

Attachment 1: Description of Sign and Required Variances and Conditions

Sign Description:

The Proposed Sign which is one third party electronic ground sign further described as follows:

- a) having a maximum height of 7.62 metres;
- b) may be illuminated;
- c) located no closer than 4.0 metres from the northern property line of the premises;
- d) contains two sign faces at east and west orientation, placed in a back to back configuration
- e) each sign face shall comply with the following:
 - i. have a maximum bisecting line of no greater than 2.91 metres;
 - ii. have a maximum centre line of no greater than 5.79 metres;
 - iii. have a maximum sign face area of no greater than 16.85 square metres;
 - iv. may display static, or electronic static sign copy, but not both;

Required Variances:

1. The requirement contained at §694-22.E, which states that a third party electronic sign, as permitted by Subsections 694-25A(2), C(2), D(3), D(4), 694-26I(1), (2) and (3) shall not be erected within 150.0 metres of any other lawful third party sign whether or not erected, be varied to allow the Proposed Sign to be erected approximately 140.0 metres from another existing third party sign to the southwest.
2. The requirement contained at §694-24.A (16), 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 any portion of Highway 409 contained within the municipal boundaries of the City, be varied to allow the Proposed Sign to be located within 400 metres of the northern limit of Highway 409 (specifically approximately 200 meters to the north of Highway 409).
3. The requirement contained at §694-24.A (30), 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 on the premises municipally known as 115 Belfield Road or on any other premises within 100 metres of any limit of the premises municipally known as 115 Belfield Road, be varied to allow the Proposed Sign to be located on the premises municipally known as 115 Belfield Road.

Appendix 2: Applicants Submission Package



Application Sign Variance

Folder Number	Date (yyyy-mm-dd)
	2020-11-25

Project Information

Street Number	Street Name	Lot Number	Plan Number
115	Belfield Rd	Parts of 1 and 2	3663

Describe the variance(s) being applied for:

We are requesting a variance to allow for an electronic third party sign to be erected on this specific parcel, municipally known as 115 Belfield Road. This parcel is in the Employment Sign District that allows third party signs.

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

Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):

We and the owner are at a loss as to why this specific parcel, municipally known as 115 Belfield Road was singled out

Property Owner Information

First Name		Last Name	
Rob		Oliva	
Company Name (if applicable)		Telephone Number	
986925 Ontario Ltd.		(647) 929-3663	
Street Number	Street Name	Suite/Unit Number	Mobile Number
306	Treelawn Blvd		
City/Town	Province	Postal Code	Fax Number
Kleinburg	Ontario	L0J 1C0	
Email			
Roliva@venturemetalworks.ca			

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

Applicant Information and Declaration

First Name I, Chris		Last Name Roubekas	
Company Name Due to Construction Media			Telephone Number
Street Number of 22	Street Name Birdsilver Gardens	Suite/Unit Number	Mobile Number (587) 586-0718
City/Town Toronto	Province Ontario	Postal Code M1C 4M5	Fax Number
Email chrisroubekas@gmail.com			
Do hereby declare the following: - That I am ☐ the Property Owner as stated above ☒ the owner's authorized agent. ☐ an officer/employee of _____, 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.			
Chris Roubekas Digitally signed by Chris Roubekas Date: 2020.11.25 20:26:50 -0700		Chris Roubekas 2020-11-25	
Signature		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.



Data Sheet
Sign Variance

Folder number	Request Date (yyyy-mm-dd)
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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
115	Belfield Road	Parts of 1 and 2	3663

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
Number of Building(s) on the lot One	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	Number of Storeys one and two story	Building(s) Gross Floor Area
Building Uses(s) Venture Metal Works - Roofing, Siding, & Sheet Metal fabrication for the construction industry		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	Fine Cotton Factory - 1 story brick building, same land use and sign district
South	Stock Transportation - 2 story brick building on McCullough Ave - same land use and sign district
East	large surface parking lot and complex with 2 story and 7 story buildings - same land use and sign district
West	Ontario Hydro brick building - same land use and sign district

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) To install a third party electronic ground sign as per attached sign drawings and as per proposed location on attached survey site plan. There is currently an existing ground sign with an electronic component and this ground sign would be removed should the variance be granted.

Continue on next page

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)

The third party sign class is permitted along Belfield Road, except for this specific parcel at 115 Belfield and within 100 m of said parcel. Therefore the neighboring properties located 100 m on either side of this parcel are permitted to have this sign class (i.e. adjacent neighbor to the east - Prime Real Estate Holding Group). It is also important to note there was a third party sign located on this same 115 Belfield parcel less than 10 years ago. The basis of this variance is a request to have the same opportunity as neighboring properties to apply and erect a third party sign, especially in these difficult economic times. In addition the existing ground sign with electronic component (to be removed if variance granted) has been there a number of years and we are not aware of any concerns since it was installed.

The rectangular shape of the proposed sign blends in with the large 1 story brick building and the attached 2 story industrial shop located on the premises. It is our opinion, and as shown over the years with the existing third party signs on nearby parcels, that a third party electronic sign on this parcel would not have any negative impacts to the neighboring businesses (as described above under Sign Context) and is appropriate in this type of area that is surrounded by a variety of industrial uses.

This parcel is located mid-block and is not near an intersection or traffic devices that are decision-making points for drivers. As a result of being located within this industrial area and well away from residential, the main mode of transportation is the automobile with very little pedestrian traffic.

