Application by Pattison Outdoor for Five Variances With Respect to a Sign Proposal for One Third Party Ground Sign – 7 Fraser Avenue

PURPOSE OF THE APPLICATION

This report reviews and makes recommendations on an application made by Pattison Outdoor (the "Applicant") regarding variances to Chapter 694 to permit the replacement of one third party ground sign. The existing ground sign contains two sign faces (14.63 metres wide by 4.27 metres long), each face with static copy and each face facing westerly and easterly. The proposed replacement ground sign is to contain two sign faces (14.63 metres wide by 4.27 metres long), each with electronic static copy and each facing westerly and easterly, located at 7 Fraser Avenue. The proposal also contemplates, in conjunction with the above-noted replacement ground sign, the removal of one existing third party roof sign located on the same premises. The roof sign to be removed contains one sign face, facing south-easterly and displaying static copy. The proposal also contemplates, in conjunction with the above-noted replacement ground sign, the removal of one existing third party ground sign located on the same premises. The ground sign to be removed contains two sign faces in a vertical fashion, each facing south-easterly and south-westerly and displaying static copy. There is one remaining large-format third party ground sign on the premises.

As provided in Figure 1 below, the premise is located within the Gardiner Gateway Special Sign District and designated E-Employment in this Special Sign District. Third party signs are permitted within the Gardiner Gateway Special Sign District and specific regulations respecting replacement strategies and recognizing electronic static copy display are provided for in Chapter 694.

This report recommends approval of the five variances sought on the basis that the proposal does meet all of the criteria prescribed in §694-30 of Chapter 694.
# REQUESTED VARIANCES

<table>
<thead>
<tr>
<th>SECTION</th>
<th>REQUIREMENT</th>
<th>PROPOSAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>694-22C</td>
<td>A third party sign shall not be erected, displayed, modified, or restored on a listed heritage building.</td>
<td>The subject premise is listed in the City’s Inventory of Heritage Properties.</td>
</tr>
<tr>
<td>694-22D</td>
<td>A third party sign shall not be erected within 100.0 metres of any other third party sign.</td>
<td>The proposed replacement third party ground sign is 55.59 metres from an existing third party ground sign located on the subject premises. The proposed replacement third party ground sign is approximately 65 metres from an existing third party ground sign located on the neighbouring premises at 2-24 Jefferson Avenue. The proposed replacement third party ground sign is approximately 65 metres from an existing third party ground sign located on the neighbouring premises at 2 Atlantic Avenue.</td>
</tr>
<tr>
<td>694-26I(4)(a)</td>
<td>A third party ground sign containing electronic static copy is permitted provided the sign face area shall not exceed 50 square metres.</td>
<td>Each of the two sign faces on the proposed third party ground sign have a sign face area of 62.43 square metres.</td>
</tr>
<tr>
<td>694-26I(4)(b)</td>
<td>A third party ground sign containing electronic static copy is permitted provided the height shall not exceed 15.0 metres.</td>
<td>The height of the proposed third party ground sign is 19.51 metres.</td>
</tr>
<tr>
<td>694-26I(4)(d)</td>
<td>A third party ground sign containing electronic static copy is permitted provided the sign shall be erected only on a premises where, on the day before this chapter comes into effect, an existing lawful ground sign was erected and displayed containing electronic moving copy or electronic static copy as defined by this chapter, and the sign shall replace the existing sign.</td>
<td>The existing third party ground sign to be replaced did/does not contain electronic moving copy or electronic static copy.</td>
</tr>
</tbody>
</table>
RECOMMENDATIONS

The Manager, Sign By-law Unit, Toronto Building, recommends that:

1. The Sign Variance Committee approve the variance requested to §694-22C required to allow the issuance of a permit for the erection and display of a third party ground sign on a listed heritage building;

2. The Sign Variance Committee approve the variance requested to §694-22D required to allow the issuance of a permit for the erection and display of a third party ground sign to be erected within 100.0 metres of other third party signs;

3. The Sign Variance Committee approve the variance requested to §694-26(4)(a) required to allow the issuance of a permit for the erection and display of a third party ground sign with a sign face area exceeding 50 square metres;

