

Sign Variance

1548 The Queensway

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 southerly property frontage of the 1548 The Queensway
Sign Orientation	East-West Orientation in a “back to back” Configuration, Perpendicular to The Queensway
Sign Face Dimensions (width x length)	3.05 metres x 6.10 metres
Sign Face Area	18.60 square metres

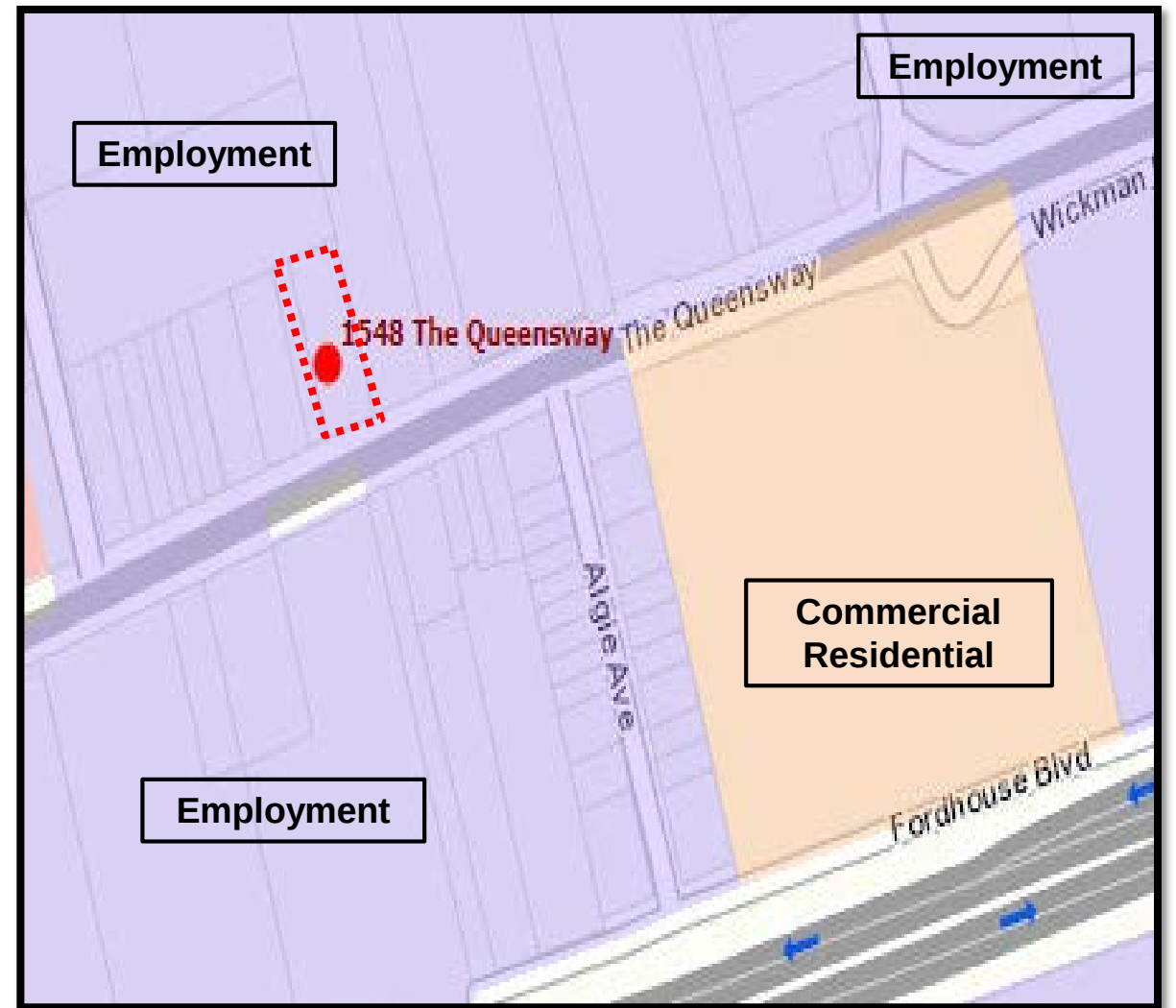


Figure 1: Sign District Map

Existing Sign



Figure 2: Google Street View of the Existing Sign

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, within 400.0 metres of any limit 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 within 500.0 metres from any other third party electronic sign
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 Sign District within 250.0 metres

Required 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.

