

Sign Variance

3639 Dufferin St

August 20, 2020

Proposed Sign Description

Sign Type	Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two Sign Faces
Sign Location	Along the northerly property frontage of the property municipally known as 3639 Dufferin Street - 3.00 metres setback from Wilson Ave street line
Sign Orientation	North-East and North-West Orientation in a “v-shaped” Configuration
Sign Face Dimensions (width x length)	3.05 metres x 6.10 metres
Sign Face Area	18.60 square metres

Sign District Designation

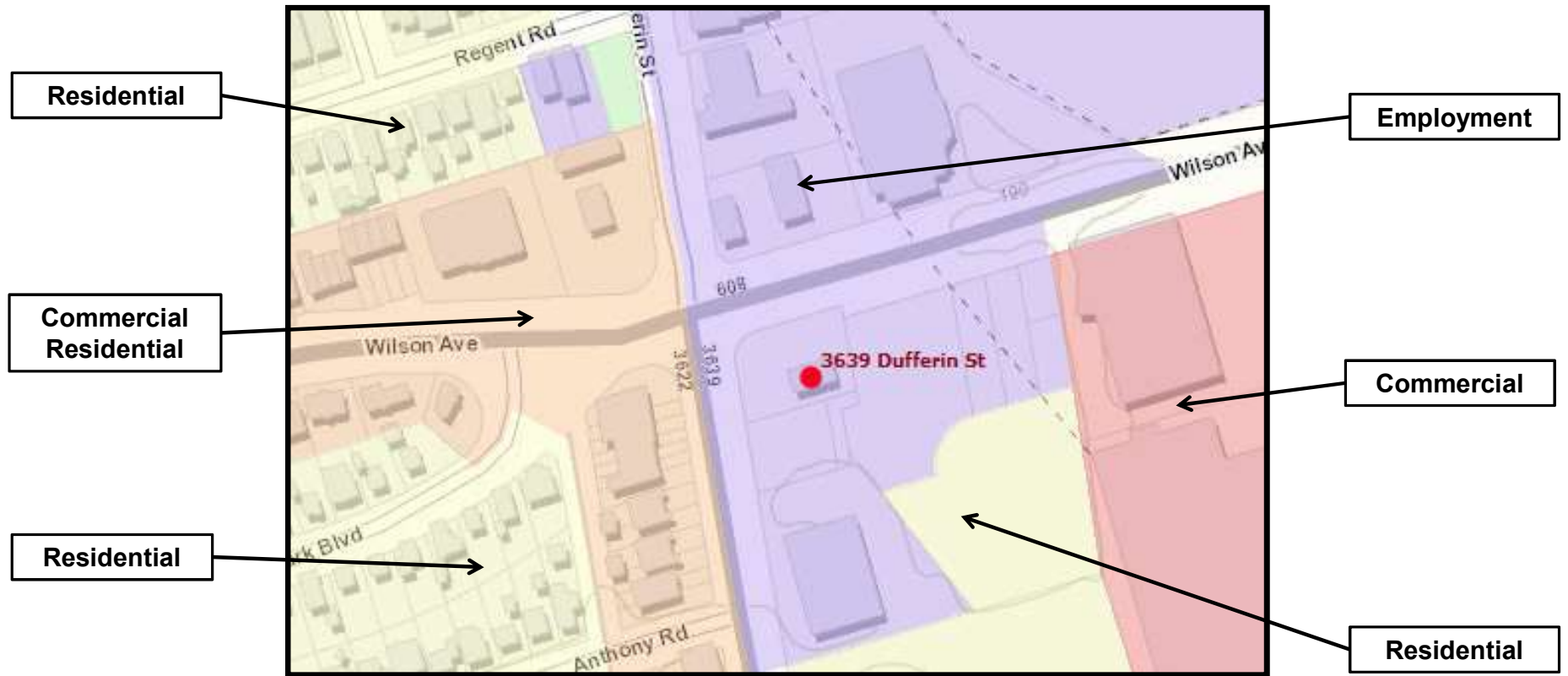


Figure 1: Sign District Map

Proposed Sign Description

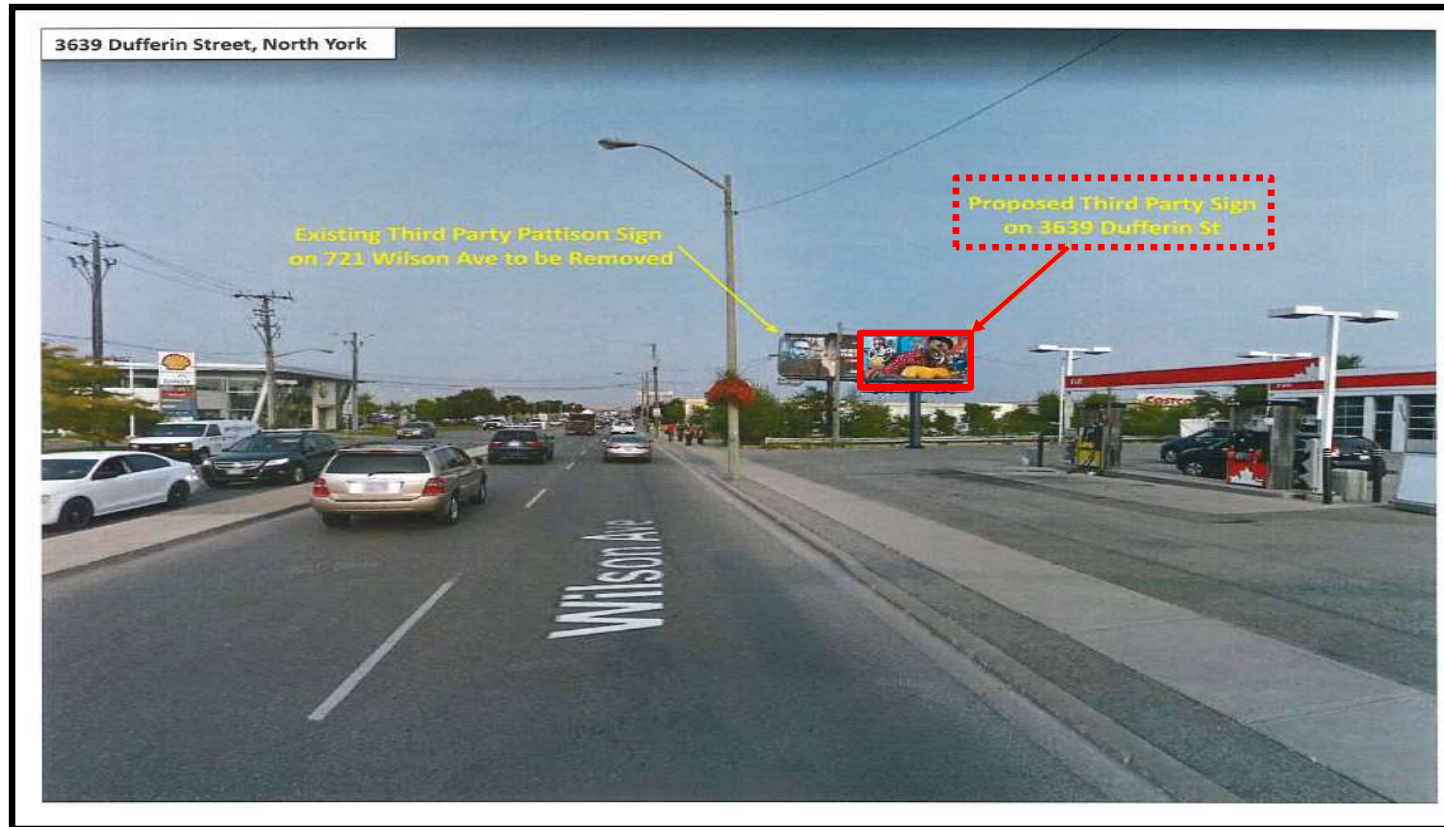


Figure 2: Rendering of Proposed Sign

Requested Variances

Section	Requirement	Proposal
694-25(C)(2)(d)	An (E) Employment Sign District may contain a third party 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 Zoning By-law	The Proposed Sign will have a setback of 3.0 metres from the street line, however the required setback of a building from a street line is 7.5 metres
694-24 (A)(14)	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 any portion of Highway 401 contained within the municipal boundaries of the City	The Proposed Sign will be located within 305.0 metres rather than 400.0 metres of a limit of a portion of Highway 401
