

SB9.1.2

Sign Variance

3848-3998 CHESSWOOD DR

November 27, 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 property municipally known as 3848-3998 CHESSWOOD DR- 45.00 metres setback from Sheppard Ave W street line
Sign Orientation	South-East and South-West Orientation in a “v-shaped” Configuration
Sign Face Dimensions (width x length)	2.90 metres x 5.80 metres
Sign Face Area	16.82 square metres

Sign District Designation



Figure 1: Sign District Map

Proposed Sign Description



Figure 2: Rendering of Proposed Sign

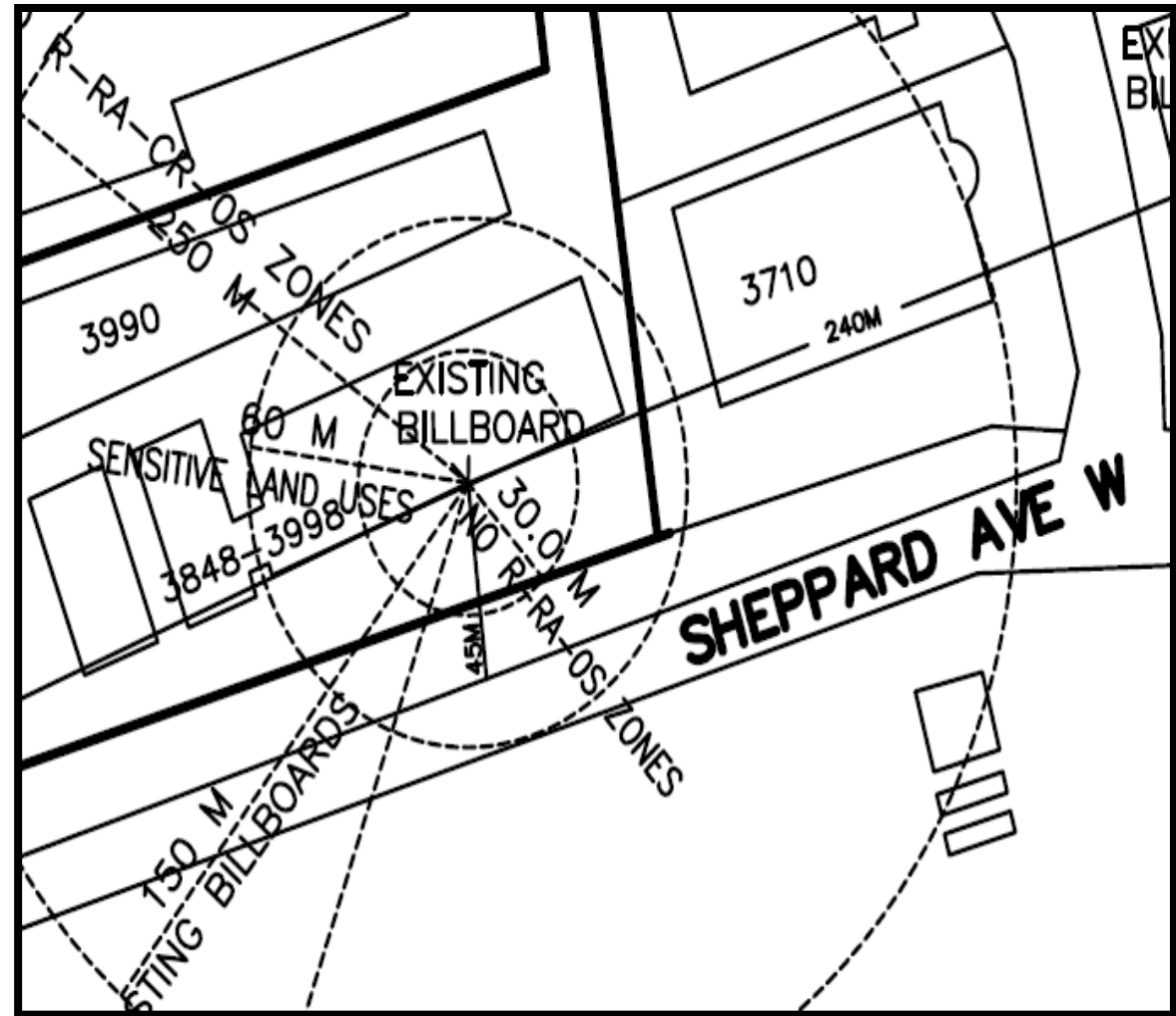


Figure 3: Survey

Requested Variances

Section	Requirement	Proposal
694-25(C)(2)(e)	An (E) Employment Sign District may contain a third party electronic ground sign, provided the sign shall not be erected within 60 meters of any premises located, in whole or in part, in an R, RA, CR, I, or OS Sign District	The Proposed Sign is located approximately 45 meters from an (I) Institutional Sign District to the south
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 into an I Institutional Sign District within 250 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 the property municipally known as 3848-3998 Chesswood Drive shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;
Condition 2	Any and all existing first party ground signs located at the south frontage of the property municipally known as 3848-3998 Chesswood Drive shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;
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 south-westerly and south-easterly direction as follows, with an internal angle of the two sign faces no more than 90 degrees. I. have a maximum bisecting line of no greater than 2.90 II. have a maximum centre line of no greater than 5.80 III. have a maximum sign face area of no greater than 16.82 square metres; IV. may display static, or electronic static sign copy, but not both;

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(4) - The Proposed Sign supports Official Plan objectives for the property and surrounding area

- The Premises is designated as an '*Employment Area*' within the Official Plan.
- The Subject Premises is also located within the *Downsview Area* Secondary Plan Area.
- The Official Plan states that “*diverse employment areas can adapt to changing economic trends and are poised to capture new business opportunities.*”
- Supports by providing a medium for local and national businesses to promote themselves and advertise their goods and services, contributing to future economic growth.



Figure 7: 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
- E Sign Districts were specifically set out in the Sign By-law to allow third party electronic ground signs
- The Proposed Sign is approximately 300 meters north-east of the Downsview GO Station building, more than 600 meters from the nearest park space, and over 2 kilometres north of residential development at Downsview Park. Further south-west of the Proposed Sign is a large flea market and associated above-grade parking area.