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, surrounded by other E Sign Districts
- Buildings in the general vicinity are consistent with the Premises
- No residential uses in CR Sign District Sign District to the south-west
- Located near the outer edges of the prohibited area around Gardiner XWY
- Separated by the Queensway from the land surrounding Gardiner Expressway

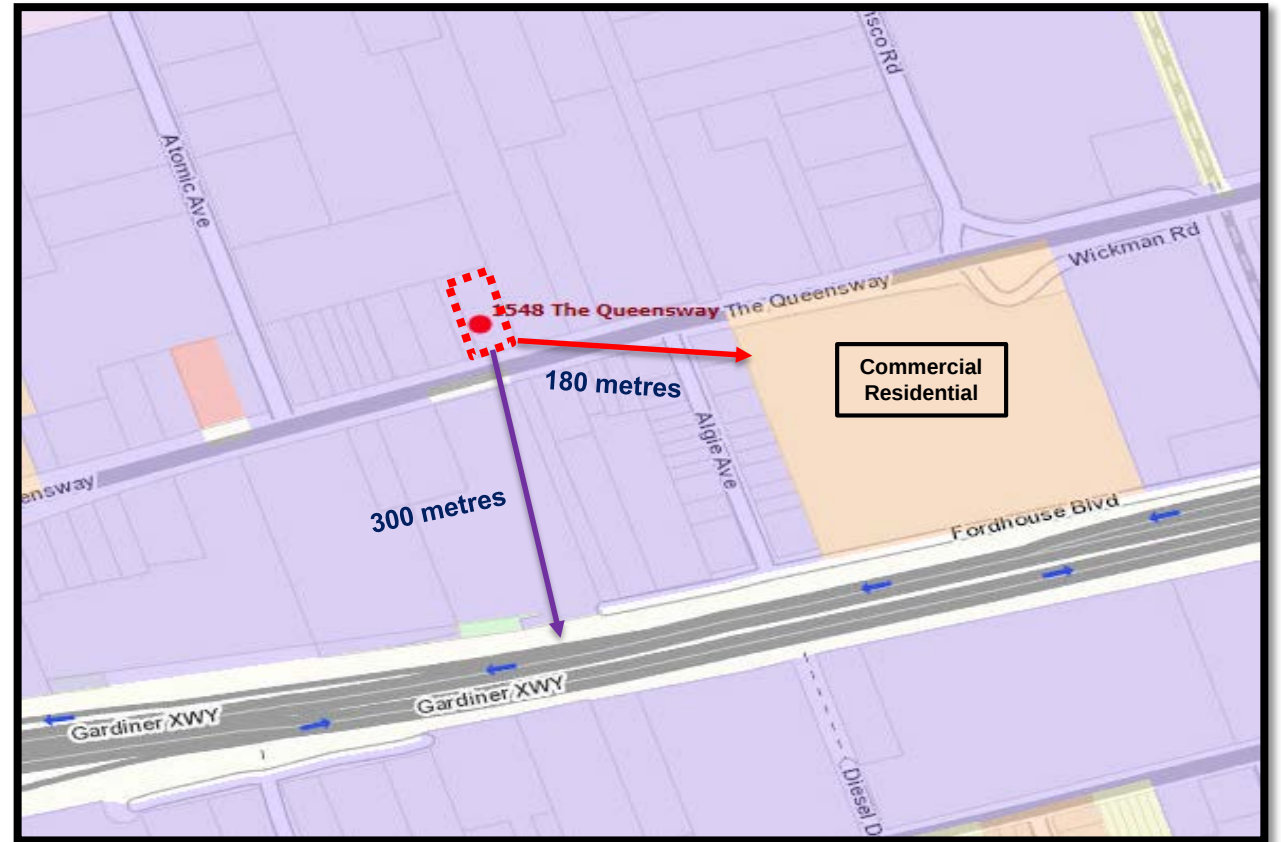


Figure 3: Sign District Map

Sign Variance Criteria – Established Criteria

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



Figure 4: Google Street View of The Queensway- 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 an Employment Area in the Official Plan
- Employment Areas are places of business and economic activity
- Proposed Sign will assist local businesses in advertising products and services to commuters, residents and visitors to this area
- Proposed Sign will support a healthy and vibrant economy.