694-25(C)(2)(f)	An (E) Employment Sign District may contain a third party electronic ground sign, provided where the sign is located within 250 metres of an R, RA, CR, I, or OS Sign District, the sign cannot face any premises in that district	The Proposed Sign faces Commercial Residential Sign District which is within 75.0 metres rather than 250.0 metres
694-25(C)(2)(k)	An (E) Employment Sign District may contain a third party electronic ground sign, provided where there are two sign faces, the sign faces shall be back-to-back	The Proposed Sign will have two faces configured in a "v-shaped" formation, rather than in the required "back-to-back" formation.

Required Conditions

Condition 1	Any and all existing third party signs located at 721 Wilson Avenue shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;
Condition 2	Notwithstanding subsection 694-18.E.(5) the illumination of the Proposed Sign shall not exceed 150 nits during the period between sunset and sunrise;
Condition 3	The sign face bottom shall be no less than 4.5 metres for all sign faces and,
Condition 4	The orientation of the two sign faces to be in a generally north-westerly and north-easterly direction as follows: I. The angle of the sign face and the street line of the Premises with respect to Wilson Avenue for the sign face closest to the street line of the Premises and Dufferin Street shall if projected as a line intersecting the street line separating the Premises from Wilson Avenue be no more than 67.5 degrees and no less than 45.0 degrees; and, II. The angle of the sign face and the street line of the Premises with respect to Wilson Avenue for the sign face furthest from the street line of the Premises and Dufferin Street shall if projected as a line intersecting the street line separating the Premises from Wilson Avenue be no more than 67.5 degrees and no less than 45.0 degrees; and, III. The internal angle of the two sign faces to be no more than 90 degrees and no less than 45.0 degrees.

Sign Variance Criteria – Established Criteria

- ✓ **694-30A(1)** - The Proposed Sign belongs to a sign class permitted in the 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
- ✓ **694-30A(7)** - The Proposed Sign is not a sign prohibited by §694-15B

Sign Variance Criteria – Established Criteria

- ✓ **694-30A(3)** - The Proposed Sign is compatible with the development of the premises and surrounding area
 - The Premises is an E Sign District and contains gas station with an auto body repair shop
 - Surrounded by other E Sign Districts to the north, east and south
 - The proposed “v-shaped” does not permit the sign face directed toward commercial and retail uses
 - Lighting impact analysis concluded that the lighting impact on the residents located in Commercial Residential Sign District located at south-east corner of Wilson and Dufferin, is negligible
 - Located near the outer edges of the prohibited area around Highway 401- 305.0 metres north of the portion of Highway 401

