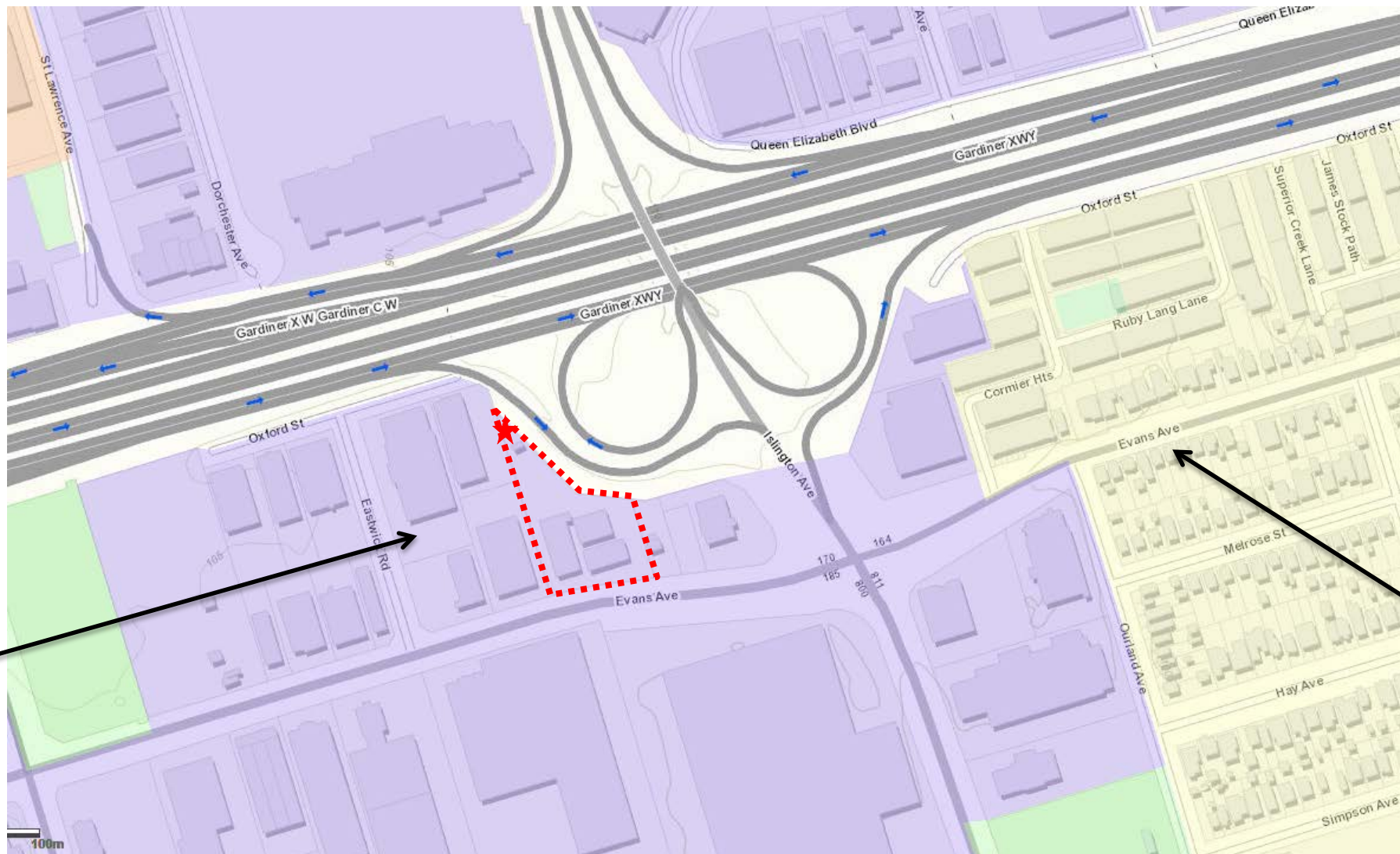
200 Evans Avenue

April 9, 2021

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
Sign Location	North frontage
Face Orientation	North-West and North-East
Sign Face Dimensions (width x length)	6.1 metres x 3.05 metres
Sign Face Area / height	18.61 square metres / 12.5 metres