The proposed sign is not a sign that is listed as prohibited under the Toronto Municipal Code Chapter 694-15B.

It is our opinion based on the above planning rationale the proposed third party sign would not alter the character of the premises or surrounding area and not be contrary to public interest.



Commitment to General Reviews

Application

Folder No.

District Offices

☐ Toronto and East York

☐ North York

☐ Scarborough

☒ Etobicoke York

PART A – To be Completed by Owner

Project Description

To install an electronic third party sign.

Project Address (Street Number, Street Name, Suite/Unit Number, City/Town, Postal Code)

115 Belfield Road, Etobicoke, M9W 1G7

WHEREAS the Ontario Building Code requires that the project described above be designed and reviewed during construction or demolition by an architect, professional engineer or both that are licensed to practice in Ontario;

WHEREAS Ontario Law prohibits the construction or demolition of a building if a permit has not been issued to authorize it, and

WHEREAS Architects and engineers are prohibited by law from undertaking reviews if a permit has not been issued,

NOW THEREFORE the Owner, who intends to construct or demolish or have the building constructed or demolished hereby confirms that:

1. The undersigned architect and/or professional engineers have been retained to provide general reviews of the construction or demolition of the building to determine whether the work is in general conformity with the plans and other documents that form the basis for the issuance of a permit, in accordance with the performance standards of the Ontario Association of Architects (OAA) and/or Professional Engineers of Ontario (PEO);
2. All general review reports by the architect and/or professional engineers will be forwarded promptly to the Chief Building Official;
3. Should any retained architect or professional engineer cease to provide general reviews for any reason during construction or demolition, the Chief Building Official will be notified in writing immediately, and another architect or engineer will be appointed so that general review continues without interruption; and
4. Construction or demolition will only be undertaken if an architect and/or professional engineers are retained to undertake general review, and a permit authorizing the proposed construction or demolition has been issued.

The undersigned hereby certifies that he/she has read and agrees to the above.

Owner's First Name

986925 Ontario Ltd.

Last Name

Street Number

306

Street Name

Treelawn Blvd, Kleinburg

Postal Code

L0J 1C0

Telephone Number

647-929-3663

Mobile Number

Fax Number

Signature

Rob Oliva

2020-09-22

Print Name

Date (yyyy-mm-dd)

Co-ordinator of the work of all consultants

Chris Roubekas

Street Number

22

Street Name

Birdsilver Gardens

Postal Code

M1C 4M5

Telephone Number

Mobile Number

587-586-0718

Fax Number

Continue on next page

The personal information on this form is collected under the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, s. 136 (c) and the Building Code Act, S.O. 1992, Chapter 23, s. 8(1) and (2). The information collected will be used for processing applications and creating aggregate statistical reports. Questions about this collection may be referred to the Customer Service Manager in the appropriate district. Toronto East York District, 100 Queen Street West, Ground Floor, West Tower, Toronto M5H 2N2; North York District, 5100 Yonge Street, 1st Floor, Toronto M2N 5W4; Etobicoke York District, 2 Civic Centre Court, 1st Floor, Toronto M9C 2Y2; Scarborough District, 150 Borough Drive, 3rd Floor, Toronto M1P 4N7 or by telephone at (416) 397-5330.

14-0072 2017-07



Commitment to General Reviews

PART B – To be completed by Consultants

The undersigned architect and/or professional engineer(s) hereby certify that they are qualified in and have been retained to provide general reviews of the parts of construction or demolition of the building indicated, to determine whether the work is in general conformity with the plans and other documents that form the basis for the issuance of a permit, in accordance with the performance standards of the Ontario Association of Architects (OAA) or Professional Engineers Ontario (PEO).

First Consultant Information and Declaration

☐ Architectural ☒ Structural ☐ Mechanical ☐ Electrical ☐ Site Services			
☐ Other:			
First Name	Last Name	Firm	
Brent	Roberts	Jerol Technologies Inc.	
Street Number	Street Name	Postal Code	
95	Allaura Blvd., Aurora, ON	L4G 3N2	
Telephone Number	Mobile Number	Fax Number	
905-726-3817			
		2020-09-22	
Signature		Date (yyyy-mm-dd)	
Print Name			
Brent Roberts			

Second Consultant Information and Declaration (if applicable)

☐ Architectural ☐ Structural ☐ Mechanical ☐ Electrical ☐ Site Services			
☐ Other:			
First Name	Last Name	Firm	
Street Number	Street Name	Postal Code	
Telephone Number	Mobile Number	Fax Number	
		2020-09-22	
Signature		Date (yyyy-mm-dd)	
Print Name			

Third Consultant Information and Declaration (if applicable)

☐ Architectural ☐ Structural ☐ Mechanical ☐ Electrical ☐ Site Services			
☐ Other:			
First Name	Last Name	Firm	
Street Number	Street Name	Postal Code	
Telephone Number	Mobile Number	Fax Number	
Signature		Date (yyyy-mm-dd)	
Print Name			

Commitment to General Reviews

Fourth Consultant Information and Declaration (if applicable)

☐ Architectural ☐ Structural ☐ Mechanical ☐ Electrical ☐ Site Services		
☐ Other:		
First Name	Last Name	Firm
Street Number	Street Name	Postal Code
Telephone Number	Mobile Number	Fax Number
Signature _____ Print Name _____ Date (yyyy-mm-dd)		

Fifth Consultant Information and Declaration (if applicable)

