

**REPORT FOR ACTION****Application for Three Variances, Each Subject to Four Conditions, Respecting One Third Party Electronic Ground Sign - 1548 The Queensway**

Date: August 06, 2020
To: Sign Variance Committee
From: Manager, Sign By-law Unit, Toronto Building
Wards: Etobicoke-Lakeshore (Ward 05)

SUMMARY

Pattison Outdoor (the "Applicant") has been authorized by the owner of the property municipally known as 1548 The Queensway (the "Premises"), 2210288 Ontario Inc., to apply for three variances, each subject to four conditions, required to allow for a permit to be issued for one third party electronic ground sign with two sign faces, displaying electronic static copy (the "Proposed Sign") on the Premises.

The Proposed Sign will have a height of 7.65 metres, and will contain two sign faces, each with a sign face area of 18.60 square metres. The sign faces will be oriented perpendicular to The Queensway. The two sign faces on the Proposed Sign will be in a "back to back" configuration. The Proposed Sign is described further in Attachment 1.

Three variances to Chapter 694, each subject to four conditions, are required to allow the Chief Building Official ("CBO") to issue the sign permit for the Proposed Sign. The requested variances are as bellow:

- 1) Section 694-24A (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, however the Proposed Sign will be located 300.00 metres from F.G. Gardiner Expressway.
- 2) Section 694-25C (2)(g) - A third party electronic ground sign is permitted, provided the sign shall be located a minimum of 500 metres from any other third party electronic sign located on: [1] the same street; or [2] on a street which forms an intersection with the street on which the sign is located, however the Proposed Sign will be located within 280.00 metres from another third party

electronic sign located on a street which forms an intersection with the street on which the Proposed Sign would be located .

- 3) Section 694-25C(2)(f) – A third party electronic ground sign is permitted, provided where it is located within 250 metres of an R, RA, CR, I or OS Sign District, the sign cannot face any premises in the R, RA, CR, I or OS Sign District. The Proposed Sign will face a Commercial Residential (CR) sign district within 250.0 metres, of its location.

Each of the three requested variances, are sought to have the following four conditions:

- a) Any and all existing third party signs located at 1548 The Queensway shall be removed and all associated permits revoked prior to the construction the Proposed Sign;
- b) The sign face bottom shall be no less than 4.50 metres for all sign faces;
- c) The Proposed Sign shall contain "photo-cell technology" sufficient to ensure compliance with the maximum illumination mandated by the Sign By-law (300 nits) between sunset and sunrise shall occur automatically in accordance with the seasonal adjustments to daylight hours; and,
- d) The orientation of the two sign faces to be generally perpendicular to The Queensway.

Following a review of the Applicant's submissions, and the results of extensive research and investigation by Sign By-law Unit staff, the CBO has determined that sufficient information exists to confirm that all of the nine established criteria in the Sign By-law have been met, with respect to the requested variances, subject to the three required conditions. Therefore, the CBO recommends that the Sign Variance Committee grant all of the requested variances, each subject to the three required conditions.

RECOMMENDATIONS

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

1. The Sign Variance Committee grant the requested variances to sections 694-24A (1), 694-25C (2)(g) and 694-25C(2)(f), each subject to four conditions, as required to allow for the issuance of a permit for the erection and display of one third party electronic ground sign at 1548 The Queensway, as described in Attachment 1 to this report.

FINANCIAL IMPACT

There is no financial impact resulting from adopting the recommendations in this report.

DECISION HISTORY

SB19.1 - Application Respecting One Third Party Electronic Ground Sign at 1548 The Queensway

The Sign Variance Committee at its June 27, 2017, meeting previously considered on June 27, 2017 item SB19.1, and approved three variances to the Sign Bylaw related to the existing sign on the Premises which is to be removed as a condition of the variances sought in this report.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.SB19.1>

ISSUE BACKGROUND

Required Variances

Table 1: Summary of Requested Variances

Section	Requirement	Proposal
694-24A (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 will be located, in whole or in part, approximately 300.00 metres from the limits of the F.G. Gardiner Expressway from Highway 427 to the Humber River.
Section 694-25C (2)(g)	A third party electronic ground sign is permitted, provided the sign shall be located a minimum of 500 metres from any other third party electronic sign located on: [1] the same street; or [2] on a street which forms an intersection with the street on which the sign is located.	The Proposed Sign will be located approximately 280.00 metres from another third party electronic sign located on a street which forms an intersection with the street on which the Proposed Sign will be located
Section 694-25C (2)(f)	A third party electronic ground sign is permitted, provided where it is located within 250 metres of an R, RA, CR, I or OS Sign District, the sign cannot face any premises in the R, RA, CR, I or OS Sign District.	The Proposed Sign faces into a Commercial Residential (CR) Sign District approximately 180.00 metres away.

Sign Attributes and Site Context

The Premises is designated as an Employment (E) Sign District, located in Ward Etobicoke-Lakeshore (Ward 05). There is an existing car dealership business located in the Premises.

Surrounding premises:

North: Employment (E) Sign District, a car rental and auto dealership

South: Employment (E) Sign District, an insurance agency, restaurant and retail store

East: Employment (E) Sign District, a car rental company and large industrial properties

West: Employment (E) Sign District, a hotel, Deluxe Inn, and also a fast food chain, Burger King

South-East: Commercial Residential (CR) Sign District, Ikea store

Figure 1: Sign District Map Excerpt - 1548 The Queensway



COMMENTS

Criteria Established by §694-30A of The Sign By-law

The Sign By-law contains criteria used to evaluate variance Proposed Signs. Specifically, §694-30A states that a variance may only be granted where the Proposed Sign meets each of the nine established criteria.