Sign District Designation



Employment
Sign District

Residential
Sign District

Figure 1: Sign District Map

Sign Location

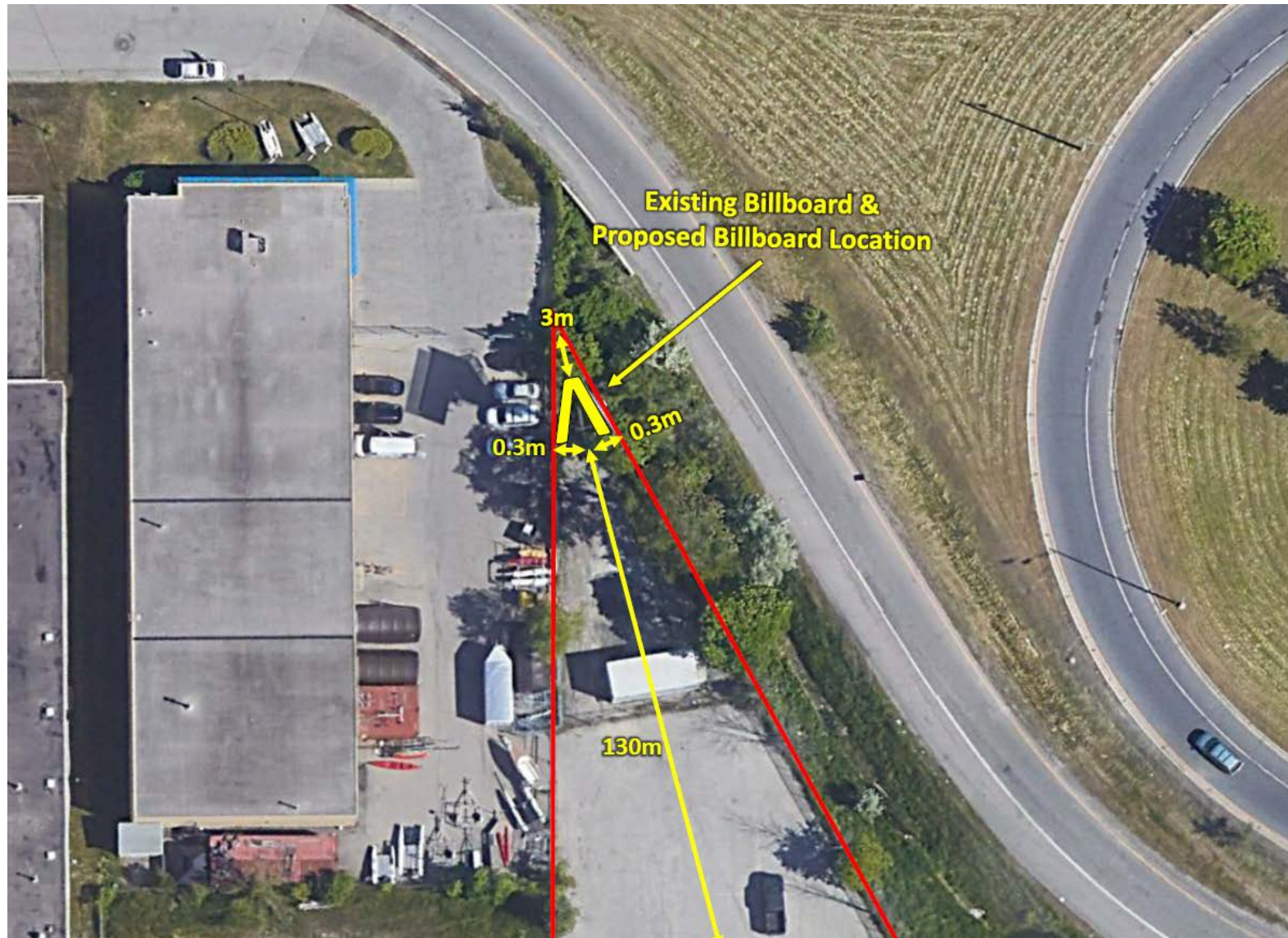


Figure 2: Sign Location

Proposed Sign Description

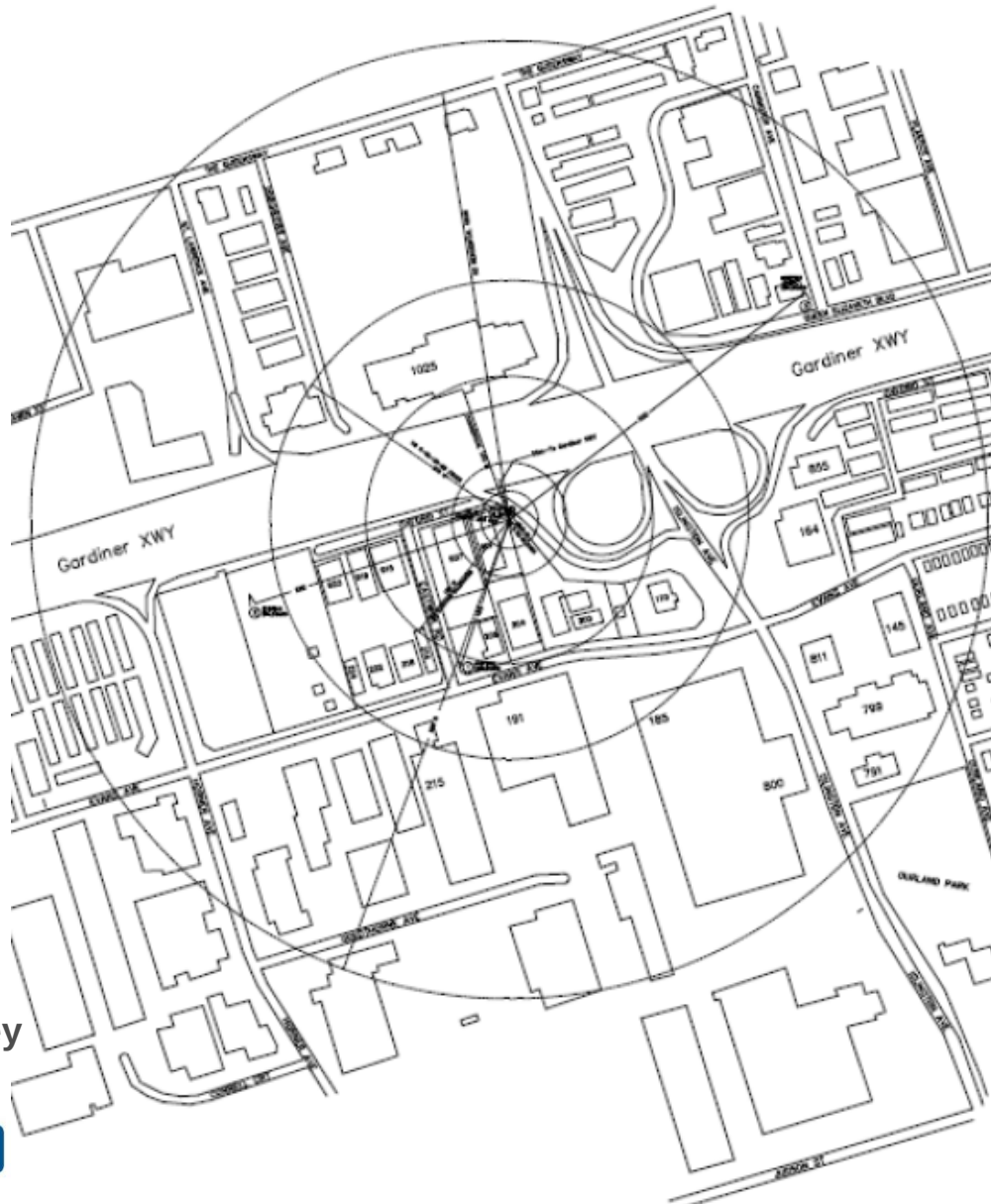


Figure 3: Survey

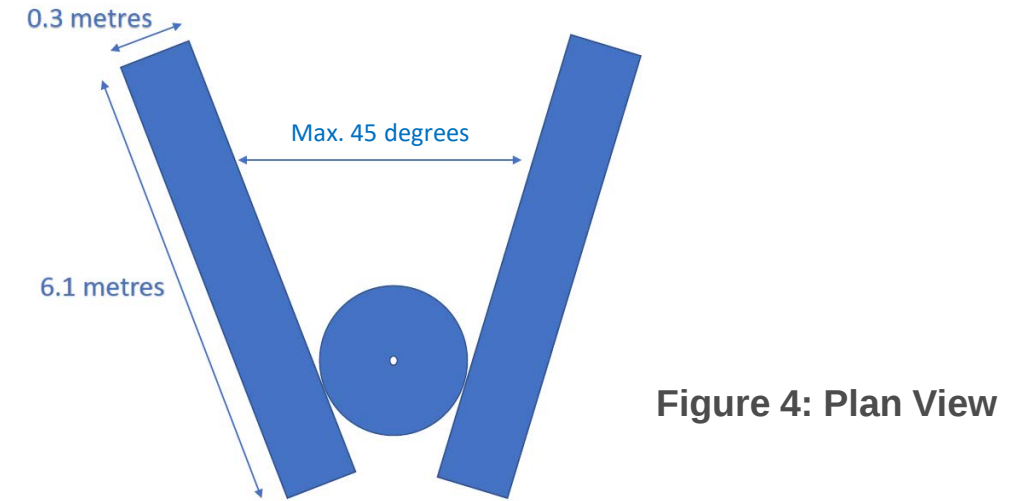


Figure 4: Plan View

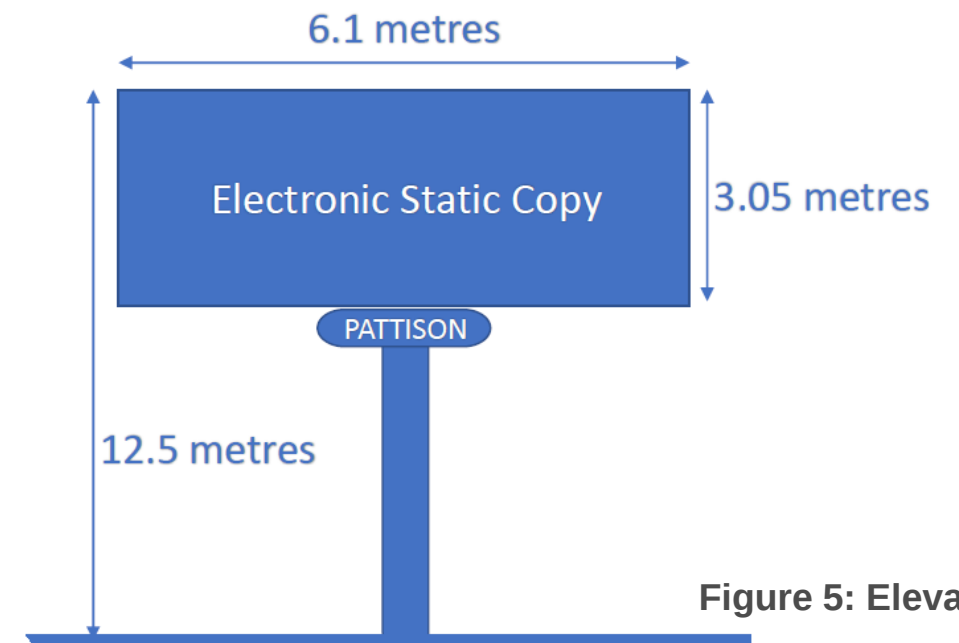


Figure 5: Elevation

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;	The Proposed Sign is located 0.3 metres south-west of the right-of-way containing the Gardiner Expressway-Islington Avenue off-ramp and approximately 16 metres west of the travelled portion of the Gardiner Expressway-Islington Avenue off-ramp.
§ 694-25.C(2)(b)	An Employment Sign District may contain an electronic ground sign provided the height shall not exceed 10.0 metres ;	The Proposed Sign has a height of 12.5 meters .
§ 694-25.C(2)(d)	An Employment Sign District may contain an electronic ground sign provided the sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-Law ;	The setback of the sign