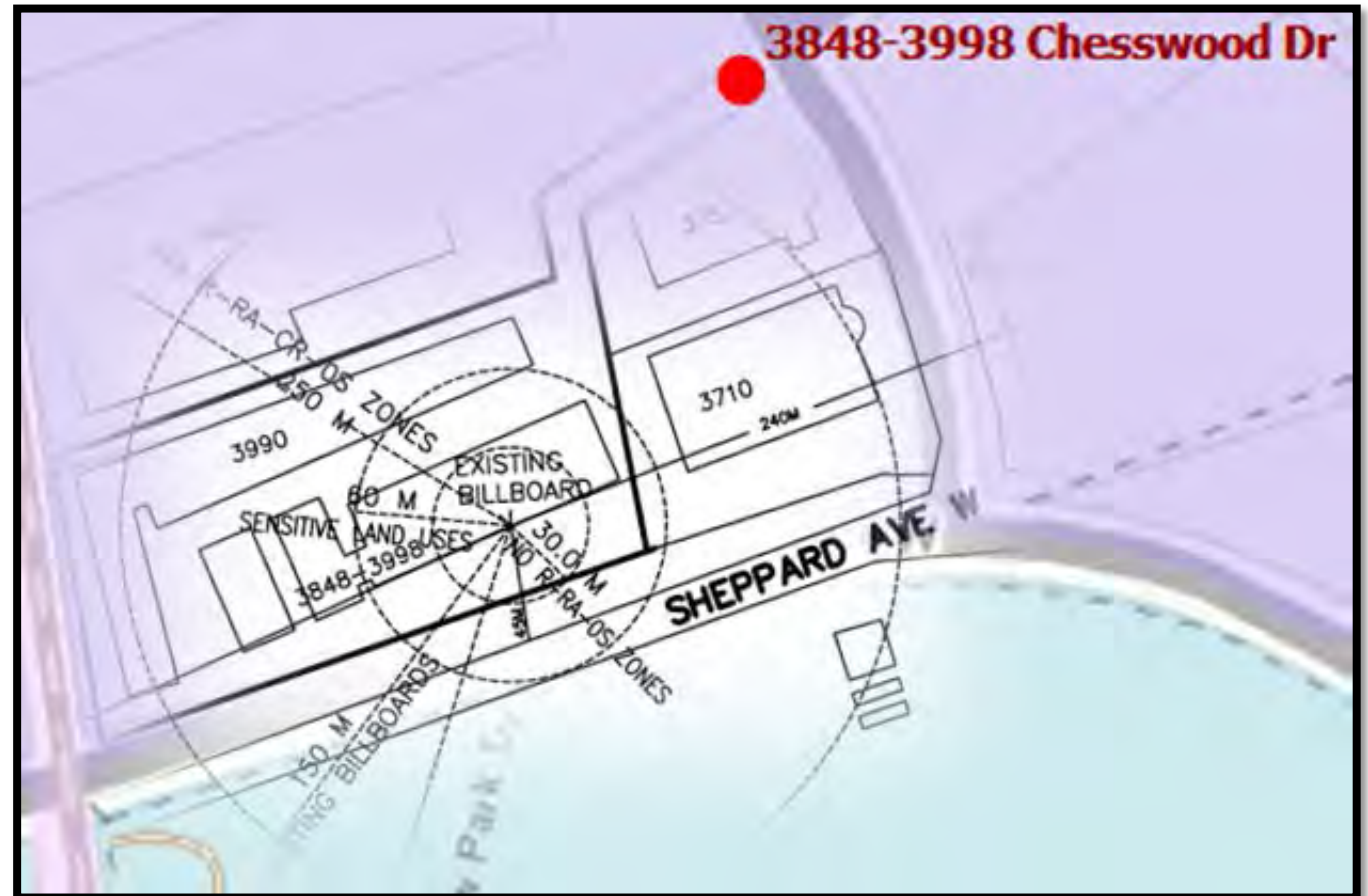


Figure 8: Sign District Map

Sign Variance Criteria – Established Criteria

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

At these distances, based on a sign face area of 18.6 square metres and a height of 9.14 metres, the Proposed Sign will have any impacts on the parkland uses or residential development at Downsview Park.

Current plans for Downsview call for three new residential neighbourhoods in the Stanley Greene, William Baker and Allen Districts. All these Districts are considerably distanced from the proposed sign.

The Sheppard and Chesswood Districts (adjacent the proposed sign) have been designated entirely for employment, education and institutional use.

