



xmedia outdoor

Rationale for Variances Respecting One Third Party Electronic Ground Sign

476 EVANS AVENUE

April 1st, 2022

Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two sign faces in a back-to-back configuration only
Sign Location	North frontage of 476 Evans Avenue
Face Orientation	East and west facing
Sign Dimensions	14.63 metres x 4.27 metres
Sign Face Area	62.47 square metres

Sign District Designation



- Major Employment Vicinity
- The Proposed sign is of a sign type permitted in the Sign District

Requested Variances

694-24.A(1)

The Proposed Sign would be erected and displayed within the prohibited area comprised of any location within 400 metres of any limit of the F.G. Gardiner Expressway from Highway 427 to the Humber River.

The Proposed sign is a predictable structure and use for this predominantly Employment area. The sign class and sign type being proposed is a recognized use in Employment districts throughout the City.

To alleviate any future concerns, a yearly review or monitoring program of the impacts on the Proposed Sign will be implemented and communicated to the Sign Bylaw Unit. A more formal meeting will take place prior to operation to ensure key factors and indicators are observed and reported. This will form an **additional condition**.

Requested Variances

694-24.A(17)

The Proposed Sign would be erected and displayed within the prohibited area comprised of any location within 400 metres of Highway 427 contained within the municipal boundaries of the City, specifically the Proposed Sign would be erected and displayed approximately 290 metres from the Highway 427 off-ramp onto the F.G. Gardiner Expressway.

The proposed sign will actually be located 630 metres away from the 427 off-ramp, greater than the 400 metre requirement. Approval from the **Ministry of Transportation** is not required for sign variance 694-24.A(17)

This was confirmed by the Sign Building Code Examiner on October 20, 2021.

Exhibit: distance of 630 metres from 427



Exhibit: confirmation

Jim Karygiannis jim@gtastrategies.com via yahoo.com

to Nikoo, me ▾

Nikoo

It was a pleasure talking to you this morning.
We will start working on the requirements.

Further to our conversation I just want to thank you for confirming that we do not have to go to MTO for their permission

Thank you,

Hon. Jim Karygiannis
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(416) 410 3170 Mobile
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GTA Strategies

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From: Nikoo Shabestari <Nikoo.Shabestari@toronto.ca>

Sent: October 20, 2021 12:07 PM

To: 'jim@gtastrategies.com' <jim@gtastrategies.com>

Cc: 'rav banwait' <ravbanwait@gmail.com>

Subject: RE: 476 EVANS AVE - PPR Notice

Wed, Oct 20, 2021, 12:29 PM



Requested Variances

694-25.C(2)(a)

The Proposed Sign would have a sign face area that would not exceed 62.47 square meters on each sign face.

The Proposed Sign is consistent with the standard size displayed on highways in Canada. It is important to remain consistent amongst other signage, to be both compatible with the premises and surrounding areas.

As a result, the Proposed Sign will not be introducing a sign with a size that is currently not found in the surrounding area, nor introducing a sign class or a sign type that is currently not permitted or found to be inconsistent with the character of the surrounding area.

Exhibit: maintaining compatibility with existing signs. A



- Located at 29 Algje Avenue
- Sign face area of 62.47 square metres
- 230 metres from proposed site location

Exhibit: maintaining compatibility with existing signs. B



- Located at south corner of Wickman and the Expressway
- Sign face area of 62.47 square metres
- 627 metres from proposed site location

Exhibit: maintaining compatibility with existing signs. C



- Located at 10 Fordhouse Blvd
- Sign face area of 62.47 square metres
- 518 metres from proposed site location

Requested Variances

694-25.C(2)(b)

An Employment Sign District may contain an electronic ground sign provided the height shall not exceed 10.0 meters. Proposed New Requirement: The Proposed Sign would have a height that would not exceed 13.47 meters.

The subject premises consist of a single building 9.2m high. The requested additional height of 3.47m is simply to ensure the design, fascia and architecture of the building is not blocked by the lower edge of the Proposed Sign.

As well, the property is approximately 3 metres below the elevated portion of the expressway, hence the requirement for a minor increase in height.

Exhibit: lower elevation of premises requiring minor increase



Requested Variances

694-25.C(2)(d)

The Proposed Sign would be located within the minimum permitted rear and side yard setback in the City's applicable Zoning By-law, specifically within 1.5 metres from the rear and side yard property lines where the required rear and side yard setback for the premises are 7.5m & 3m respectively.

To comply with the required setbacks in the City's applicable Zoning By-law, we will increase the setback of the side yard from 1.5 metres to 3 metres.