4. The Sign Variance Committee approve the variance requested to §694-26(4)(b) required to allow the issuance of a permit for the erection and display of a third party ground sign exceeding 15.0 metres in height;
5. The Sign Variance Committee approve the variance requested to §694-22(4)(d) required to allow the issuance of a permit for the erection and display of a third party ground sign containing electronic static copy where the existing third party ground sign to be replaced does not contain electronic moving copy or electronic static copy;

6. Screening, in the form of shields, louvers or partitions, be provided around each of the two proposed sign faces of the proposed third party ground sign to mitigate potential visual impacts from the sign copy on the existing and future residential community in proximity of the proposed third party ground sign; and

7. Prior to the issuance of a sign permit for the proposed third party ground sign, the existing third party ground sign and the existing third party roof sign, both located on the same premises (as outlined in the Applicant’s submission materials), be removed and any associated permits be revoked.

Site Context:

The subject property is located in Ward 14 and is bordered to the south by a railway corridor operated by Metrolinx and GO Transit. South of the railway corridor is the F.G. Gardiner Expressway; a limited access, high-speed roadway primarily used for commuters travelling into and out of the downtown. The proposed sign is intended to attract attention to the vehicles travelling both east and westbound on the Gardiner Expressway. South of the Gardiner Expressway is Exhibition Place; an all season events venue most notably known for the Canadian National Exhibition which is held annually on the Exhibition Place grounds at the end of each summer. North of the subject property are a series of low-rise industrial buildings, in use for a variety of purposes including police services, television and radio arts, food manufacturing and professional offices. Further to the east is "Liberty Village"; a dense, high-rise residential condominium community at various stages of development, built on former industrial lands including the Massey-Ferguson agriculture implement factory and the Inglis appliance factory. West of the subject premises, across Dufferin Street is the former Village of Parkdale.

The third party ground sign is proposed to be located in an area colloquially referred to as "Billboard Alley." This is an area where large, illuminated, spectacular-type advertising billboards have been installed. By virtue of the amount, size, purpose, and type of signs that have evolved in this area, signage has become a defining element of its character and as such the area has been designated a Special Sign District in Chapter 694. A Special Sign District is where signs are a determining factor in setting an area’s fundamental visual character in a way that differentiates it from other sign districts and where the character is either created or enhanced by the presence or type of signs, such as that of Dundas Square. The Gardiner Gateway Special Sign District encompasses an area loosely bound by King Street to the north, Lake Ontario to the south, Dufferin Street to the West and just west of Strachan Avenue to the east.
Criteria Established by §694-30A:

Chapter 694 states that an application for a variance from the provisions of Chapter 694 may be granted where it is established that the proposed sign meets the criteria established by §694-30A. The following tables provided on this and subsequent pages outline the City’s position as to whether or not the application for variance meets the criteria established by §694-30A.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
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<tbody>
<tr>
<td>§694-30A(1) - Belongs to a sign class permitted in the sign district where the premises is located</td>
<td>The proposed sign is located within the Gardiner Gateway Special Sign District, specifically designated as E-Employment (GG-SSD-E). This sign district designation does permit third party signs.</td>
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<tr>
<td>Meets Criteria? (Yes/No)</td>
<td>Yes</td>
</tr>
<tr>
<td>§694-30A(2) - In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located</td>
<td>The proposed signs is a third party sign. The proposed third party sign is a ground sign. The premises is located within the GG-SSD-E Special Sign District which does permit third party ground signs.</td>
</tr>
<tr>
<td>Meets Criteria? (Yes/No)</td>
<td>Yes</td>
</tr>
<tr>
<td>§694-30A(3) - Is compatible with the development of the premises and surrounding area</td>
<td>As mentioned, the proposed third party ground sign is located within a Special Sign District designated under Chapter 694. The Gardiner Gateway Special Sign District was recognized due to the widespread number of large-format advertising signs. Signage, such as the one proposed, is consistent with the objectives of the Gardiner Gateway Special Sign District. The immediate area surrounding 7 Fraser Avenue is largely industrial in nature. The new residential neighbourhood known as Liberty Village is several blocks away, to the east. The two sign faces on the proposed third party ground sign are intended to be oriented towards the F.G. Gardiner Expressway with the understanding that any negative visual impacts to any residents will be negligible. There are no residential uses occurring to the south as Exhibition Place, the railway corridor and the F.G. Gardiner Expressway occupy these lands.</td>
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<tr>
<td>Meets Criteria? (Yes/No)</td>
<td>Yes</td>
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### Criteria