☐ Architectural ☐ Structural ☐ Mechanical ☐ Electrical ☐ Site Services		
☐ Other:		
First Name	Last Name	Firm
Street Number	Street Name	Postal Code
Telephone Number	Mobile Number	Fax Number
Signature _____ Print Name _____ Date (yyyy-mm-dd)		

Sixth Consultant Information and Declaration (if applicable)

☐ Architectural ☐ Structural ☐ Mechanical ☐ Electrical ☐ Site Services		
☐ Other:		
First Name	Last Name	Firm
Street Number	Street Name	Postal Code
Telephone Number	Mobile Number	Fax Number
Signature _____ Print Name _____ Date (yyyy-mm-dd)		

**Sign By-law Unit**

Ground Floor, East Tower, Toronto City Hall
100 Queen Street West
Toronto Ontario, M5H 2N2

Application
Appointment of Authorized Agent

Folder No.	Request Date (yyyy-mm-dd)
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Owner Information

IBMS People RSN:

First Name ROB		Last Name OLIVA		Company Name (if applicable) 986925 ONTARIO LTD.
Street No. 306	Street Name TREELAWN BLVD		Suite/Unit No.	Telephone No. (647) 929-3663
City KLEINBURG		Province ONTARIO	Postal Code L0J 1C0	Mobile No.
E-mail Address Roliva@venturemetalworks.ca				Fax No.

And, (in case of joint ownership only)

IBMS People RSN:

First Name		Last Name		Company Name
Street No.	Street Name		Suite/Unit No.	Telephone No.
City/Town		Province	Postal Code	Mobile No.
E-mail Address				Fax No.

Authorized Agent Information

IBMS People RSN:

First Name CHRIS		Last Name ROUBEKAS		Company Name DUE TO CONSTRUCTION
Street No. 22	Street Name BIRDSILVER GARDENS		Suite/Unit No.	Telephone No.
City/town TORONTO		Province ONTARIO	Postal Code M1C 4M5	Mobile No. (587) 586-0718
E-mail Address CHRISROBEKAS@GMAIL.COM				Fax No.

Continue on next page.

Application

Appointment of Authorized Agent

Owner(s) Information and Declaration

First Name I, ROB		Last Name OLIVA		Company Name 986925 ONTARIO LTD.
Street No. of, 306	Street Name TREELAWN BLVD		Suite/Unit No.	Telephone No. (647) 929-3663
City/Town KLEINBURG		Province ONTARIO	Postal Code L0J 1C0	Mobile No.
E-mail Address Roliva@venturemetalworks.ca				Fax No.
And, (use this space in case of joint ownership only)				
First Name I,		Last Name		Company Name
Street No. of,	Street Name		Suite/Unit No.	Telephone No.
City/Town		Province	Postal Code	Mobile No.
E-mail Address				Fax No.
do hereby declare the following: 1. The Owner authorizes the above-named Authorized Agent to act on behalf of the Owner in respect all matters related to the Third-Party Sign Tax for the Third Party Signs for which the Authorized Agent is listed on the Owner's Sign Inventory including, but not limited to all communications with the City regarding the Third Party Sign Tax, and the submission of all information requested by the Chief Building Official. 2. The Owner will at all times remain solely responsible for the payment of the Third Party Sign Tax assessed against the Owner, including any penalties and interest assessed against the Owner. 3. The Authorized Agent is appointed only for the current calendar year. If the Owner desires to continue to have the Authorized Agent act on the Owner's behalf, the Appointment of Authorized Agent form must be completed together with the Sign Inventory for the following year. 4. The City can cancel the Appointment of Authorized Agent for any reason at any time. 5. The information contained herein is true to the best of my knowledge; and, 6. I have authority to bind the corporation or partnership (if applicable).				

Continue on next page.

Application

Appointment of Authorized Agent

Owner(s) Information and Declaration (Continued)

 Owner Signature	ROB OLIVA Print Name	2020-09-22 Date (yyyy-mm-dd)
And, (use this space in case of joint ownership only)		
Owner's Signature	Print Name	Date (yyyy-mm-dd)
Authorized Agent Signature	Print Name	Date (yyyy-mm-dd)

The personal information on this form is collected under the City of Toronto Act, 2006, S. 136 (b) & (c) and Chapter 694, Signs, General, of the City of Toronto Municipal Code. The information collected 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 may be referred to the manager, sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, M5H 2N2 416-392-4235.

BELFIELD ROAD
(ACQUIRED BY INST. EB185659)
(DEDICATED BY BY-LAW No. 10923, INST. EB194978)

PIN 07414-0031 (LT)

PART OF LOT 24,

CONCESSION 1 FRONTING THE HUMBER

**PLAN OF SURVEY OF PART OF
LOT 1, REGISTERED PLAN 3663
CITY OF TORONTO
SCALE 1:250**

2m 0 2 10 15m

**TULLOCH GEOMATICS INC., O.L.S.
2020**

MUNICIPAL ADDRESS
No. 115 BELFIELD ROAD

METRIC:
DISTANCES SHOWN ON THIS PLAN ARE IN METRES AND
CAN BE CONVERTED TO FEET BY DIVIDING BY 0.3048.

BEARING NOTE:
BEARINGS SHOWN HEREON ARE GRID AND ARE REFERRED TO THE NORTH LIMIT
OF PART 2, PLAN 66R-18417 HAVING A BEARING OF N72°06'55"E AND ARE
REFERRED TO THE CENTRAL MERIDIAN 79°30'W LONGITUDE, ZONE 10.