The Sign Variance Committee is required to conduct an evaluation and determine that the party seeking the proposed variances meets all nine of the mandatory criteria, on the basis of the information presented by the Applicant. It is the CBO's opinion that the Applicant's submissions, and the results of extensive research and investigation by Sign By-law Unit staff have provided sufficient information to establish that the Proposed Sign meets these nine criteria, and that the Sign Variance Committee should grant the requested variances, subject to the appropriate conditions, as required to allow the issuance of a Sign Permit to erect and display the Proposed Sign.

Applying the Established Criteria

Section/Criteria Description: §694-30A(1): *The Proposed Sign belongs to a sign class permitted in the Sign District*

Based on the review of the Sign Unit staff, the Premises can be confirmed as being designated as an E Sign District, and that E Sign Districts permit third party signs. The CBO has confirmed that as per information contained in the Applicant's submission, the Proposed Sign can be confirmed to belong to the third party sign class, because it would advertise, promote, or direct attention to businesses, goods, services, matters, or activities that would not be available at, or related to, the premises where the sign would be located. Therefore, the CBO is of the opinion that this criteria has been established.

Section/Criteria Description: §694-30A(2): *In the case of a third party sign, the Proposed Sign is of a sign type permitted in the Sign District*

The Applicant's submission contains sufficient information (in the description and diagrams provided) to confirm the Proposed Sign is a third party sign, and belongs to the electronic ground sign type. Electronic ground signs are permitted in E Sign Districts according to 694-25(C)(2). Therefore, the CBO is of the opinion that this criteria has been established.

Section/Criteria Description: §694-30A(3): *The Proposed Sign is compatible with the development of the premises and surrounding area*

The Premises is an E Sign District, which permits electronic ground signs at a size and height consistent with the Proposed Sign. The Premises is surrounded by other E Sign Districts to the north, east and south. These areas of the City were specifically set out in the Sign By-law to contain third party electronic ground signs and contain largely commercial and employment uses.

Based on Sign By-law Unit investigation, many of the buildings in the general vicinity are consistent with the Premises, measuring 1-2 stories, with uses such as light industrial and commercial, including a mix of big-box retail outlets like Ikea, Golf Town and Canadian Tire.

The Proposed Sign will be approximately 180 metres from a CR Sign District Sign District to the south-west, on the south side of The Queensway. This CR Sign District appears to consist of only one property which does not contain any residential or other sensitive land uses, only a large IKEA store. Due to the design and orientation of the IKEA store, the Proposed Sign would only be visible from the back of the building, and not the main entrance or storefront which is on the south side of the property where the Proposed sign is not visible.

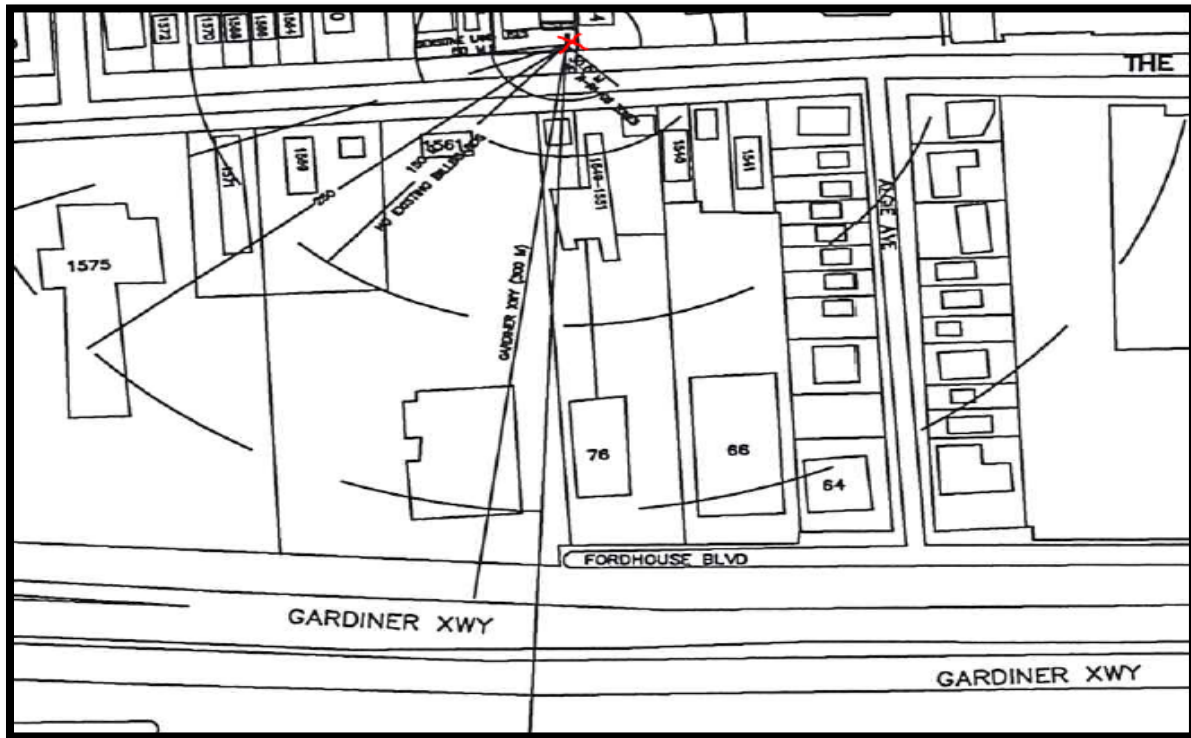
The Proposed Sign will be located within 400.00 metres of a portion of the F.G. Gardiner Expressway (300.00 metres, as per the Applicant's submitted survey) where the northern limit of the F.G. Gardiner Expressway forms the southern border of an roughly rectangular area where the Sign By-law specifically prohibits any third party signs from being erected. The other three border lines of this area in which all third party signs are specifically prohibited are the eastern limit of Highway 427, the Humber River, and a line 400.00 metres to the north of and parallel to the northern limit the F.G. Gardiner Expressway.