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<tr>
<th>694-30A(4) - Supports the Official Plan objectives for the subject premises and surrounding area</th>
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<tr>
<td>The subject premises is designated as Employment in the Land Use Designation Schedule and in the Urban Structure Schedule of the City’s Official Plan.</td>
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<tr>
<td><strong>Meets Criteria? (Yes/No)</strong></td>
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<td>Yes</td>
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As provided for in the Official Plan, Employment areas are intended to grow our enterprises and jobs. In the Employment Districts, the needs of business will take priority in city building decisions. As such, policies intended to successfully manage this growth include:

- Uses consisting of: offices, manufacturing, warehousing, distribution, research and development facilities, utilities, media facilities, parks, hotels, retail outlets and restaurants.

The proposed variance would not have a negative impact to the intended uses portrayed in the City’s Official Plan as well; there does not appear to be any immediate impacts on residential uses in the location of 7 Fraser Avenue. As such, it is the position of staff that the variances being sought do not conflict with the Official Plan policies of the City.

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<tr>
<th>694-30A(5) – Will not adversely affect adjacent premises</th>
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<tr>
<td>In the submission materials provided, the Applicant suggests that shielding materials will be “provided around the perimeter of each of the [two sign faces] so that illumination is contained to the [sign face] itself…” and thereby reducing any potential negative visual impact.</td>
</tr>
<tr>
<td><strong>Meets Criteria? (Yes/No)</strong></td>
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<tr>
<td>Yes</td>
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Notwithstanding this suggestion, the proposed third party ground sign does not face into any residential buildings. It is directed to and intended to attract attention to travellers along the F.G. Gardiner Expressway.

It is in the opinion of the staff that, the proposal will not adversely affect the adjacent properties. The replacement of a third party ground sign and the permanent removal of two sign structures may well serve to improve the adjacent premises.

<table>
<thead>
<tr>
<th>694-30A(6) - Will not adversely affect public safety</th>
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<tbody>
<tr>
<td>It is the opinion of staff that the proposal would not adversely affect the public safety as the proposed replacement ground sign is to only have modifications made to an existing sign structure, under the supervision of qualified and practising Engineers.</td>
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<tr>
<td><strong>Meets Criteria? (Yes/No)</strong></td>
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<tr>
<td>Yes</td>
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### Criteria

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<tbody>
<tr>
<td>694-30A(7) - Is not expressly prohibited by §694-15B</td>
<td>The proposed third party ground sign is not prohibited by §694-15B.</td>
</tr>
<tr>
<td>Meets Criteria? (Yes/No)</td>
<td>Yes</td>
</tr>
<tr>
<td>694-30A(8) – Will not alter the character of the premises or surrounding area</td>
<td>As mentioned, the essential character of the area was identified and regulated in Chapter 694 as a Special Sign District due to the frequency and dominance of third party signs. The area is essentially “billboard alley” and large format advertising signs establish this defining character. The proposed sign will not alter the character of the premises or surrounding area. The proposed application is to remove a ground sign and a roof sign (which is a prohibited sign type) and thereby arguably improving the character of the subject premises and the surrounding area.</td>
</tr>
<tr>
<td>Meets Criteria? (Yes/No)</td>
<td>Yes</td>
</tr>
<tr>
<td>694-30A(9) - Is, in the opinion of the decision maker, not contrary to the public interest</td>
<td>It is the position of staff that the proposed signage is not contrary to the public interest. The third party sign variance application process prescribed in Chapter 694 is a public process. The proponent is required to post a notice on the property for no less than 30 days prior to the Sign Variance Committee making a decision and a written notice of the proposal is mailed out to the local Ward Councillor and all the property owners of all properties and to the mailing addresses of residential and business tenancies within a 120 metre radius of the property. Sign By-law Unit staff have confirmed that a notice has been posted on the property and, to the date of this report, no comments have been received from the public. The proposal also attempts to satisfy additional higher-order objectives of the City by reducing sign clutter. Upon approval of this proposal, the Applicant will remove two existing third party signs located on the same premises, one of which is a roof sign (prohibited by Chapter 694).</td>
</tr>
<tr>
<td>Meets Criteria? (Yes/No)</td>
<td>Yes</td>
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</table>
CONCLUSION

In consideration of the materials submitted, it is the Sign By-law Unit’s opinion that the Applicant has established that the nine requested variances required for the proposed signs meet all nine of the required criteria. As such, it is recommended that the Sign Variance Committee approve each of the five variances requested from Chapter 694, Signs, General, by the Applicant required for the proposed sign.