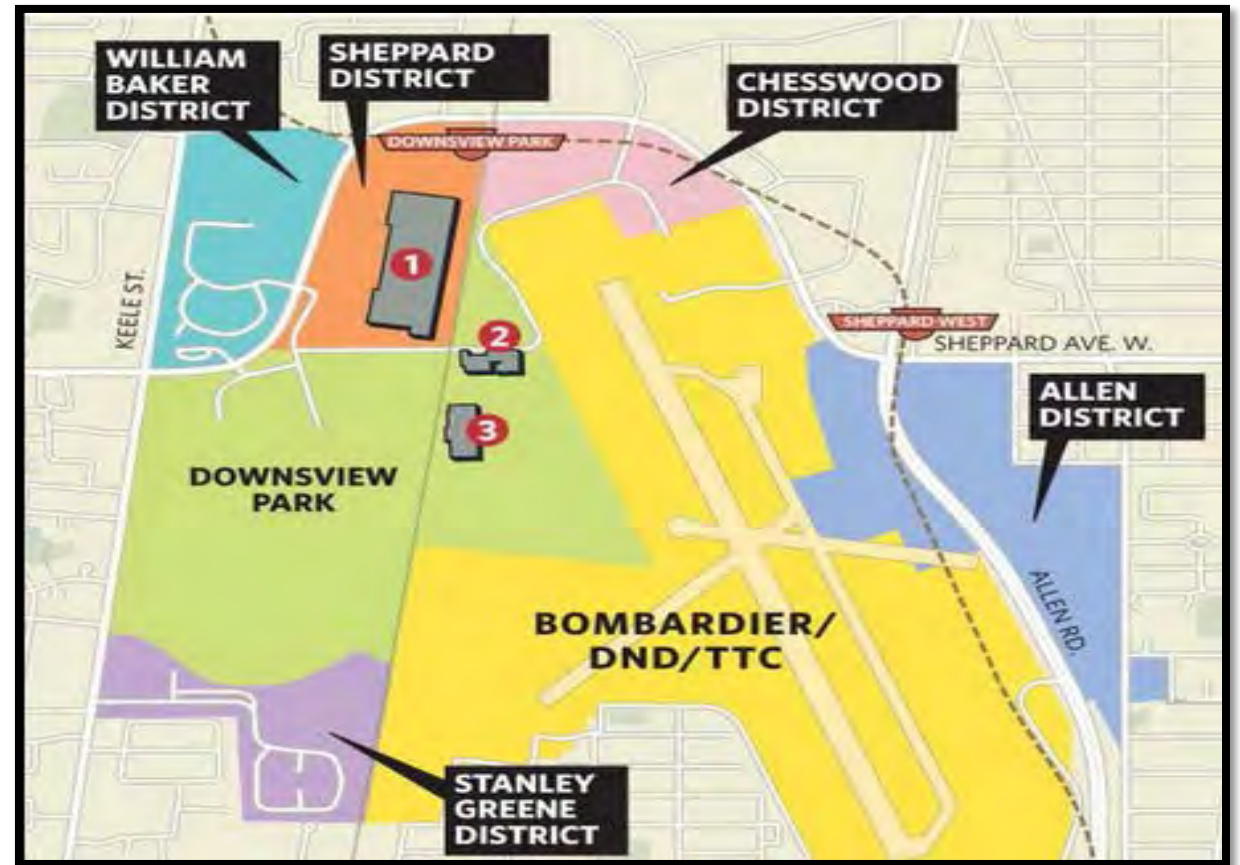


Figure 9: Toronto official plan, secondary map

Sign Variance Criteria – Established Criteria

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



Figure 10: Google Street View Sheppard Ave W- Looking East



Figure 11: Google Street View Sheppard Ave W- 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" and not within the minimum separation distance from signalized intersections
- Curb barriers will be installed around the base of the sign to prevent any accidental contact by drivers visiting the Subject Premises
- 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 Proposed Sign will also be designed, engineered and installed in accordance with Ontario Building Code requirements
- all operational requirements for electronic signs as defined in the City's Sign By-law will also be maintained by this proposal

Sign Variance Criteria – Established Criteria

694-30A(8) - The Proposed Sign does not alter the character of the premises or surrounding area

- To the south is Downsview Park, which is designated as an I Sign District. Sheppard Avenue West, located between the Proposed Sign and I district is large in scale, with 36 metre right-of-way widths, and would act as separation in between
- To the south is Downsview Park, which is designated as an I Sign District, and the nearest portion of this property consists mostly of vacant land
- The Proposed Sign is more than 600 metres from the nearest park space, and over two kilometres from a residential development to the south.

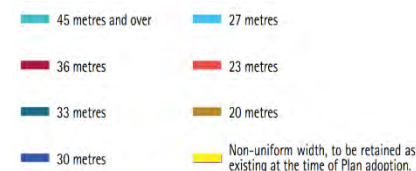


Figure 6– Map 3 Toronto Official Plan – Right-of-Way Widths Associated with Existing Major Streets

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 commercial retail stores
- Surrounded by other E Sign Districts to the north, east and west
- To the south, across Sheppard Avenue West, is an I Sign District with two- and four- Open space vacant land
- The area near the Proposed Sign of this property does not contain any sensitive uses that could be impacted by the electronic sign copy



Figure 4: 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

- To the south, there is a property, commonly known as Downsview Park, is vast in area.
- The portion of this large property from which the Proposed Sign would be visible consists almost entirely of vacant land, except for the Downsview GO Station located about 300 meters south-west of the Proposed Sign.
- This transit station has been built facing west, away from the Proposed Sign, with many trees and landscaping features further restricting visibility of the Proposed Sign from this portion of the property.
- This I Sign Districts does not contain any sensitive uses such as schools, libraries, hospitals or long-term care facilities, which we believe helps to establish that the Proposed Sign is compatible with the development of the premises and surrounding area.