The Proposed Sign will be located geographically within the area where all third party signs are prohibited; however it will be located near the outer edges of this area, 300.00 metres, rather than 400.00 metres north of F.G. Gardiner Expressway's northern limit. Based on site visit and investigation conducted by Sign By-law Unit staff, the visibility of the Proposed Sign from F.G. Gardiner Expressway is completely blocked and there is no connection between the Proposed Sign and the Gardiner Expressway.

In addition, the Proposed Sign is far enough from F.G. Gardiner Expressway and has been separated by the Queensway from the land surrounding Gardiner Expressway, as a result it is in the opinion of staff the Proposed Sign will not impact any future land development in regulated area.

For these reasons, the CBO is of the opinion that this criteria has been established and that the Proposed Sign is compatible with the development of the premises and surrounding area.

Figure 2: Land Survey Excerpt - 1548 The Queensway



Section/Criteria Description: §694-30A(4): *The Proposed Sign supports Official Plan objectives for the subject premises and surrounding area*

The Premises is designated as an Employment Area in the *Official Plan*. Employment Areas are places of business and economic activity, and the Proposed Sign will assist local businesses in advertising products and services to commuters, residents and visitors to this area.

The *Official Plan* also identifies that “diverse employment areas can adapt to changing economic trends and are poised to capture new business opportunities.” Adapting to the changes and improvements in technology that have been achieved within the industry since the inception of the Sign By-law in 2009, and considering the needs of local and national business to promote their products or services, are also in line with the objectives laid out in the *Official Plan*.

The Applicant's submission materials state that the Proposed Sign will help to support a healthy and vibrant economy by providing a medium for local and national businesses to promote themselves and advertise their goods and services, contributing to future economic growth.

The Applicant's materials establish sufficient information to confirm that the proposed sign supports the *Official Plan* objectives for the property and surrounding area, therefore the CBO is of the opinion that this criteria has been established.

Section/Criteria Description: 694-30A(5): *The Proposed Sign does not adversely affect adjacent premises*

The land uses and built form of the adjacent premises is similar to that of the Premises and there does not appear to be any sensitive land uses on the adjacent premises nor in the surrounding area.

There is a CR Sign District located approximately 180.00 metres to the south-west, on the south side of The Queensway. As previously stated, this CR Sign District does not contain any residential or other sensitive land uses, only a large retail store which is oriented towards the south of the property, away from the proposed sign. As a result, the Proposed Sign would only be visible from the back of the building which contains only display windows, and not the main entrance or storefront. As a result, the proposed sign should have no adverse effects on the property in the CR Sign District.

The Proposed Sign will be located approximately, 300.00 metres north of the portion of F.G. Gardiner Expressway. Based on site visit and investigation conducted by Sign By-law Unit staff, the visibility of the Proposed Sign is completely blocked by buildings along the north from the F.G. Gardiner Expressway. As a result, it is in the opinion of staff that, the Proposed Sign will have no adverse effects on the F.G. Gardiner Expressway.

The Applicant's materials and staff investigation provided sufficient information to confirm that the Proposed Sign will not adversely affect the adjacent premises, therefore the CBO is of the opinion that this criteria has been established.

Section/Criteria Description: 694-30A(6): *The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety*

Compliance with the City's regulations are designed to ensure that there are no adverse impacts on public safety, these regulations are designed to work in conjunction with the specific regulations otherwise applicable to signs; however the Applicant's materials and investigations by Sign Unit staff appear to indicate that the Proposed Sign does not raise a foreseeable possibility of adverse safety outcomes.

The Sign By-law has requirements for signs not to be within a "Visibility Zone" – defined as the area within three metres of the outermost points of a vehicular ingress or egress of a property where it intersects with a street. The Proposed Sign is proposed to be entirely outside this prohibited zone for signs.

The one of the conditions for the Proposed Sign is to have a minimum clearance of 4.50 metres from grade to the bottom of the sign faces (this measurement is defined as "Sign Face Bottom" in the Sign By-law) This 4.50 meter Sign Face Bottom measurement will help to ensure that pedestrians and vehicles can pass safely underneath the Proposed Sign without issue and that views around the sign are not obstructed. This exceeds the minimum clearance requirement of 2.60 meter set out in the Ontario Building Code.

Although there are concerns about driver distraction, the City has existing regulations to adequately address the potential for adverse safety (set back from intersections, distance from street lines, and pedestrian triangles) impacts for all signs (including signs displaying electronic static copy).