A BEARING ROTATION OF 0°06'05" COUNTER CLOCKWISE HAS BEEN APPLIED TO
THE BEARINGS OF UNDERLYING PLAN P2 TO ACCOUNT FOR DIFFERENT REFERENCE
MERIDIANS.

NOTE
BUILDING TIES ARE PERPENDICULAR OR RADIAL TO PROPERTY LIMITS AND
ARE TO EXTERIOR BRICK UNLESS NOTED OTHERWISE

LEGEND:

- DENOTES FOUND MONUMENT
- DENOTES PLANTED MONUMENT
- IB DENOTES IRON BAR
- 936 DENOTES ROBERT BASIL LEE, O.L.S.
- 1496 DENOTES R.C. RABIDEAU, O.L.S.
- OU DENOTES ORIGIN UNKNOWN - NO VISIBLE MARKINGS
- P1 DENOTES PLAN 66R-18417
- P2 DENOTES PLAN 64R-10725
- M DENOTES MEASURED
- S DENOTES SET
- WT DENOTES WITNESS
- RW DENOTES CONCRETE RETAINING WALL
- MF DENOTES METAL FENCE
- CLF DENOTES CHAINLINK FENCE

SURVEYOR'S CERTIFICATE

I CERTIFY THAT:

- THIS SURVEY AND PLAN ARE CORRECT AND IN ACCORDANCE WITH
THE SURVEYS ACT AND THE SURVEYORS ACT AND THE REGULATIONS
MADE UNDER THEM.
- THE SURVEY WAS COMPLETED ON THE 2nd DAY OF OCTOBER, 2020.

Piotr Banaszek
PIOTR BANASZEK
ONTARIO LAND SURVEYOR

OCTOBER 8, 2020
DATE

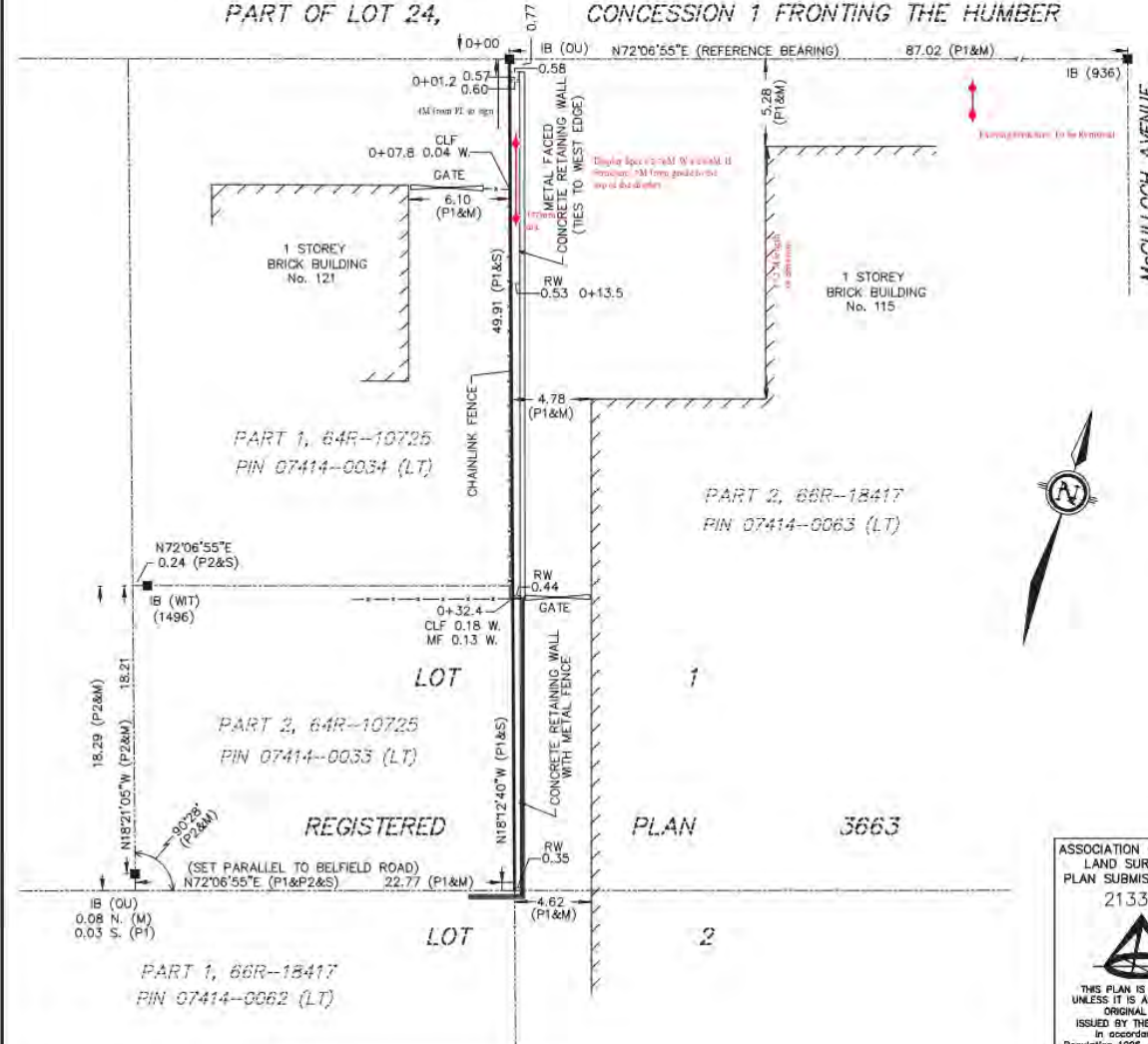
THE REPRODUCTION, ALTERATION, OR USE OF THIS PLAN
IN WHOLE OR IN PART WITHOUT THE EXPRESS PERMISSION
OF TULLOCH GEOMATICS INC., O.L.S. IS STRICTLY PROHIBITED.