from the North-East frontage of the property (adjacent to the F.G. Gardiner Expressway –Islington off-ramp is 0.3 metres , whereas the required setback of the Proposed Sign is a minimum of 7.5 metres .
§ 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 for all four variances	Any and all existing third party signs located at the property municipally known as 200 Evans Ave shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign.
Condition 2 for variance 694-25C(2)(k)	If the variance 694-25C(2)(k) granted, which allows two sign faces to be in a “V”- shaped configuration, rather than the required back-to-back configuration, the internal angle between the two sign faces shall not be more than 45 degrees.

Report, page #2

Sign Variance Criteria – Established Criteria

- ✓ **694-30A(1)** - The Proposed Sign belongs to a sign class permitted in the Sign District. **Third party signs are permitted in Employment 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. **Electronic ground signs are permitted in Employment Sign District.**
- ✓ **694-30A(6)** - The Proposed Sign will not adversely affect public safety, including traffic and pedestrian safety. **Traffic safety survey (in attachment) is sufficient enough to establish this criteria.**
- ✓ **694-30A(7)** - The Proposed Sign will not be a sign prohibited by §694-15B. **Is not.**

Sign Variance Criteria – Criteria Not Established

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

- The Applicant states in their rationale that there are several other similar third party ground signs in the surrounding area.
- Only one third party **electronic** ground sign within 500m (82 Queen Elizabeth Blvd.)
- 390m away;
- Separated by Islington Avenue;
- Other signs are not electronic signs. (figure 6).
- The Applicant states in their proposal that the Proposed Sign will be located in the location of the existing third party ground sign.
- Even the existing third party ground sign located at the premises is not consistent with the current Sign By-Law;
- And had required a variance (in 2009) for less than 400 metres proximity to the Gardiner Expressway. (figure 7).