Based on site visit and investigation conducted by Sign By-law Unit staff, the visibility of the Proposed Sign is completely blocked by buildings along the north from the F.G. Gardiner Expressway. As well, the Proposed Sign will meet the required 30.00 metre setback from any street intersections. As a result of these circumstances, staff do not foresee any potential adverse effects on traffic or pedestrian safety.

It is the opinion of staff that, based on the review of all available information that the Proposed Sign, and required variances, subject to the specific conditions, do not raise any concerns around public safety. Therefore, it is the CBO's opinion that the existing Sign by-law requirements concerning issues (including but not limited to, distance from visibility zones and intersections) are sufficient to ensure that there are no adverse safety impacts arising from the Proposed Sign.

Based on the Applicant's materials, and the investigation and review of staff, the CBO is of the opinion that this criteria has been established.

Section/Criteria Description: 694-30A(7): *The Proposed Sign is not a sign prohibited by §694-15B*

The Applicant's materials contain sufficient information to confirm that the Proposed Sign is not a sign that is prohibited by §694-15B of the Sign By-law, and therefore the CBO is of the opinion that this criteria has been established.

Section/Criteria Description: 694-30A(8): *The Proposed Sign does not alter the character of the premises or surrounding area*

The Premises is an E Sign District, which permits electronic ground signs at a size and height consistent with the Proposed Sign. The Premises is also surrounded by other E Sign Districts to the north, east, west and south.

The Premises currently contains a single-sided third party electronic ground sign, approved and constructed in 2017. As well, there are several other first party and third party electronic signs located along The Queensway in this area. As a result, the Proposed Sign will not be introducing any sign type that is not currently found on the premises or surrounding area, and as a result, will not alter the character of the premises and surrounding area.

In addition, the Proposed Sign is generally in keeping with the regulatory provisions respecting third party electronic ground signs in an E Sign District. It is the expectation that such signs are consistent with the character of the surrounding area. The Proposed Sign is at a scale and nature that is consistent with the surrounding built form.

The Applicant's submission materials provide sufficient information to confirm that the Proposed Sign will not alter the character of the premises or surrounding area, therefore the CBO is of the opinion that this criteria has been established.

Section/Criteria Description: 694-30A(9): *The Proposed Sign is not contrary to the public interest*

The Proposed Sign will comply with the provisions set out in the Sign By-law for third party electronic ground signs in an Employment Sign Districts in terms of: height, size, setback from an intersection, as well as the requirement for use of renewable energy, message duration and transition (i.e. no distracting visual effects such as scrolling, flashing, blinking or full-motion video), and with the illumination and time-of-day regulations.

Granting a variance to the Section 694-24A (1), permits the Proposed Sign to be located and facing a CR Sign District which is within 180.0 metres. This deviation from the Sign By-law's requirements is, in staff's opinion, not contrary to the public interest the CR Sign District does not contain any residential uses and would not be negatively impacted by the Proposed Sign.

Granting a variance to the Section 694-25C (2)(g), permits the Proposed Sign to be located on premises which are contained within an area which all third party signs are prohibited. However, based on the Sign By-law Unit staff investigation, it is in the opinion of staff that the Proposed Sign will not have any negative impact on the other premises contained within the restricted areas, or the F.G. Gardiner Expressway which is adjacent to this area based restriction. As such, it is the opinion of staff that the Proposed Sign is not contrary to the public interest which is advanced by this area-specific restriction on third party signs. .

Granting a variance to the Section 694-25C (2)(f), permits the Proposed Sign to be located within 280.0 metres of another third party electronic sign located south-east of the Proposed Sign, on an intersecting street (Algie Street); however, based on the staff investigation, this other sign is not visible from The Queensway, the Premises, and is not within the same view as the Proposed Sign. Therefore, it is the CBO's opinion that the Proposed Sign would not be contrary to the public interest in avoiding sign clutter which this specific requirement advances.

It is the CBO's opinion that the Applicant's materials and the Sign By-law Unit staff's research and investigation provide sufficient information to confirm that the Proposed Sign will not be contrary to the public interest, and that this criteria has been established.

CONCLUSION

The Applicant's materials and the Sign By-law Unit staff's extensive research and investigation have provided sufficient information for the CBO to establish that all nine criteria required to grant an approval for the four requested variances have been met. As such, the CBO is supportive of the Sign Variance Committee granting the requested variances, subject to the specified conditions.

CONTACT

Farnaz Bigdeli
Acting Supervisor Variance Tax and Permits
Sign By-law Unit
E-mail: Farnaz.Bigdeli@Toronto.ca; Tel: 416-392-4113

SIGNATURE

Ted Van Vliet
Manager, Sign By-law Unit, Toronto Building

ATTACHMENTS

Attachment 1 – Description of Sign, Required Variances and Conditions
Attachment 2 – Sign District View Mapping of the Premises and surrounding Area
Attachment 3 – Applicant's Submission Package

Attachment 1: Description of Sign, Required Variances and Conditions

Sign Description:

One third party electronic ground sign described as follows:

- a) having a height of 7.65 metres;
- b) may be illuminated;
- c) located no closer than 3.00 metres from The Queensway Street line of the premises;
- d) located no closer than 3.00 metres from east property line of the premises;
- d) contains two sign faces in an approximate east-west orientation, placed in a “back to back” configuration
- e) each sign face shall comply with the following:
 - i) have a maximum horizontal measurement of 6.10 metres
 - ii) have a maximum vertical measurement of 3.05 metres
 - iii) have a maximum sign face area of no greater than 18.60 square metres;
 - iv) may display static, or electronic static sign copy, but not both;