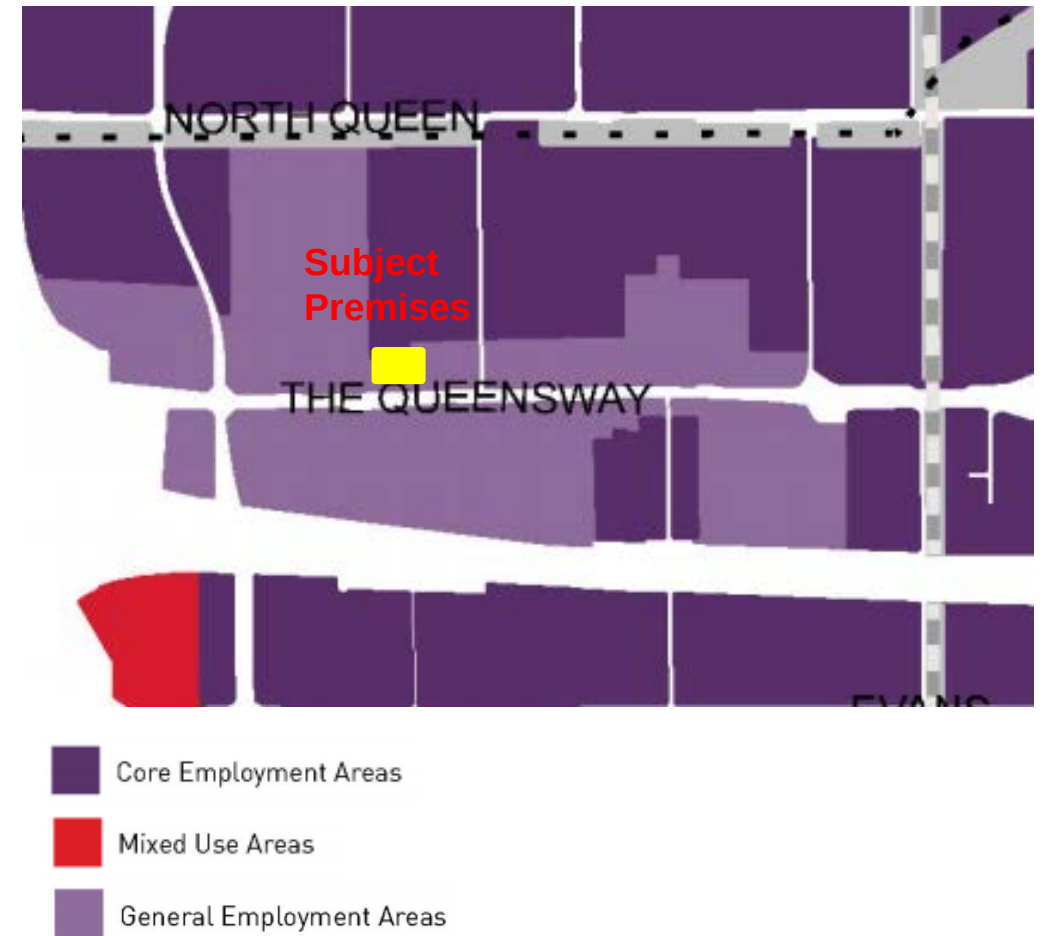


Figure 5: City of Toronto Official Plan

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
 - No residential uses in CR Sign District Sign District to the south-west
 - Located near the outer edges of the prohibited area around Gardiner XWY
 - Separated by the Queensway from the land surrounding Gardiner Expressway