Sign Variance Criteria – Criteria Not Established

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

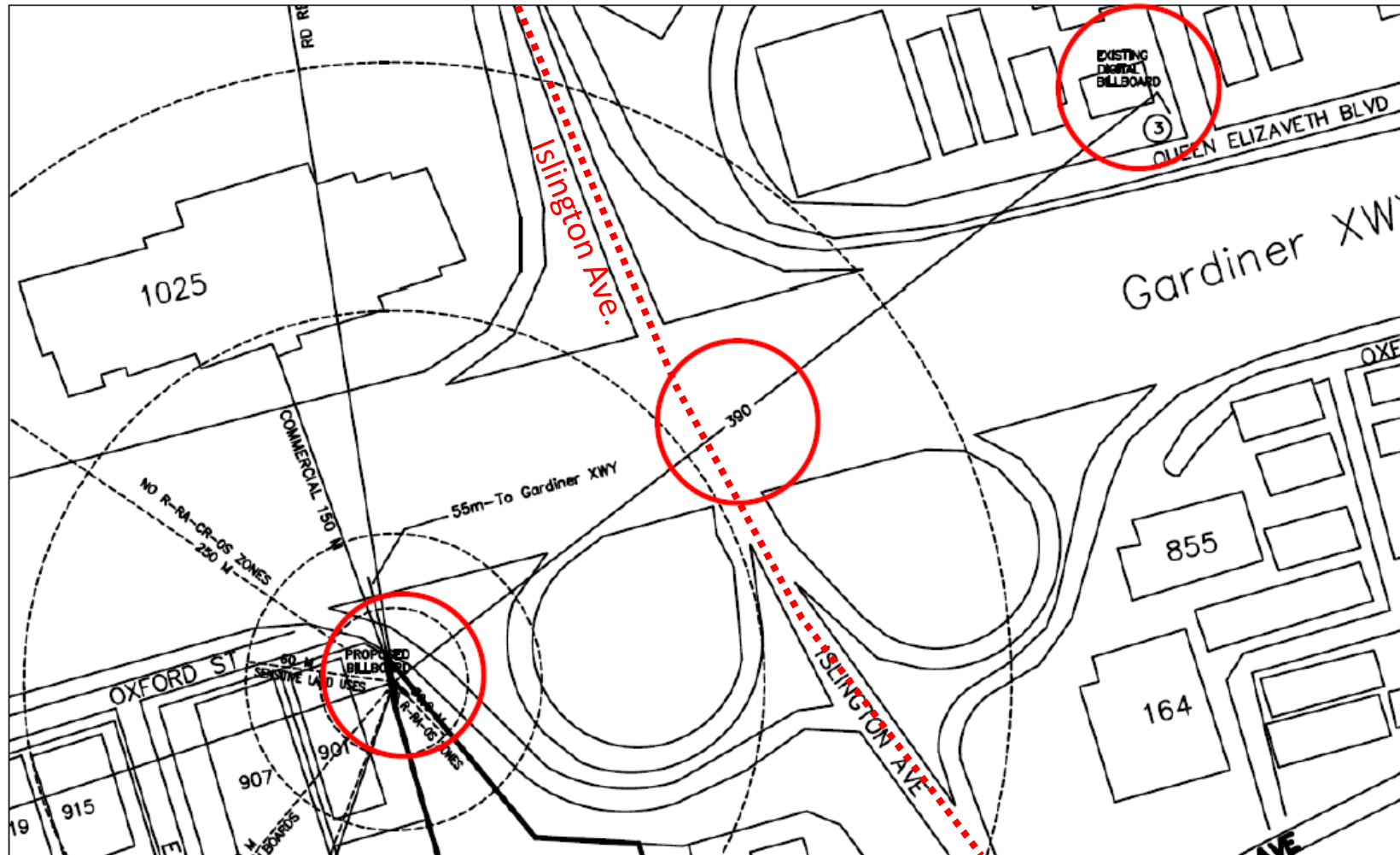


Figure 6: The Proposed Sign in relation to the existing electronic ground sign at 82 Queen Elizabeth Blvd.

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, because:

- The Applicant states in their rationale that the Proposed Sign will have a similar size and height to the existing sign.
- They both exceed the maximum permitted height in the Sign By-law.
- It is higher than the buildings at the property and many of the nearby properties which are mostly one or two storey buildings (figure 8).

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, because:

- The Applicant's submission states that 200 Evans Ave. has been designated as an Employment Area Official Plan, and the Proposed Sign would not contradict the official plan objectives.
- The CBO agrees the proposal supports the Official Plan for preserving Employment Areas for current and future business,
- And supports the Official Plan objectives for climate change.