Required Variances:

1. The requirement contained at §694-24A (1), which states that 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, be varied to allow the Proposed Sign to be erected approximately 300.0 metres of the F.G. Gardiner Expressway from Highway 427 to the Humber River, subject to conditions 1, 2, 3 and 4 listed below;
2. The requirement contained at §694-25C (2)(g), which states that a third party electronic ground sign is permitted, provided the sign shall be located a minimum of 500 metres from any other third party electronic sign located on: [1] the same street; or [2] on a street which forms an intersection with the street on which the sign is located, be varied to allow the Proposed Sign located within 280.00 metres from another third party electronic sign located south-east of the Proposed Sign on a street which forms an intersection with the street on which the Proposed Sign would be located subject to conditions 1, 2, 3 and 4 listed below; and, to
3. The requirement contained at §694-25C (2)(f), which states that a third party electronic ground sign is permitted, provided where it is located within 250.0 metres of an R, RA, CR, I or OS Sign District, the sign cannot face any premises in the R, RA, CR, I or OS Sign District, be varied to allow the Proposed Sign to be located within 180.00 metres of a CR Sign District, and to face this CR Sign District subject to conditions 1, 2, 3 and 4 listed below.

Conditions:

- Condition 1. Any and all existing third party signs located at 1548 The Queensway shall be removed and all associated permits revoked prior to the construction the Proposed Sign;
- Condition 2. The sign face bottom shall be no less than 4.5 metres for all sign faces;
- Condition 3. The Proposed Sign shall contain "photo-cell technology" sufficient to ensure compliance with the maximum illumination mandated by the Sign By-law between sunset and sunrise shall occur automatically in accordance with the seasonal adjustments to daylight hours and,
- Condition 4. The two sign faces to be orientated in fashion which is a generally perpendicular to The Queensway.

Attachment 2: Illustration of Sign View Mapping



Attachment 3: Applicant's Submission Package

[Print](#) [Email](#) [Reset Form](#)



Application Sign Variance

Folder Number	Date (yyyy-mm-dd)
	2019-10-23

Project Information

Street Number	Street Name	Lot Number	Plan Number
1548	THE QUEENSWAY		

Describe the variance(s) being applied for:
694-24A(1) A third party sign shall not be erected or displayed within 400 metres of the F.G. Gardiner Expressway
694-25C(2)(f) A third party electronic ground sign is permitted provided it is located 250 metres from a R, RA, CR, I or OS sign district. 694-25C(2)(g) 500 metres from another electronic third party sign.

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

Existing Sign Dimensions	Location
6.10 x 3.05 M	1548 The Queensway

Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):
[See Letter Attached](#)

Property Owner Information

First Name		Last Name	
Company Name (if applicable)		Telephone Number	
2210288 Ontario Inc.		(416) 242-7111	
Street Number	Street Name	Suite/Unit Number	Mobile Number
147	Belfield Road		
City/Town	Province	Postal Code	Fax Number
Toronto			(416) 242-6820
Email			
smazun@Pattisonoutdoor.com			

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

First Name Stephen		Last Name Mazur	
Company Name Pattison Outdoor Advertising LP			Telephone Number (905) 282-6849
Street Number of 2700	Street Name Matheson Blvd. East	Suite/Unit Number 500	Mobile Number (705) 279-5661
City/Town Mississauga	Province Ontario	Postal Code L4W 4V9	Fax Number (905) 282-6849
Email smazur@pattisonoutdoor.com			
Do hereby declare the following:			
- That I am ☐ the Property Owner as stated above ☐ the owner's authorized agent. ☒ an officer/employee of <u>Pattison</u>, 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 copyright law - That the information included in this application and in the documents filed with this application is correct.			
 Signature		Stephen Mazur Print Name (First, Last)	
		2019-04-11 Date (yyyy-mm-dd)	

Continue on next page

Toronto Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, 136(c) and the City of Toronto Municipal Code, Chapter 694, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information 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, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-392-4235.

14-0043 2016-12

2 of 2

Folder number	Request Date (yyyy-mm-dd)

This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street Number	Street Name	Lot Number	Plan Number
1548	The Queensway		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
one		
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
	1	
Building Uses(s)		
Office		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	Employment Zone- Retail
South	Employment Zone - Retail
East	Employment Zone- Retail
West	Employment Zone - Retail

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)
To Change the one Static copy face on the existing sign which is a One side Static Digital and One side Static Paper copy. The Static paper copy to be changed from Paper to Static Digital copy.

Continue on next page

14-0043 2016-12

1 of 2

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 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, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- 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)



Etobicoke York District
2 Civic Centre Court
Toronto, ON M9C 5A3
Tel: 4163948055
Fax: 4163948209

FREE COPY

DO NOT
REMOVE

BUILDING PERMIT

This card must be kept posted in a conspicuous place on site of construction.