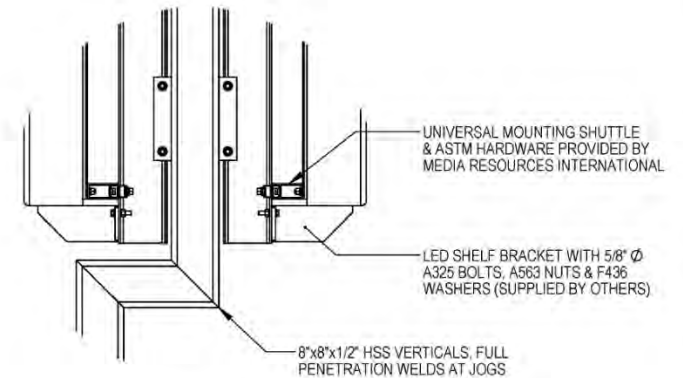
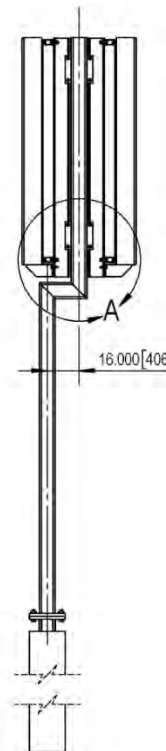
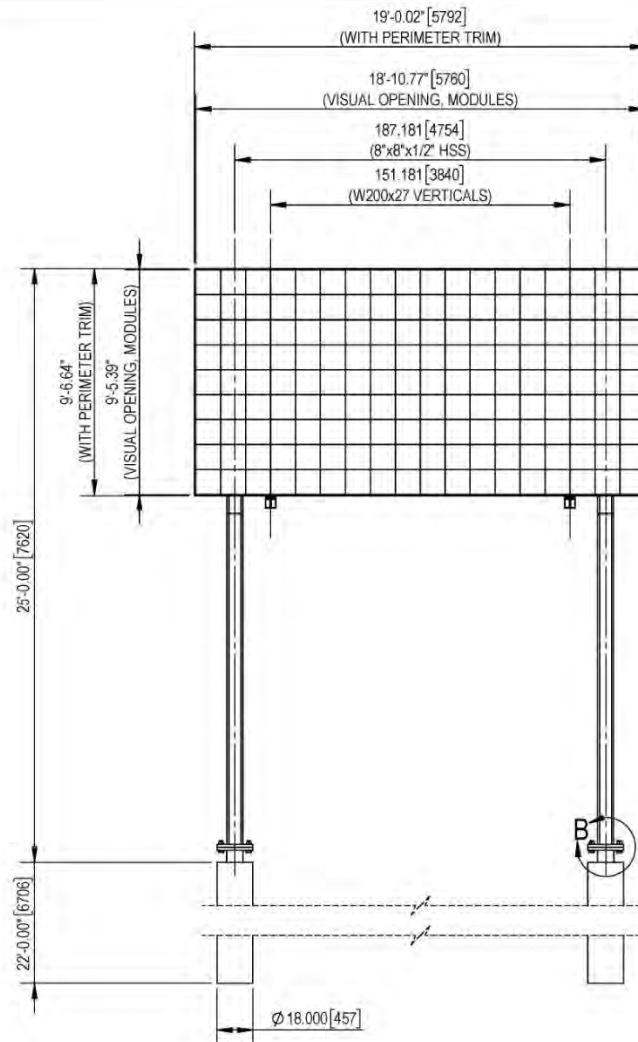
	TULLOCH GEOMATICS INC.	
	80 ATLANTIC AVE TORONTO, ON M6K3E4	T. 905 481.1678 F. 705 789.7891 877 535.0558
Toronto@tulloch.ca		
DRAWN BY: MAL	FILE: 202721	

ASSOCIATION OF ONTARIO
LAND SURVEYORS
PLAN SUBMISSION FORM
2133971

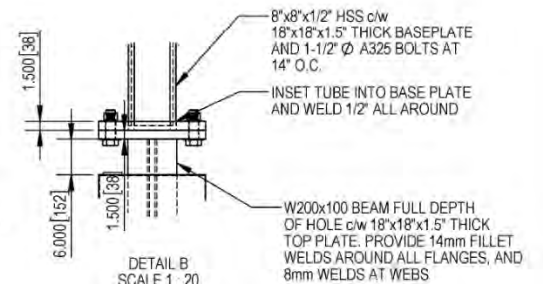


THIS PLAN IS NOT VALID
UNLESS IT IS AN EMBOSSED
ORIGINAL COPY
ISSUED BY THE SURVEYOR
in accordance with
Regulation 1026, Section 29(3).