Requested Variances

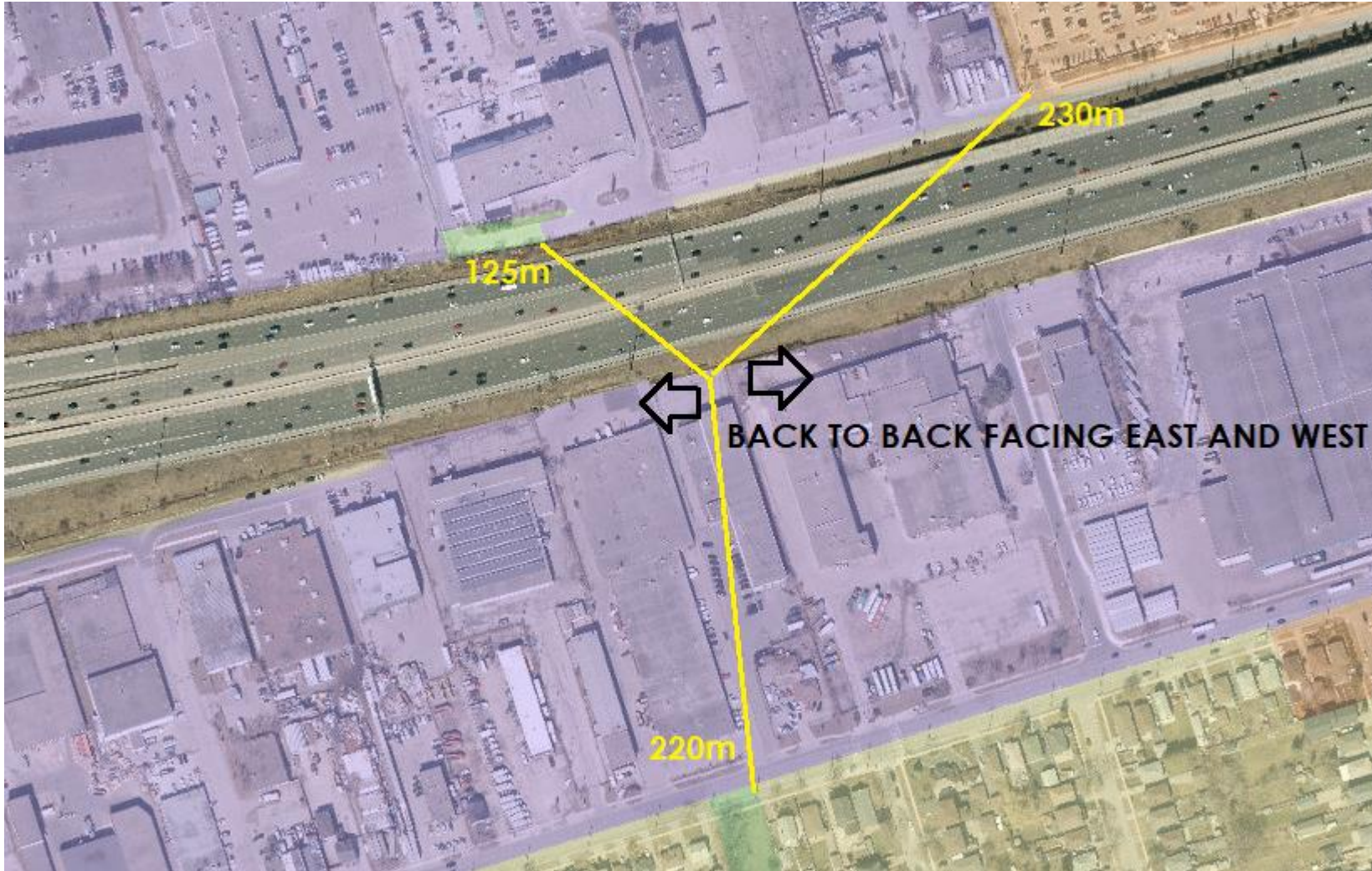
694-25.C(2)(f)

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. Proposed New Requirement: The Proposed Sign would face OS sign districts located within 125 meters of the North West sign face and within 220 metres of the South West sign face, as well a CR sign district located 230 meters to the North East and an R sign district located 220 metres to the South East.

The Proposed Sign will be double sided, in a back-to-back configuration. As a result, they will be oriented directly to the east and west facing only the Employment Areas.

According to Staff, little if any relationship exists between the sign and these properties due to the sign's location and orientation.

Exhibit: minimal impact due to location and orientation



- NE, OS district at 125m
- Note, the OS district is mislabelled as it is part of the parking and loading area as seen in the image
- NW, CR district at 230m
- S, R district at 220m
- According to staff, little if any relationship exists between the sign and these properties due to the sign's location and orientation with back to back faces.