17 113060 DST 00 DS

Site Address 1548 THE QUEENSWAY

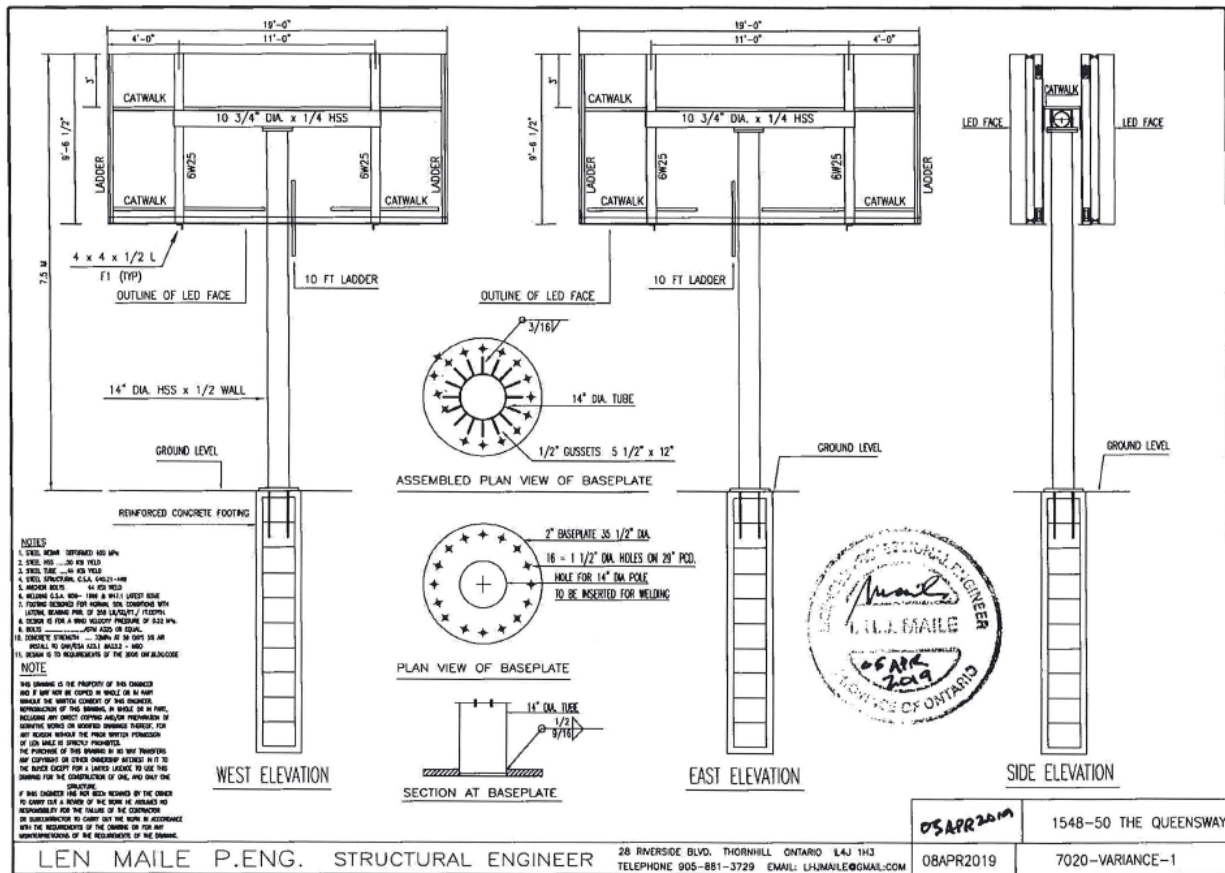
Project Description Third Party;

Sign Building Permit Related

Date Issued Thursday July 27, 2017

Ann Borooah
Chief Building Official and
Executive Director

Diane E. Damiano
Deputy Chief Building Official and
Director



Vladimir Dosen Surveying Inc.

address: 555 Davisville Ave. Toronto, ON M4S 1J2

office: 416-466-0440

email: vladdosen@rogers.com

Yours truly,
VLADIMIR DOSEN SURVEYING INC.



Vladimir Dosen, O.L.S., O.L.I.P.

Submitted by: Nicholas Campney, Pattison Outdoor Advertising
I hereby certify the accuracy of the attached Sketch submitted herewith.



Vladimir Dosen Surveying Inc.

address: 555 Davisville Ave. Toronto, ON M4S 1J2

office: 416-466-0440

email: vladdosen@rogers.com

March 13, 2019

City of Toronto
100 queen Street West
1st Floor, East Tower
Toronto, Ontario
M5N 2H2

Re: 1548 The Queensway
City Of Toronto
(Formerly City of Etobicoke)

The attached sketch dated March 13, 2019 was prepared by my office based on Registry records and field verification and is correct as of the date shown. This sketch is prepared to illustrate the locations as they relate to the regulations outlined in Chapter 694, Signs, General, of the City of Toronto Municipal Code.

Existing billboards:

- 1) Distances to existing static and digital billboards (150 meters) as shown on the attached sketch (no billboards)
- 2) 300 meters distance from the Gardiner (QEW)
- 3) 580 meters distance to Residential zone



Vladimir Dosen Surveying Inc.

address: 555 Davisville Ave. Toronto, ON M4S 1J2

office: 416-466-0440

email: vladdosen@rogers.com

Yours truly,

VLADIMIR DOSEN SURVEYING INC.



Vladimir Dosen, O.L.S., O.L.I.P.

Submitted by: Nicholas Campney, Pattison Outdoor Advertising
I hereby certify the accuracy of the attached Sketch submitted herewith.





November 5, 2019

City of Toronto Sign Bylaw Unit
100 Queen Street W., Floor I E
Toronto, Ontario
M5H 2N2

RE: Sign Bylaw Variance – 1548 The Queensway

Mr. Ted Van Vliet,

Please accept this letter as part of our application for sign variance approval to the City's Sign By-law, with respect to a third party electronic ground sign at 1548 The Queensway (the subject premises).