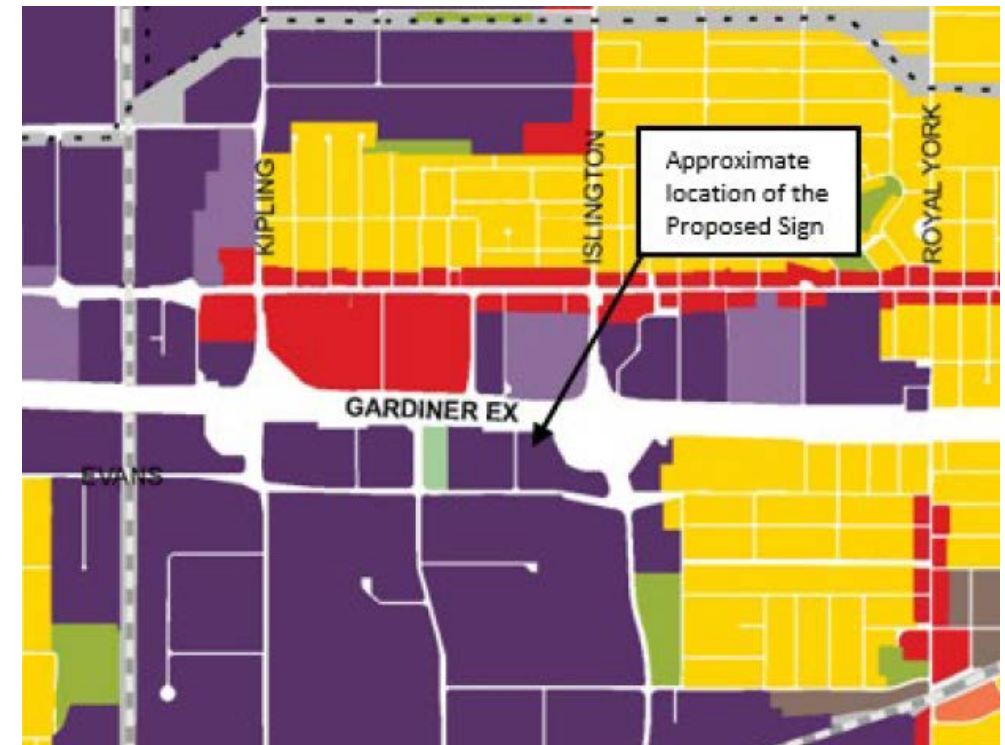


Figure 9: Map 15 Land Use Plan - 200 Evans Ave

Sign Variance Criteria – Criteria Not Established

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

- The Applicant's submission states that 200 Evans Ave. has been designated as an Employment Area Official Plan, and the Proposed Sign would not contradict the official plan objectives.
- **The Proposed Sign is located within the setbacks required by the City's applicable Zoning By-Law.** As a result, it does not support the Official Plan objectives for the premises, particularly objectives that are intended to mitigate impacts through separation distances from adjacent properties (figures 10 & 11)
- No information in terms of how the reduced setbacks of the Proposed Sign will support the Official Plan objectives for the subject premises.