DETAIL A
SCALE 1 : 20



DETAIL B
SCALE 1 : 20



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UNLESS OTHERWISE SPECIFIED

DO NOT SCALE DRAWING
INTERPRET DIMENSIONS AND TOLERANCES
FOR ASME Y14.3M-1994
DIMENSIONS ARE IN INCHES (mm IN BRACKETS)
TOLERANCES APPLY AS SHOWN BELOW

0 PL DEC	+0.2
1 PL DEC	+0.1
2 PL DEC	+0.01
3 PL DEC	+0.005
ANGLES	± 1
SURFACE ROUGHNESS	32 µ in

NOTES:

1. MATERIAL: 1/2" THICK
2. FINISH:
3. COATING:

mediaresources ...solutions for the sign industry.	
CUSTOMER: MRI	DATE: 11/23/2020
PROJECT: 811 x 1811 RGB SF LED DISPLAY	DATE: 11/24/2020
DRAWN BY: R. YORK	DATE: 11/24/2020
CHECKED BY: CHRIS ABRAHAM	DATE: 11/24/2020
APPROVED: CHRIS ABRAHAM	DATE: 11/24/2020

MEDIA RESOURCES INTERNATIONAL
1387 CORNWALL ROAD OAKVILLE ONTARIO
TEL: 1.800.667.4554 FAX: 1.905.337.9531

10' x 20' DIGITAL BILLBOARD
SINGLE FACE, DOUBLE POLE
115 BELFIELD ROAD, ETOBICOKE

REVISION DATE BY	DESCRIPTION DATE BY
1 B	MRI 10x20 DP Permit
SCALE 1:60	WEIGHT lbs SHEET 2 OF 2

Notes:

- 1) Distance between poles is 187.181" (4754mm wide)
- 2) Existing retaining wall is 4'H





July 8, 2021

City of Toronto Sign Bylaw Unit
100 Queen Street W., Floor 1 E
Toronto, Ontario
M5H 2N2

Attention: Ms. Afsoon Hamiativaghef

RE: Variance Application – 115 Belfield Road, Etobicoke

Dear Ms. Hamiativaghef;

This letter forms part of Due To Construction's application for a sign variance approval to the City's Sign By-law in regards to a third-party electronic ground sign (Proposed Sign) at 115 Belfield Road (Subject Premises).

The application is seeking the necessary variances from the Sign Variance Committee for the right to install a new third party electronic ground sign with two, back-to-back sign faces having dimensions of 3.05 meters height X 6.1 meters width. The overall sign face will not exceed 18.6 square meters in area. The total height for the Proposed Sign is 7.62 m and clearance height from grade to bottom of display will be no less than 4.25 m. The sign faces will be perpendicular to Belfield Road and will be targeting traffic travelling west bound and east bound on Belfield Road.

The variances that we are requesting in order for a Sign Permit to be issued are as follows:

1. Section 694-24A (16) – A third party sign shall not be erected or displayed, or caused to be erected or displayed, in whole or in part, within 400 m of any limit of any portion of Highway 409 contained within the municipality boundaries of the city;
2. Section 694-24A – (30) - A third party sign shall not be erected or displayed, or caused to be erected or displayed, in whole or in part, within the premises known as 115 Belfield Road or any other premises within 100 m of any limit of the premises municipally known as 115 Belfield Road; and
3. Section 694-22E – The sign shall not be erected within 150 m of any other lawful third-party sign whether or not erected.

Please find below our reasons as to why we are of the opinion the Proposed Sign meets all of the nine criteria used to evaluate proposed signs:

1. The Proposed Sign belongs to a sign class permitted in the Sign District.

The Proposed Sign is classified as a third-party sign because it advertises, promotes, or directs attention to business, goods, services, matters or activities that would not be available at, or related to, the premises where the Proposed Sign would be located. Therefore, it is our opinion that we satisfy this criterion.

2. In the case of a third-party sign, the Proposed Sign is of a sign type permitted in the Sign District.

The Subject Premises is designated as an E – Employment Sign District. The Proposed Sign is defined as a third-party electronic ground sign which is a sign type permitted in an Employment Sign District. Therefore, this criterion has been met.

3. The Proposed Sign is compatible with the development of the premises and surrounding area.

The Subject Premises is designated as an E – Employment Sign District. The size and height of the Proposed Sign is consistent with electronic ground signs that are permitted in E Sign District. Furthermore, these Subject Premises are surrounded by other E Sign Districts to the North, South, West and East. It is our understanding these areas of the City that are mostly comprised of commercial, industrial and employment uses were specifically set out in the Sign By-law to contain third party electronic ground signs.

The Subject Premises is occupied by Venture Metal Works, a roofing, siding and sheet metal fabrication business for the construction industry. There is both a one story and 2 story building on this parcel. This is consistent with many of the other buildings in the general vicinity that also contain uses such as light industrial and commercial in nature. To the North of Subject Premises is Fine Cotton Factory, based in a 1 story brick building. To the South is Stock Transportation, located in 2 story brick building on McCullough Avenue. To the East is an office complex with 2 story and 7 story buildings and a large surface parking lot. Lastly to the West is a brick building for use by Ontario Hydro. The nearest residential districts are over 1 KM to the southeast (across Highway 409) and greater than 1.3 KM to the northeast of Kipling Avenue and Rexdale Blvd intersection. It is also important to note there have been third-party advertising ground signs to the east as well as to the west for a number of years (specific location details to be provided further below under #8). To our knowledge our proposal to add one more ground sign in this area would be the first in over 10 years. Therefore, it is our opinion that the Proposed Sign is compatible with the current fabric of the streetscape and buildings in this area and its presence, if approved, would not have a negative impact to the surrounding area.