This application is seeking the necessary variance approvals to install a new third party electronic ground sign, with two sign faces each having dimensions of 3.05 metres vertically by 6.1 metres horizontally. The overall sign face area will not exceed 18.6 square metres (the proposed sign).

The sign faces will be oriented perpendicular to The Queensway, to be viewed by vehicular traffic travelling east-bound and west-bound, and the proposed sign will have a height of 7.5 metres. The Sign Permit number of the existing third party electronic ground sign currently in place at the subject premises is 17-113060 SGN 00 SP.

The variances that are required in order for a Sign Permit to be issued are:

- (i) Section 694-24A (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.
- (ii) Section 694-25C (2)(g) - A third party electronic ground sign is permitted, provided the sign shall be located a minimum of 500 metres from any other third party electronic sign located on: [1] the same street; or [2] on a street which forms an intersection with the street on which the sign is located.
- (iii) Section 694-25C(2)(f) – A third party electronic ground sign is permitted, provided where it is located within 250 metres of an R, RA, CR, I or OS Sign District, the sign cannot face any premises in the R, RA, CR, I or OS Sign District.

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Suite 500 West Tower, 2700 Matheson Blvd East, Mississauga, Ontario L4W 4V9 | Tel : 905-282-6800 Fax : 905-282-9698



November 5, 2019

City of Toronto Sign Bylaw Unit
100 Queen Street W., Floor I E
Toronto, Ontario
M5H 2N2

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SKETCH SHOWING EXISTING BILLBOARDS OF
1548 THE QUEENSWAY
CITY OF TORONTO
(FORMERLY CITY OF ETOBICOKE)
VLADIMIR DOSEN SURVEYING O.L.S.



NO PERSON MAY COPY, REPRODUCE, DISTRIBUTE OR ALTER THIS
PLAN IN WHOLE OR IN PART WITHOUT THE WRITTEN PERMISSION
OF VLADIMIR DOSEN, O.L.S.

NOTE
THIS IS NOT A PLAN OF SURVEY
AND SHALL NOT BE USED FOR
MORTGAGE OR TRANSACTION
PURPOSES.

SURVEYOR'S CERTIFICATE

I CERTIFY THAT:

THE FIELD WORK WAS COMPLETED ON THE
11th, DAY OF MARCH 2019.

MARCH 13, 2019

DATE

V. Dosen
VLADIMIR DOSEN, B.Sc.
ONTARIO LAND SURVEYOR

VLADIMIR DOSEN SURVEYING ONTARIO LAND SURVEYORS

555 DAVENPORT AVENUE
TORONTO, ONTARIO M4S 1J2
PHONE: (416) 527-0408 EMAIL: vlad@dosensurveyors.com

DRAWN BY: VD
CHECKED BY: VD

CAD FILE: 1548 THE QUEENSWAY
FILE: 15-197
JOB No.: 15467



November 5, 2019

City of Toronto Sign Bylaw Unit
100 Queen Street W., Floor I E
Toronto, Ontario
M5H 2N2

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Why we believe the Proposed Sign meets all of the nine criteria required for approval

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

The proposed sign is classified as a third party sign class because it advertises, promotes, or directs attention to businesses, goods, services, matters, or activities that are not available or related to the premises where the sign is located.

The subject premises is designated as an E – Employment Sign District, which permits third party electronic ground signs. Therefore, we believe this criteria has been met.

(2) In the case of a third party sign, the sign type is permitted in the sign district where the premises is located.

The proposed sign is defined as a third party electronic ground sign, which is a sign type permitted in an Employment Sign District. Therefore, we believe this criteria has been met.

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

The subject premises is designated as an Employment Sign District, and is surrounded by other Employment Sign Districts to the north, south, east and west. Many of the buildings in the general vicinity are consistent with the subject premises, measuring 1-2 stories, with uses such as light industrial and commercial, including a mix of big-box retail outlets like Ikea, Golf Town and Canadian Tire.

Figure 1 – Map showing the Sign District Designations of the subject premises and surrounding area



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The Queensway includes many first party signs, and many third party signs which have been in place for decades, including a third party electronic ground sign at the subject premises, which was granted the necessary sign variance approvals and obtained the required Sign Permit in 2017.

The proposed sign would be similar in height to the existing structures on the premises and surrounding area. No building or structure in the area would be overshadowed or offended by the presence of the proposed sign. There is a CR Sign District located approximately 180 metres east of the proposed sign, however this is home to an IKEA retail outlet, with no residential uses on this property which could be impacted by the proposed sign (see Figure 1 above). Therefore, we believe this criteria has been met.

(4) Support the Official Plan objectives for the subject premises and surrounding area.

The subject premises is designated as an *Employment Area* in the Official Plan. *Employment Areas* are places of business and economic activity, and the proposed sign will assist local businesses in advertising products and services to commuters, residents and visitors to this area.

We believe that the proposed sign will help to support a healthy and vibrant economy by providing a medium for local and national businesses to promote themselves and advertise their goods and services, contributing to future economic growth.

The Official Plan also identifies that “diverse employment areas can adapt to changing economic trends and are poised to capture new business opportunities.” In order to facilitate this growth, we believe the City should consider the benefits of allowing opportunities for property owners to replace existing static signs with similar electronic signs, under certain circumstances.