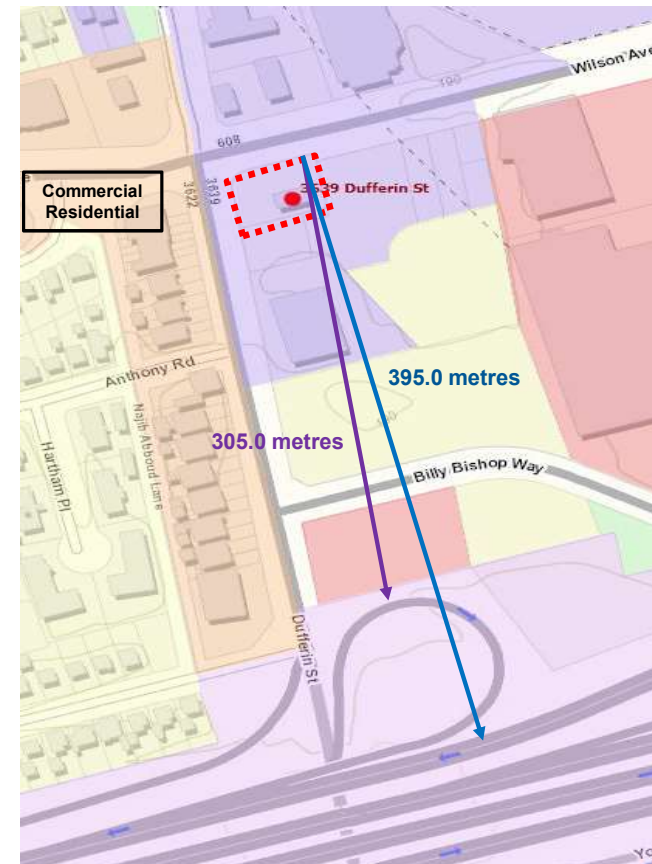


Figure 3: Sign District Map

Sign Variance Criteria – Established Criteria

- ✓ **694-30A(3)** - The Proposed Sign is compatible with the development of the premises and surrounding area
- The Proposed Sign will have a 3.0 metre setback from the north property line
- The required zoning setback for the premises is 7.5 metres
- Several buildings to the east of the Proposed Sign appear to have setbacks much less than 7.5 metres (potentially even 0.0 metres) from the Wilson Avenue property line
- In 2018 Minor Variance has been granted for 1.5 metres setback from Wilson Avenue for a nearby commercial building.

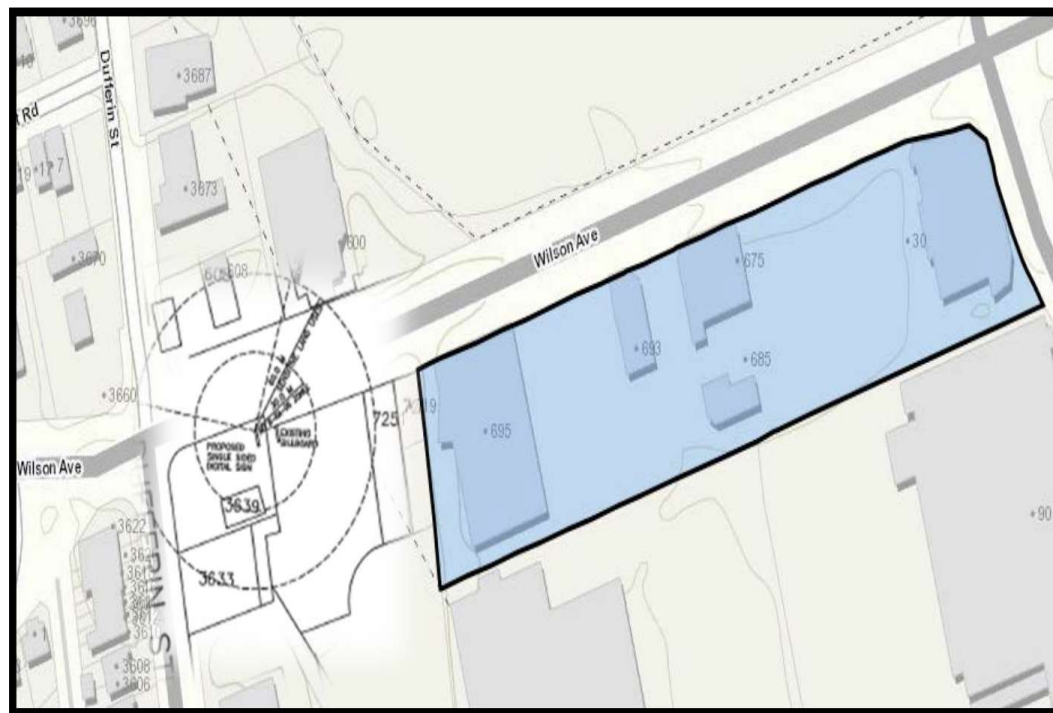


Figure 4: Geographic Information System Excerpt - 3639 Dufferin Street

Sign Variance Criteria – Established Criteria

- ✓ **694-30A(3)** - The Proposed Sign is compatible with the development of the premises and surrounding area