The Proposed Sign is located within 400 m of a portion of Highway 401. As Directed by the Planner we submitted an application to the Ministry of Transportation. As per email response dated February 5, 2021 (see below), we received confirmation that no MTO permit will be required for Subject Premises.

Re: Proposed Sign at 115 Belfield Rd., Toronto, ON.

The MTO has reviewed the site location for the proposed sign and has no comments to provide as this sign will not be visible from Hwy 401 or MTO lands. No MTO permits or approvals would be required by the proponent for this sign at the above address.

Please ensure that all other municipal and agency approvals and permits are obtained prior to any development on site.

Please consider this email MTO authorization that no MTO permit will be required for this site.

Regards,

Arieh Kolet,
Corridor Management Officer
Ministry of Transportation
159 Sir William Hearst Ave., 7th Floor
Toronto, ON., M3M 0B7
Tel: (437) 833 9487
Email: arieh.kolet@ontario.ca

Based on the above stated reasons we believe we that this criterion has been met.

4. The Proposed Sign supports 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 travelling along Belfield Road and to residents and visitors to this area.

We believe that during these difficult economic times the Proposed Sign will support businesses that are struggling and will provide a medium for local and national businesses to promote themselves, especially during these times of limited customer interactions and limited opportunities for doing business, in order to help grow the economy. In addition, it is important to note that this Proposed Sign is of significant importance to the owner of the Subject Premises. As per attached letter dated December 20th, 2020, the property owner is seeking creative ways of earning revenues to compensate for decreased sales so as to continue to operate his business, pay his employees and pay his property taxes.

We are aware that over the years where sign removals have been put forward by sign companies as part of the approval of another sign, it has been Council's practice to prohibit third party signs on those properties and all areas within 100m of those locations. We are asking for consideration by the variance committee to allow for a variance for the following reasons:

- it has been 9 years since Council moved this amendment;
- it is different world today with Covid and the struggling economy;
- In looking at the list of 70 prohibited roadways and section of roadways under Section 694-24A, 115 Belfield was the only one of those locations with a specific address. It appears that other locations where signs were put forth for removals have been on rail corridors or utility corridors (which tend to have more of a description than an address). This is important to note as railway or utility corridors have numerous third-party signs (i.e., Metrolinx) and the impact is not significant when a few signs are removed from their lands;
- There is a different owner of the Subject Premises today and he had no idea when he bought this parcel in 2015 that there was this constraint tied to the parcel; we are proposing one sign - previously there was 2 signs that were removed - see link below of GOOGLE street view taken Oct 2011 showing the double-sided sign on the roof and the sign along the east elevation.

<https://www.google.com/maps/place/115+Belfield+Rd,+Eto-bicoke,+ON+M9W+1G7/@43.7025065,-79.5732537,3a,75y,191.54h,85.17t/data=!3m7!1e1!3m5!1s35g7nKFMcOzEagdZiOD-bJw!2e0!5s20120501T000000!7i13312!8i6656!4m5!3m4!1s0x882b3a1b0350f59b:0x73edbc9916432b78!8m2!3d43.702242!4d-79.5737268>

- there are no ground signs on the adjacent property to the west;
- adjacent property owner to the east (Prime Real Estate Holding Group) has a large parcel and could apply for a sign 100 m from this parcel that we have a proposed the sign on. Not fair and reasonable in our opinion.; and
- we have approached the Councillor for this ward and we anticipate support of our request to allow for this particular variance.

Based on the above stated reasons we feel it is not an unreasonable request to allow this variance for one (1) sign at this specific address.

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 Variance Committee should consider the benefits of allowing opportunities for property owners to replace existing business identification signs with signs that allow for creating a new revenue stream of earnings, under circumstances like the exact ones we are experiencing today.

Therefore, we believe that the Official Plan objectives for Employment Areas are supported and this criterion has been met as the Proposed Sign will help to create a growth in revenues for both local businesses and the property owner and will provided associated economic benefits.

5. The Proposed Sign does not adversely affect adjacent premises.

The land uses and built form of 1 and 2 story buildings of the adjacent premises is similar to that of Subject premises and there are no sensitive land uses on the adjacent premises or surrounding area which could be impacted by the Proposed Sign.

As previously stated, there are no residential districts within 1 KM of the Subject Premises. In addition, even though the Proposed Sign is within 400 m of Highway 401, the Proposed Sign is completely blocked because of the significant separation distance from HWY 409, the number and height of the various industrial buildings located between the proposed sign and HWY 409, the low height of the Proposed Sign (7.62 m), the mature trees and the retaining wall along the HWY 409 off ramp. Furthermore, it was confirmed by MTO that no permit is required.

As per the Sign Bylaw requirements for third party electronic ground signs the Proposed Sign will operate as per those stated requirements as well as follow the provision that regulates illumination and time-of-day operations. The Proposed Sign will reduce its brightness as per regulations between sunset and sunrise and use photo-cell technology to ensure brightness changes with the seasonal adjustments to daylight hours.

In addition, the Proposed Sign will be monitored by a 24/7 video camera. This will ensure that any malfunctions that may occur to the display will be identified and dealt with in a timely manner. The Proposed Sign can also be completely turned off remotely if of necessity.