CONTACT

Robert Bader, Supervisor, Sign By-law Unit
Tel: (416) 392-4113; E-mail: rbader@toronto.ca

SIGNATURE

Ted Van Vliet, Manager, Sign By-law Unit

ATTACHMENTS

1. Applicant’s Submission Package
The property is within the Gardiner Gateway Special Sign District and is zoned, GG-SSD-E. Apart from removing the existing ground and roof sign, the variance we are seeking pertains to size and separation distance from another third party sign.

GG-SSD-E Zoning permits:

1) A sign face are not to exceed 50 square metres

The sign face area of the existing sign to be converted is 62.4 square metres

2) A 100 metre separation distance between signs is required

The existing sign to be converted is 55.59 metres from the next closest sign and 197.4 metres from the next closest sign to the west of the subject property.

Why should this variance be granted?

(1) Belong to a sign class permitted in the sign district where the premises is located

The subject property is located within the Gardiner Gateway Special Sign District and is a sign classification which is permitted.

(2) Is consistent with the architecture of the building or development of the property

The property faces onto the Gardiner Expressway, and located between on Fraser Avenue and Jefferson Ave. The majority of the properties in the area beginning with Dufferin Street to the west and moving eastward are two storey light industrial buildings. The only residential component in the area would be those recent residential developments located in and around Liberty Village located eastward towards Strachan Avenue. Therefore the subject property is consistent with other properties in the vicinity.

(3) Be compatible with the development of the premises and surrounding area.

Given the current surrounding area in terms of the lands, the buildings and existing signage, our existing situation with the existing signs and/or our proposal to remove and convert sign structures would be compatible and at the same time would help in reducing the number of sign structures in the Gardiner Gateway. The proposal will result in the removal of two third party signs in the immediate area.
(4) **Will not alter the essential character of the area**

The proposed conversion of the sign at 7 Fraser Avenue will not alter the character of the area; rather this proposal will be in keeping with recent decisions made both at the Sign Variance and Planning & Growth Committees, which have resulted in an overall reduction.

(5) **Will not adversely affect adjacent properties**

Our proposal will not adversely affect the adjacent properties; rather it will continue improve the overall vista of the Gardiner Gateway by removing other two sign structures permanently.

(6) **Will not adversely affect public safety**

Our proposal would not adversely affect public safety as we are dealing with an existing situation and simply making modifications to the sign structure which will remain.

(7) **Is of a sign class or a sign type that is permitted in the sign district where the premises is located**

The property at 7 Fraser Avenue for purposes of the new City Sign Bylaw is zoned GG-SSD-E for Gardiner Gateway Special Sign District which permits third party ground signs containing digital electronic static copy.

(8) **Is, in the opinion of the decision maker, not contrary to the public interest**

At first glance at the relief being sought from the Sign Bylaw, it may be contrary to the public interest if so far as the public would perceive the sign would be in close proximity to the Gardiner Expressway and their having an impact on traffic. However when reviewing the proposal, one can conclude it will not go against public interest, rather just the opposite.

Public interest does not find roof signs appealing and this application proposes the removal of both a ground and roof sign.

Public interest finds billboard signs cluttering; the existing sign is setback away from the street line and adjacent to the building and therefore the sign face blends in with the building.
We feel that this variance can be supportable, due to the fact, it is a permitted use, the proposal reduces the number of existing signs in the Gardiner Gateway by two sign structures and special attention will be paid to the board in terms of shielding the board, which is consistent with the existing signage of similar sign type.

Yours truly,

Sid Catalano
Director of Legislation
Pattison Outdoor Advertising LP
Application
Sign Variance

Project Information
Street No. Street Name
7 FRASER AVENUE
Lot No. Plan No.