Sign Variance Criteria – Criteria Not Established

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

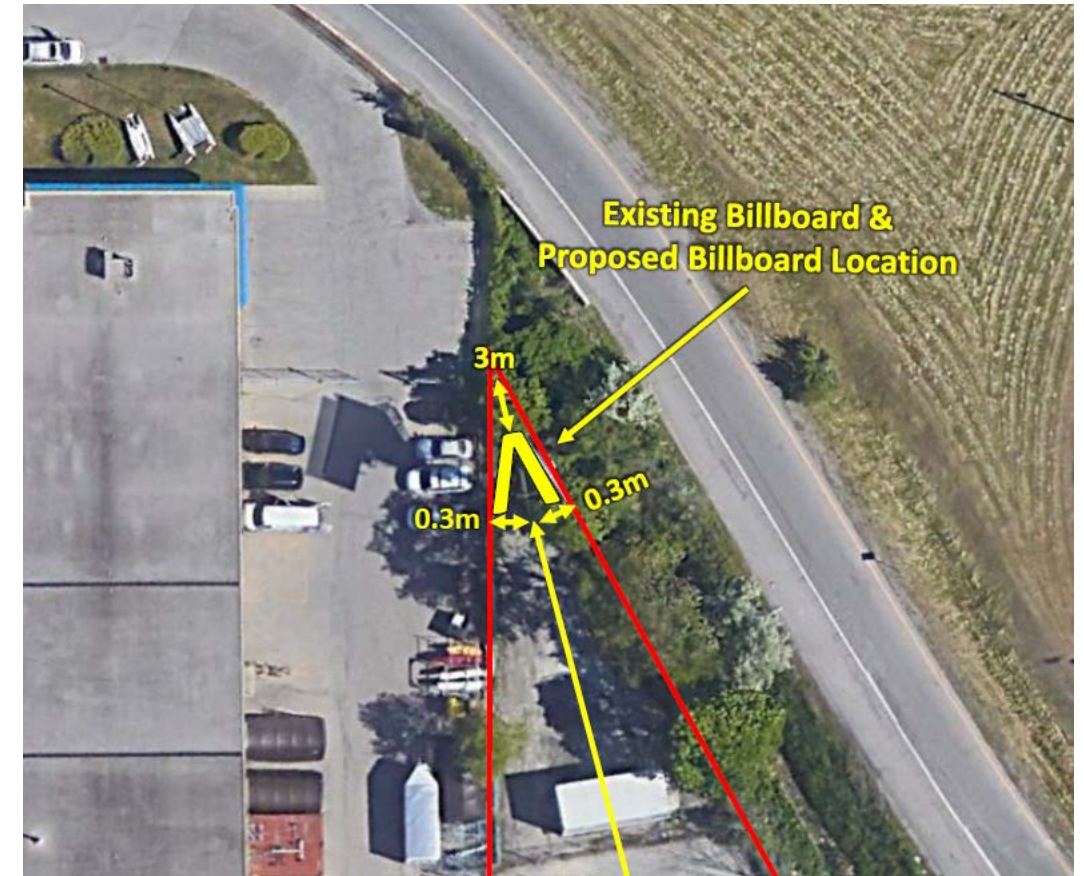
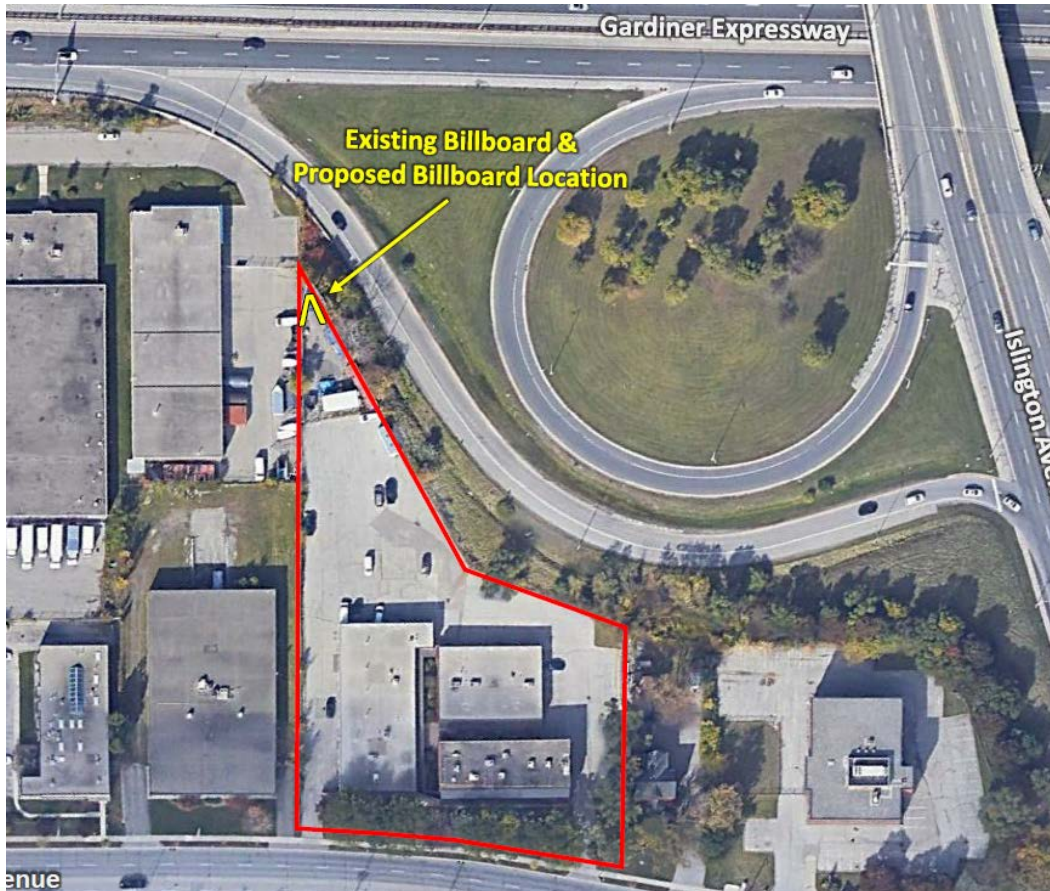


Figure 10, 11: Applicant's submission- Location of the proposed sign within the property

Sign Variance Criteria – Criteria Not Established

- **694-30A(5)** - The Proposed Sign will adversely affect adjacent premises.
- The applicant has provided a survey stating the proposed sign would have limited impact on motorists travelling in the Gardiner Expressway.
- However, there is little evidence that has been provided as to how the proposed sign, approximately 16 metres from Gardiner- Islington off-ramp will not adversely affect this area.