Figure 5: Google Street View of Wilson Ave- Looking East

Sign Variance Criteria – Established Criteria

- ✓ **694-30A(4)** - The Proposed Sign supports Official Plan objectives for the property and surrounding area
- The Premises is designated as a Regeneration Area in the Official Plan
- Regeneration Areas open up unique areas of the City to a wide array of uses to help attract investment, re-use buildings, encourage new construction and bring life to the streets
- Proposed Sign will assist local businesses in advertising products and services to commuters, residents and visitors to this area
- Proposed Sign will support the Official Plan objectives by contributing to future economic growth

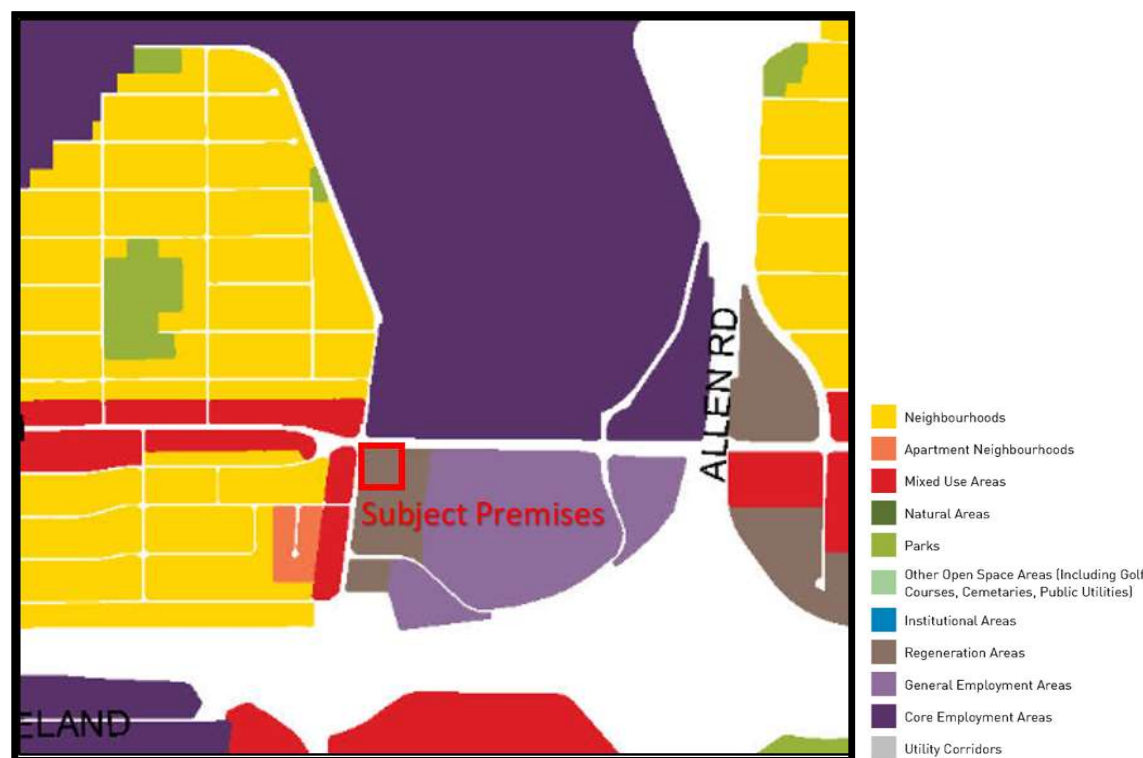


Figure 6: City of Toronto Official Plan

Sign Variance Criteria – Established Criteria

✓ **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
- CR Sign District with a mixed use building, containing predominately commercial and retail uses
- Lighting impact analysis concluded that the lighting impact on the residents located in Commercial Residential Sign District located at south-east corner of Wilson and Dufferin, is negligible
- Visibility of the Proposed Sign from R Sign District is completely blocked by the commercial buildings
- Located near the outer edges of the prohibited area around Highway 401- 305.0 metres north of the portion of Highway 401