Requested Variances

694-25.C(2)(h)

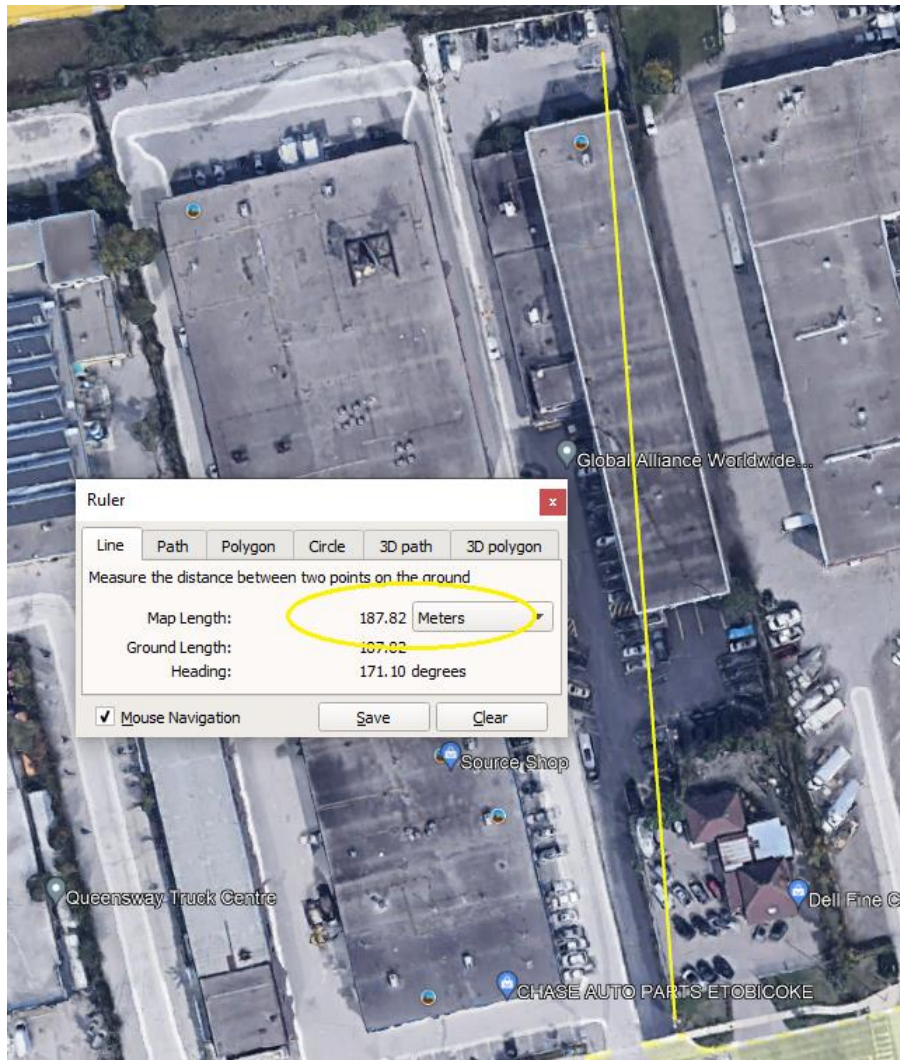
The Subject Premises be allowed to contain a third party electronic ground sign, although the Subject Premises contains a single first party ground sign (A ground sign located on the South East frontage of 476 Evans Ave, identifying the existing business in the property, "Global Alliance").

This 'unique' parcel of land stands out from the others, as it is 198 metres deep from the front.

A small identification sign exists at the front, simply for identification and street number. The proposed sign will be at the back of the property, 187 metres away from the front.

First party and third party do exist on the same premises (i.e. Dufferin and Wilson)

Exhibit: proposed signage to be located 187m away



- sign to be located in the extreme far end of the property 187m



- successful example of two signs within 42m



In Summary

- The proposed sign is a sign type and class that is that is permitted in an Employment Sign District provided where the sign faces shall be back to back.
- Each of the requested variances will be subject to the three conditions already outlined in the Report for Action.
- An **additional condition** will be inserted, where a yearly review or monitoring program of the impacts on the Proposed Sign will be implemented and communicated to the Sign Bylaw Unit.
- Sign By-law Section 694-25,C(2)(g) requires a sign to be located a minimum of 500 metres from any other third-party electronic sign located on the 'same street'. The proposed sign will be 620m away from the closest electronic sign on the same street.
- I am confident, the merits of this application are upheld. I have made visits to both residences and businesses. No comments or objections have been received from the public or local community, in regard to the proposed sign or variances.

THANK YOU



QUESTIONS ?