[Handwritten note:]
Describe the variance(s) being applied for:
TO CONVERT EXISTING 14 X 48 STATIC GROUND SIGN TO A
DIGITAL STATIC LED OF SAME DIMENSIONS AND HEIGHT.
AS WELL, REMOVE AN EXISTING GROUND SIGN AND ROOF SIGN ON THE ANVORY

If this application is for a variance required for the modification or restoration of an existing sign, please provide the following:

Existing Sign Dimensions Location
14 X 48’ GROUND SIGN LOCATED TO EAST OF PROPERTY

Please provide the reasons/justification for the request [Attach any supporting documentation or additional pages as required]:

SEE ATTACHED LETTER TO THIS APPLICATION

Property Owner Information
First Name Last Name

Company Name (if applicable)
FRASER PROPERTIES CORP.

Street No. Street Name
30 HAZELTON AVENUE

City/Town Province Postal Code
TORONTO ONTARIO M5R 2E2

Attachment Required
- Sign Variance Data Sheet
- Copies of any supporting documents
- All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page
Application
Sign Variance

Applicant information and Declaration

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sid</td>
<td>Catalano</td>
</tr>
</tbody>
</table>

Company Name: Pattison Outdoor Advertising LP
Street No.: 700
Street Name: Matheson Blvd., North
Suite/Unit No.: 500
City/Town: Mississauga
Province: Ontario
Postal Code: L4W 4Y3
Telephone No.: 905-282-6800
Mobile No.: 416-839-5911
Fax No.: 905-282-9698

E-mail Address: scatalano@pattisonoutdoor.com

Do hereby declare the following:

- That I am ☐ the Property Owner as stated above
  ✔ an owner’s authorized agent.
  ☐ an officer/employee of ____________, which is an authorized agent of the owner.
  ☐ an officer/employee of ____________, which is the Property Owner’s authorized agent.

- That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application.
- That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with the City bylaw.
- That the information included in this application and in the documents filed with this application is correct.

Signature: Sid Catalano  Date: 2013-11-05

Print Name: Sid Catalano  Date (YYYY-mm-dd)

Continue on next page

The personal information on this form is collected under the City of Toronto Act, 2000, s. 130.6(1) and Chapter 694, Signs, General, of the City of Toronto Municipal Code. The information collected will be used for processing applications and creating aggregate statistical reports for enforcement of the City of Toronto Municipal Code, Chapter 694, Signs, General, Chapter 771, Trees & Trees, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agents. Questions about the collection may be referred to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, ON M5H 1T3 or 416-392-4235.
This data sheet forms part of an application for a Variance from Chapter 604 of the Toronto Municipal Code: Signs

Project Information

<table>
<thead>
<tr>
<th>Street No</th>
<th>Street Name</th>
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<tbody>
<tr>
<td>7</td>
<td>FRASER AVENUE</td>
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</tbody>
</table>

Site and Building Data

<table>
<thead>
<tr>
<th>Lot Area</th>
<th>Lot Frontage</th>
<th>Lot Depth</th>
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<thead>
<tr>
<th>No. of Building(s) on the lot</th>
<th>Date of Construction of Building(s) if known (yyyy-mm-dd)</th>
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<tbody>
<tr>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Building Height</th>
<th>No of Storeys</th>
<th>Building(s) Gross Floor Area</th>
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<tbody>
<tr>
<td>2 STY</td>
<td></td>
<td></td>
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</tbody>
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Building Use(s) | VACANT |

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)

North | INDUSTRIAL BUILDINGS |
South | Rail Corridor |
East  | INDUSTRIAL BUILDINGS |
West  | INDUSTRIAL BUILDINGS |

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)

i. At present there are three (3) third party billboards made up of two (2) ground signs and one (1) roof sign, and;

ii. The proposal is to remove the existing ground sign to the west of the property, as well the existing roof sign, and;

iii. To convert the existing ground sign to the east of the property from static faces to digital LED static faces.

Continue on next page

14-0043 2013-07 1 of 2
Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-50 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-158
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary)

PLEASE SEE ATTACHED LETTER AS PART OF THE APPLICATION
Pattison Outdoor – 5 Third Party Sign Variances – 7 Fraser Avenue

- Pattison Single Sided Roof Sign - To Be Removed
- Pattison Double Sided Ground Sign - To Be Removed
- Pattison Ground Sign - To Be Converted To 14x48 "V" Shaped Digital