We strongly believe these circumstances exist at the subject premises, as there are no residential or open space uses in the surrounding area that could be impacted, and this Employment Sign District has been deemed suitable for an electronic ground sign under the Sign By-law, further reinforced by past variance approvals granted for the requirements that could not be complied with.

The Official Plan also identifies climate change as one of the biggest challenges facing our planet, and City Council has committed to addressing this challenge in order to provide a sustainable future for all Torontonians. This application supports the Official Plan’s goals regarding climate change by removing the existing sign which require considerable maintenance and materials, and replaces it with an electronic ground sign powered by renewable energy via an agreement with Bullfrog Power.

One very important benefit to displaying electronic copy, compared to signs which display static copy, is that the messages are capable of being changed remotely. This minimizes the need for maintenance crews to access the site, the travel associated with regular changes to the copy, and the printing and disposal of paper / vinyl copy. This significantly reduces our environmental footprint, and helps the proposed sign further support the objectives outlined in the Official Plan.

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As the proposed sign will help to grow local businesses and provide the associated economic benefits, we believe that the Official Plan objectives for *Employment Areas* are supported, and that this criteria has been achieved.

(5) Not adversely affect adjacent premises.

The properties adjacent to the subject premises are all designated as Employment Sign Districts, and there are no sensitive land uses in the surrounding area which could be impacted by the proposed sign. There is a CR Sign District located approximately 180 metres east of the subject premises, which contains an IKEA retail outlet and does not include any residential or open space uses.

The proposed sign will operate within the Sign By-law requirements for third party electronic ground signs, as well as the general provision which regulate illumination and time-of-day operation. The sign will reduce its brightness to 300 nits between sunset and sunrise, and use photo-cell technology to ensure this reduction in brightness changes with the seasonal adjustments to daylight hours.

The proposed sign will also be monitored by video camera 24/7, in order to ensure that any malfunctions are detected immediately by our operations staff, and resolved as soon as possible. Pattison has the capabilities to shut down the proposed sign remotely until the issue can be addressed. Therefore, we believe this criteria has been met.

(6) Not adversely affect public safety.

Because the proposed sign will be set back approximately 10 metres from the travelled portion of The Queensway and almost 200 metres from the intersection of Atomic Avenue and The Queensway, it does not present any safety concerns of a ground sign located within a visibility zone, or within the minimum separation requirements from signalized intersections.

A report by Dukic et. al. (2012) notes that the Swedish Road Authority stated that a 7-second message duration was established based on a trial-and-error method, and to represent a compromise between traffic safety demands and the requests of billboard owners.

As can be expected, shorter message duration results in drivers being more likely to observe a change in the message being displayed, which can result in a higher likelihood that a driver will glance at a longer duration. The proposed sign will comply with the Sign By-law provisions for message duration of 10 seconds between changes in copy, in an effort to minimize driver distraction.

An additional traffic study (Watchel, 2009) also recommends that the interval between messages be as short as possible, with instantaneous being the optimal transition speed. The proposed sign will change between messages instantaneously, and will not display any visual effects between one message and the next, such as flashing, blinking or movement, to further reduce driver distraction.

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The proposed sign will also be designed, engineered and installed in accordance with Ontario Building Code requirements. As such, we do not believe that any issues related to public safety are foreseeable, and that this criteria has been established.

(7) Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B.

This is not a prohibited sign as defined under section 694-15B, and therefore we believe this criteria has been met.

(8) Not alter the character of the premises or surrounding area.

The proposed sign is consistent with the scale and nature of the built-form at the subject premises. Functionally, we believe the subject premises can accommodate the proposed sign due to the layout of the property, in combination with the fact that the proposed sign is located away from the primary operating area of the premises and surrounding uses.

The presence of a third party sign will not offend the character of this property, or the surrounding area, as a third party electronic ground sign already exists at the subject premises, and this portion of The Queensway has included third party ground and roof signs, and other third party electronic signs. Therefore, we believe this criteria has been met.

(9) Not be, in the opinion of the decision maker, contrary to the public interest.

When Pattison submitted a Sign Variance application for the existing sign at the subject premises, staff from the Sign By-law Unit were of the opinion that this criteria had been established. Staff conducted a public consultation about the proposal, and did not receive any negative feedback from those that attended or from the local Ward Councillor.

Third party electronic ground signs are permitted in an E Sign District, and the proposed sign's attributes are in line with the Sign By-law provisions for size and height.

The variances required to allow a Sign Permit to be issued for the proposed sign are only for the setback to a CR Sign District (which is approximately 180 metres away and does not contain any residential uses and will not be negatively impacted by the proposed sign), setback from the Gardiner Expressway (from which the proposed sign is not visible from, and will not have any negative impact on), and setback from another third party electronic sign within 500 metres (which is located approximately 280 metres south-east of the proposed sign, on Algie Street, and not visible from The Queensway, the subject premises, or within the same plane of view as the proposed sign).

Also, if the requested variances are granted, the associated sign permit would be subject to a five-year expiration, which should alleviate any concerns regarding potential future development in the area. As such, we believe this criteria has been met.

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Should you have any questions or concerns regarding this application, please do not hesitate to contact me, as I'm sure we can address any issues.

Yours Truly,

A handwritten signature in dark ink, appearing to read "Stephen Mazur", with a stylized flourish at the end.

Stephen Mazur,

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