

Attachment 1 – Application Proposals Compared to Sign By-law Requirements

Table 1 – Summary of Sign Attributes for sign proposed at 2787 Eglinton Avenue East compared to Sign By-law Requirements

Sign Attribute	Proposed Sign	By-law requirement	Comments
Sign Face Area	32.52 m ² per sign face (10.36 metres in width by 3.05 metres in length)	3.0 m ² per sign face	<ul style="list-style-type: none"> More than 10 times larger than permitted in a CR Sign District. Prior to recent amendments to by-law for electronic signs, sign face area of 20 m² was permitted.
Sign Height	10.97 metres	3.0 metres	<ul style="list-style-type: none"> Proposed sign is three times higher than permitted. Prior to recent amendments to by-law for electronic signs, height of 15 m was permitted.
Setback from Intersection	6.0 metres	30 metres	<ul style="list-style-type: none"> Sign will be located much closer to intersection than permitted.
Proximity to existing third party signs	70 metres	150 metres	<ul style="list-style-type: none"> Less than half the required distance separation will be achieved.
Facing a Street	Yes	No	<ul style="list-style-type: none"> By-law requires that third party signs do not face a street.
Facing a CR, R, RA or OS Sign District within 250 metres	Yes	No	<ul style="list-style-type: none"> Electronic signs cannot face CR, R, RA or OS properties within 250 metres of the sign.
Number of sign faces	2	1	<ul style="list-style-type: none"> Only wall signs with one face are permitted in CR Sign Districts.
Type of Copy	Electronic Static	Static	<ul style="list-style-type: none"> Third party signs in CR Sign Districts can only display static copy.

Table 2 – Summary of Sign Attributes for sign proposed at 9 Hanna Avenue compared to Sign By-law Requirements

Sign Attribute	Proposed Sign	By-law requirement	Comments
Sign Face Area	145.7 m ² (17.07 m in width by 8.53 m in length)	50.0 m ²	<ul style="list-style-type: none"> While the Proposed Sign face area is greater than what is permitted, it is the same size as the existing sign which would be replaced.
Sign Height	25 metres	15.0 metres	<ul style="list-style-type: none"> While the Proposed Sign height exceeds the by-law requirement, it is the same height as the existing ground sign which would be replaced.
Sign Type	Ground Sign	Ground Sign	<ul style="list-style-type: none"> The Proposed Sign type is the same type as what the sign which would be replaced.
Illumination Levels	Max. 400 nits between sunset and sunrise	Max. 300 nits between sunset and sunrise	<ul style="list-style-type: none"> The maximum brightness after sunset is 300 nits. The applicant proposed to operate this sign at 400 nits after sunset prior to changes to the Sign By-law. Staff suggest the maximum levels be in line with current requirements.
Shielding of sign face	Yes	Yes	<ul style="list-style-type: none"> Where the sign face may be viewed from an adjacent residential property, the sign face will be shielded to reduce the impact of the electronic display.
Number of sign faces	1	1	<ul style="list-style-type: none"> The new sign must have the same number of faces as the sign which is being replaced.
Type of Copy being replaced	Electronic Static Copy replacing Static Copy	Electronic Static Copy replacing Electronic Copy	<ul style="list-style-type: none"> The by-law requires that the sign being replaced must have electronic moving or static copy, but the Proposed Sign is replacing a sign which had static copy.

Table 3 – Summary of Sign Attributes for sign proposed at 750 Spadina Avenue compared to Sign By-law Requirements

Sign Attribute	Proposed Sign	By-law requirement	Comments
Sign Face Area	32.6 m ² per sign face (10.67 metres in width by 3.05 metres in length)	3.0 m ² per sign face	<ul style="list-style-type: none"> More than 10 times larger than permitted in a CR Sign District. Prior to recent amendments to by-law for electronic signs, sign face area of 20 m² was permitted.
Sign Height	4.6 metres from roof line to top of Proposed Sign	Not permitted	<ul style="list-style-type: none"> Third Party roof signs are prohibited, the height of the Proposed Sign essentially adds another storey to the building.
Setback from Intersection	2.5 metres	30 metres	<ul style="list-style-type: none"> Sign will be located much closer to intersection than permitted.
Proximity to existing third party signs	60 metres	150 metres	<ul style="list-style-type: none"> Less than half the required distance separation will be achieved.
Facing a Street	Yes	No	<ul style="list-style-type: none"> By-law requires that third party signs do not face a street.
Facing a CR, R, RA or OS Sign District within 250 metres	Yes	No	<ul style="list-style-type: none"> Electronic signs cannot face CR, R, RA or OS properties within 250 metres of the sign.
Number of sign faces	1	1	<ul style="list-style-type: none"> Third Party roof signs are not permitted in CR Sign Districts, only wall signs with one sign face.
Type of Copy	Electronic Static	Static	<ul style="list-style-type: none"> Third party wall signs in CR Sign Districts can only display static copy. Roof signs are not permitted.

Table 4 – Summary of Sign Attributes for sign proposed at 33 Wickman Road compared to Sign By-law Requirements

Sign Attribute	Proposed Sign	By-law requirement	Comments
Sign Face Area	62.43 m ² per sign face (14.63 metres in width by 4.27 metres in length)	20.0 m ² per sign face	<ul style="list-style-type: none"> More than three times larger than permitted in an Employment Sign District.
Sign Height	24.4 metres	10 metres	<ul style="list-style-type: none"> The Proposed Sign is more than twice as tall as permitted by the Sign By-law.
Setback from FG Gardiner Expressway	15 metres	400 metres	<ul style="list-style-type: none"> The Proposed Sign does not meet the required setback from the FG Gardiner Expressway.
Facing a CR, R, RA or OS Sign District within 250 metres	Yes	No	<ul style="list-style-type: none"> Electronic signs cannot face CR, R, RA or OS properties within 250 metres of the sign.
Number of sign faces	2	2	<ul style="list-style-type: none"> Third Party ground signs in an E Sign District can only have two sign faces.
Type of Copy	Electronic Static	Electronic Static	<ul style="list-style-type: none"> Third party ground signs in E Sign Districts can display electronic static copy.