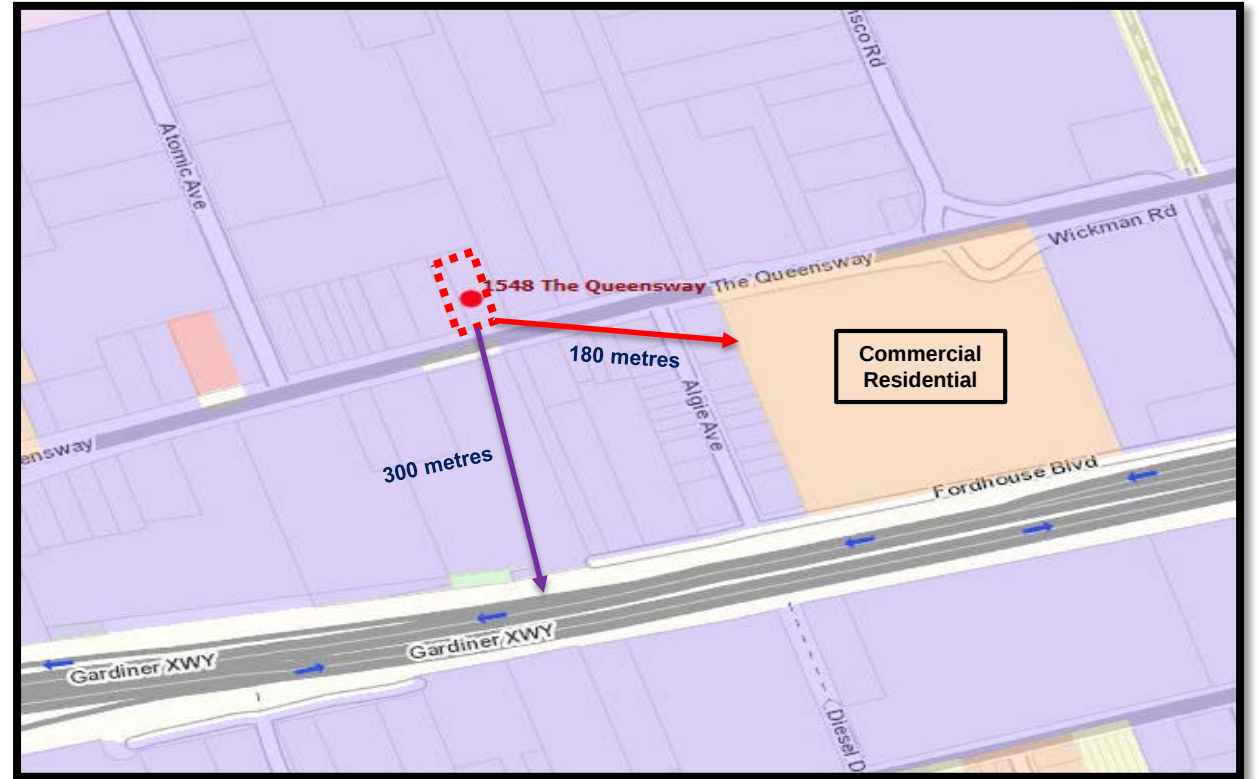


Figure 6: Sign District Map

Sign Variance Criteria – Established Criteria

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



Figure 7: Google Street View of The Subject Premises- Looking North

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 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
 - The visibility of the Proposed Sign is completely blocked by buildings along the north from the F.G. Gardiner Expressway
 - 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 currently contains a single-sided third party electronic ground sign
 - There are several other first party and third party electronic signs located along The Queensway in this area
 - The Proposed Sign is generally in keeping with the regulatory provisions respecting third party electronic ground signs in an E Sign District.
 - 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 Premises currently contains a single-sided third party electronic ground sign
 - There are several other first party and third party electronic signs located along The Queensway in this area
 - The Proposed Sign is generally in keeping with the regulatory provisions respecting third party electronic ground signs in an E Sign District.
 - 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



Figure 8: Google Street View of The Queensway- Looking North-West



Figure 9: Google Street View of The Queensway- Looking North-East

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)(1), 694-25(C)(2)(g) and 25(C)(2)(f), 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 1548 The Queensway.

QUESTIONS?