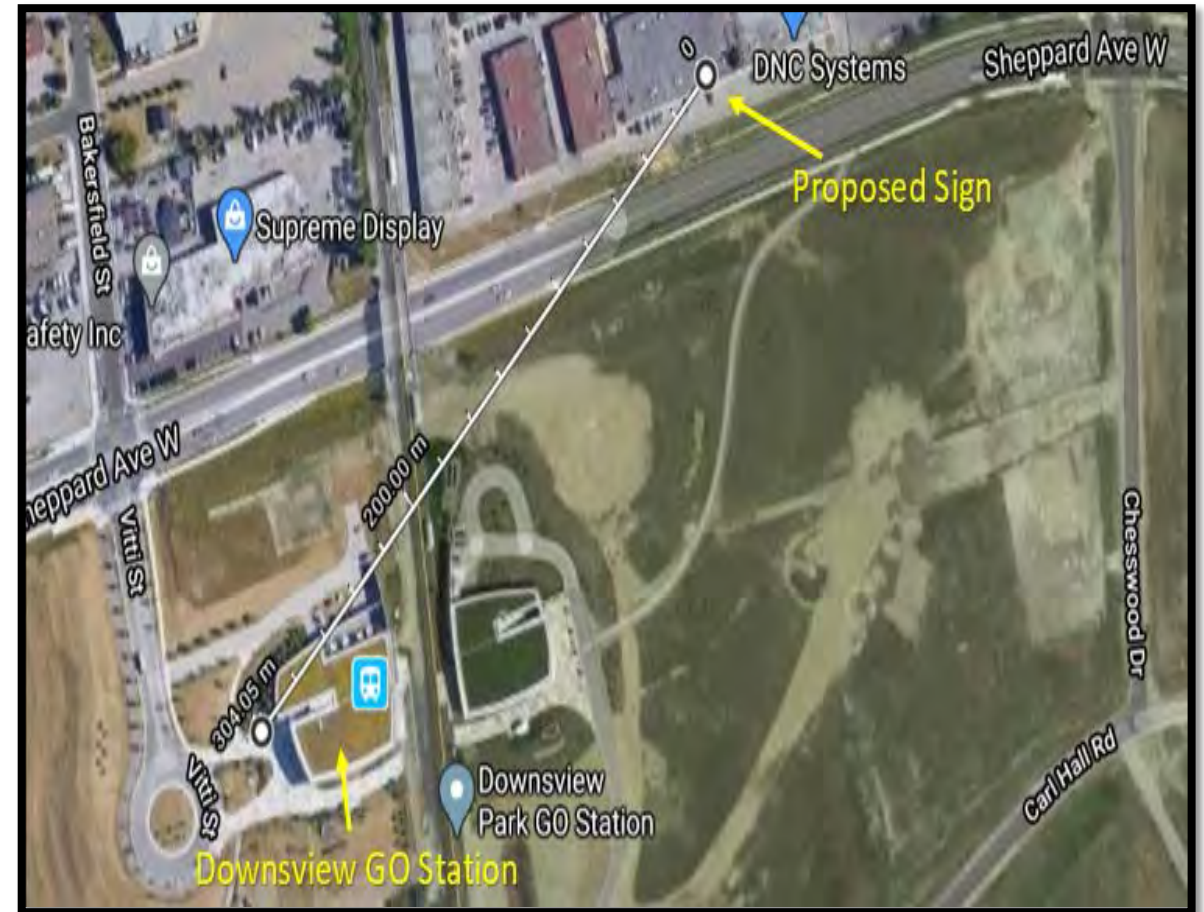


Figure 5: Aerial View of the Subject Premises and the I Sign District to the south

Sign Variance Criteria – Established Criteria



Figure 6: Before and After Image of the Subject Premises and the Proposed Sign

Sign Variance Criteria – Established Criteria

694-30A(9) - The Proposed Sign is not contrary to the public interest

- The Proposed Sign would be built at a height and a size that would make the electronic portion a visually dominant component of the landscape. Signage in an E Sign District should complement the scale and nature of existing and planned uses. Due to its height, size and display of electronic copy, the Proposed Sign is difficult to integrate into the overall design and architecture of the building(s) at 3848-3998 Chesswood Drive and the result will be a structure that intrudes into the skyline.
- Furthermore, the Applicant's submission materials did not explain how the requested variance for a “v-shaped” sign rather than a back-to-back sign face configuration will meet the nine criteria and is not contrary to the public interest.
- A virtual public consultation has been held on Oct 13, 2020 and application notice has been mailed to the owners of properties within 250m of 3848-3998 Chesswood Drive. One member of the public contacted Sign By-law Unit and raised concerns with respect to the impact of the proposal in their business.

Conclusion and CBO Recommendation

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

The Sign Variance Committee **REFUSE** the three requested variances to sections **694-25(C)(2)E**, **694-25(C)(2)(f)** and **694-25C(2)(k)**, 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 the property municipally known as 3848-3998 Chesswood Drive.

QUESTIONS?