Figure 12: Google street view – Distance between the sign and Gardiner – Islington off-ramp

Sign Variance Criteria – Criteria Not Established

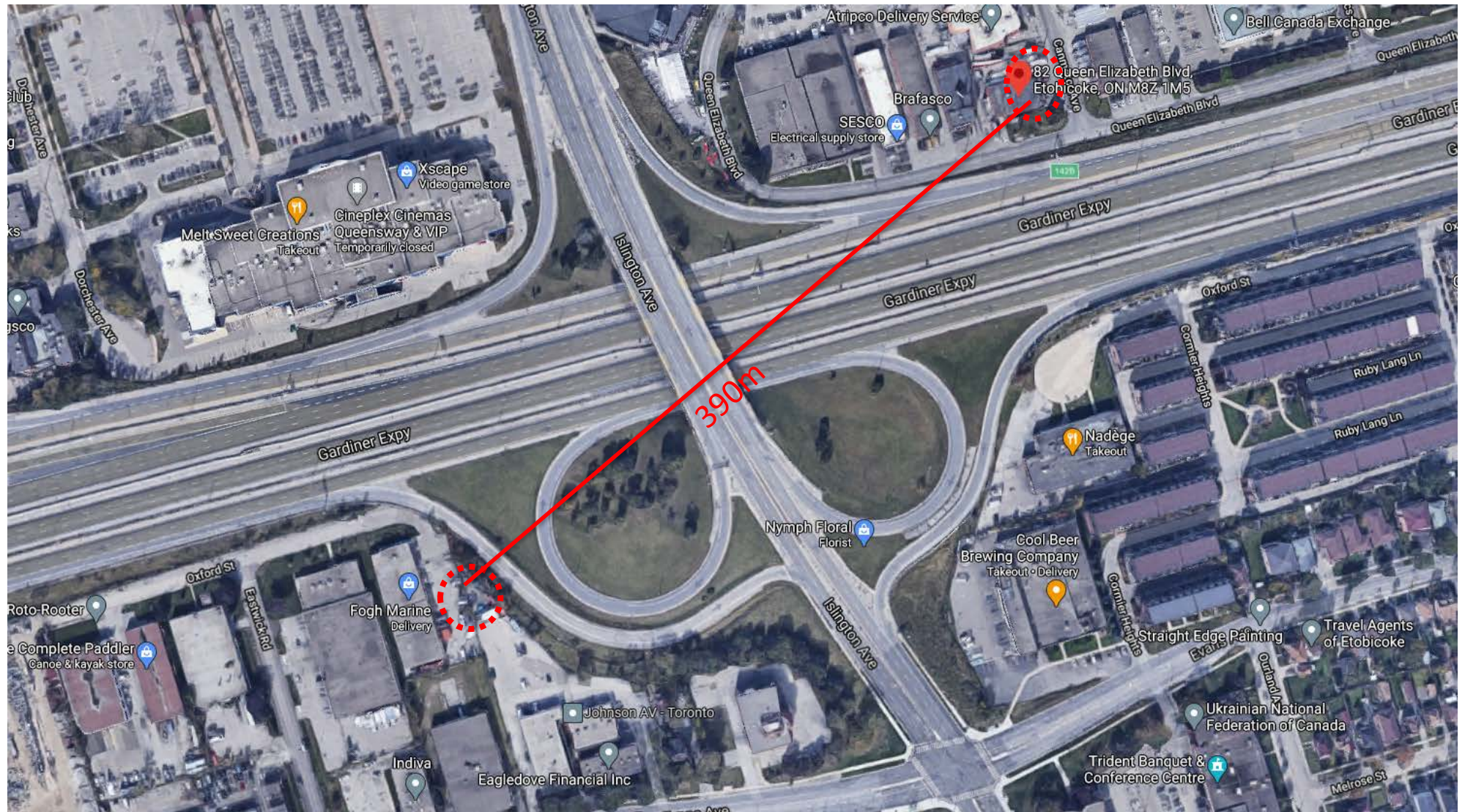
694-30A(8) - The Proposed Sign does alter the character of the premises or surrounding area, because:

- The applicant's submission materials states that there are 15 third party signs along the Gardiner Expressway between Highway 427 and Islington Avenue.
- Only one third party **electronic** ground sign within 500m (82 Queen Elizabeth Blvd.)
- 390m away.
- Separated by Islington Ave.
- Other signs are not electronic signs.(Figure 13).

Sign Variance Criteria – Criteria Not Established

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

Figure 13:
Google street
view –
Distance
between the
Proposed Sign
and the closest
existing
electronic
ground sign



Sign Variance Criteria – Criteria Not Established

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

- The required **400m separation** at this specific area, has been in the Sign By-law since 2010 without any amendment.
- Inadequate information to determine how granting the requested variances for
 - The **increased height**;
 - The **“v”- shaped configuration**;
 - The **location of the sign being within the required setbacks**, governing by the Zoning By-Law; 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, 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 200 Evans Ave.

QUESTIONS?