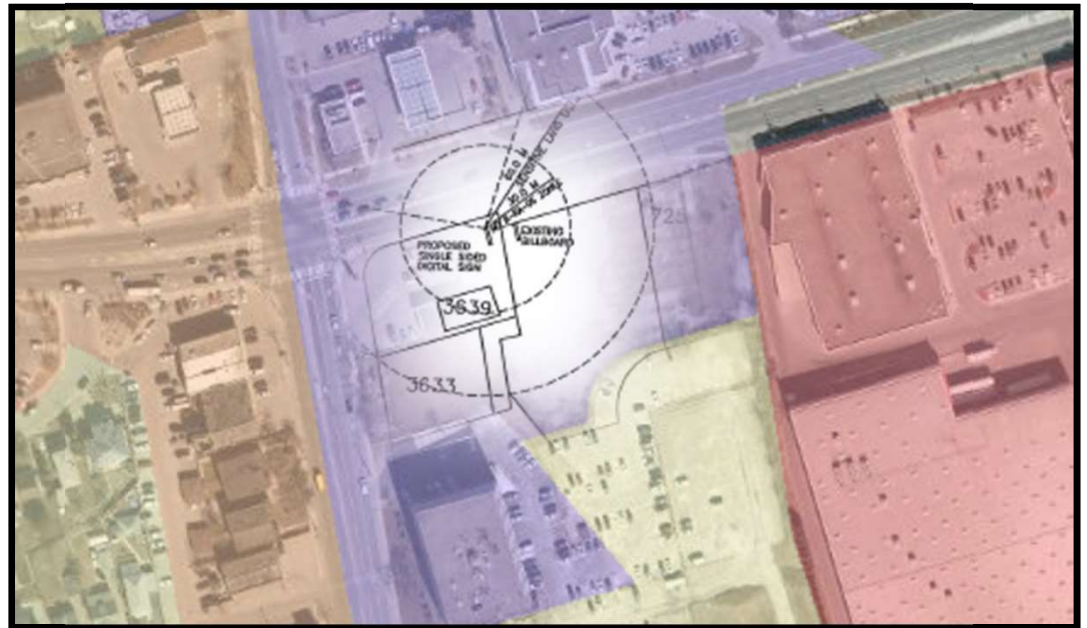


Figure 7: Sign District Map

Sign Variance Criteria – Established Criteria

- ✓ **694-30A(5)** - The Proposed Sign does not adversely affect adjacent premises



Figure 8: Google Street View of Wilson Ave- Looking East



Figure 9: Google Street View of Wilson Ave- Looking West

Sign Variance Criteria – Established Criteria

- ✓ **694-30A(6)** - The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety
 - The proposal is entirely outside the "Visibility Zone"
 - The Proposed Sign will meet the required 30.0 metre setback from the intersection of Wilson Avenue and Dufferin Street
 - The 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
 - 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

Sign Variance Criteria – Established Criteria

- ✓ **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
 - The Proposed Sign is at a scale and nature that is consistent with the surrounding built form
 - The Proposed Sign is generally in keeping with the regulatory provisions respecting third party electronic ground signs in an E Sign District
 - The Proposed Sign meets the required 60.0 metres separation distance from the CR Sign District and the conditions require the sign faces to be oriented away from the property and as a result has little, if any relationship to these premises
 - Proposed Sign will not be introducing any sign type that is not currently found on the premises or surrounding area

Sign Variance Criteria – Established Criteria

- ✓ **694-30A(9)** - The Proposed Sign is not contrary to the public interest
- The Proposed Sign is generally in keeping with the regulatory provisions respecting third party electronic ground signs in an E Sign District
- Granting the variance for the Proposed Sign to be in a v-shaped configuration rather than back-to-back will help direct the sign copy and illumination away from the R Sign District to the south and the CR Sign District to the west.
- Granting the variance to allow the Proposed Sign to be setback 3.00 metres will still keep the Proposed Sign safely out of the way of pedestrians and vehicles accessing the gas station services at the subject premises
- The Proposed Sign meets the required 60.0 metres separation distance from the CR Sign District, and the conditions require the sign faces to be oriented away from the property and as a result has little, if any relationship to these premises

Conclusion and CBO Recommendation

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

The Sign Variance Committee **grant** the requested variances to sections 694-24 (A)(14), 694-25(C)(2)(d), 25(C)(2)(f), 25(C)(2)(k) and 694-22E, each subject to four conditions, as required to allow the Applicant to obtain a permit for the erection and display of one third party electronic ground sign at 3639 Dufferin Street.

QUESTIONS?