Based on the above stated reasons we are of the opinions this criterion has been met.

6. The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety.

We recognize the Proposed Sign is located to an adjacent driveway. We are of the opinion that there will be no visibility concerns for traffic entering and exiting the neighboring property via the driveway for the following reasons and the attached Exhibit (Side view with notes):

- The adjacent property is a Hydro utility building with very little traffic, unlike a retail center or fast food/coffee establishment. We have been there a number of times and have seen little if any traffic at all entering or leaving the premises.
- Moving the Proposed Sign further is east is not possible as it would result in the placement of the sign on the edge of a parking stall and the driveway;
- Based on the location of the Property Line and the retaining wall our sign installer and engineer have recommended 2 poles to support the sign. Each pole is only 8 inches wide (as opposed to the standard and much larger 24" to 36" pole width, normally used for this type of sign display);
- The sign meets the required minimum clearance (4.578 m) from grade to bottom of the sign faces;

- The width of the driveway where it connects to the Subject Premises is lengthy and exceeds the typical width of a driveway; and
- There is significant clearance between the top of the retaining wall and the bottom edge of sign display.

As a result of the above stated factors there is ample visibility for drivers and vehicular ingress or egress for both properties that straddle the property line and that any views around the sign are not obstructed due to the placement of the Proposed Sign.

This parcel is located mid-block and is not near an intersection or traffic devices that are decision-making points for drivers. In fact, the Proposed Sign significantly exceeds the minimum 30 set back from a street intersection. Proposed Sign is approximately 90 m from the nearest intersection to the east (Belfield Rd and McCulloch Ave) and approximately 105 m from the nearest intersection to the west (Belfield Rd and Martin Grove Rd). As a result of Proposed Sign location being proposed within this industrial area and well away from residential, the main mode of transportation is the automobile with very little pedestrian traffic and no pedestrian triangles. Furthermore, there is no sidewalk on this side of Belfield Road where the Subject Premises abuts.

The Proposed Sign will comply with the Sign By-law provisions for message duration of 10 seconds between changes in copy. In addition, the Proposed Sign will be designed, engineered and installed in accordance with Ontario Building Code requirements.

Based on the above stated reasons and planning rationale for the variance request related to the Visibility Zone, we do not foresee any issues related to public safety and believe this criterion has been met.

7. The Proposed Sign is not a sign prohibited by Section 694-15B.

The Proposed Sign is not one of the signs as defined and listed under Section 694-15B. Therefore, this criterion has been met.

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. In addition, the Proposed Sign is consistent with the character and scale of development on the Subject Premises as well as the surrounding areas where there are other E Sign Districts to the north, south and east and west.

There are other third-party signs along Belfield Road and surrounding areas. As you will see in the attached Exhibit – Other Third-Party Signs, there is a third-party sign on Belfield Rd. located approximately 158 m to the west (Cost U Less Tires & Auto, west of Martin Grove Road) and a third-party sign on Belfield Rd. located approximately 361 m to the east (on the roof of Claireport Kitchen). There are also existing third-party signs on Martin Grove Road to the west: one of them is a third-party sign approximately 169 m to the north west on Martin Grove Road and a third-party sign n/o Belfield Rd,

East Side (Manac parcel). The second existing third-party sign on Martin Grove Road is approximately 140 m to the south west on Martin Grove Road s/o Belfield Rd, East Side (Active Auto Sales). This particular sign does not meet the required 150 m separation requirement of the Bylaw. We are asking for consideration for a variance for the following reasons:

- Both the proposed sign and the existing sign at approx. 140 m away are on different roadways and therefore targeting different traffic. The proposed sign is targeting traffic travelling east bound and west bound along Belfield Road. The existing sign is targeting traffic traveling north bound and south bound along Martin Gove Road;
- Both signs cannot be seen at the same time by a driver travelling on Belfield Road or by a driver travelling along Martin Grove Road. In addition, both signs are not visible to each other due the buildings located in between them that act as a buffer (see attached two photo exhibits);
- We are of the opinion that this variance request is minor in nature – less than 7% - as we are meeting the bylaw requirement of 150 m by approximately 93% at 140 m.

Lastly it is our understanding there is still an approved permit for a third-party sign at 1130 Martin Grove Road but the sign has been down for a few years. There is no photo exhibit of this parcel but the measurement on GOOGLE indicates our proposed location is greater than 170 m and therefore meets the bylaw separation requirement.

As a result, the Proposed Sign will not be introducing any sign type that is not currently found in the surrounding areas.

Therefore, based on the above stated reasons that the addition of one Proposed Sign will not alter the character of the Subject Premises and surrounding area, we believe this criterion has been met.

9. The Proposed Sign is not contrary to public interest.

Third-party electronic ground signs are permitted in an E Sign District and the Proposed Sign will comply with the provisions set out in the Sign By-law in terms of height, size, setback from an intersection, message duration (min. 10 seconds) and transition (no video, flashing, blinking) and with the illumination and time-of-day regulations. In addition, Due To Construction plans to enter into an agreement with Bullfrog Power, ensuring we comply with the requirement for use of renewable energy.

The only variances being requested in order for a Sign Permit to be issued for the Proposed Sign are the setback from Highway (not visible and MTO support), allowing one (1) third-party electronic ground sign on the Subject Premises (as per numerous reasons listed above under #4) and the 3 m side yard set back (based on height, 8" width poles and clearance height there will be no obstructed visibility).

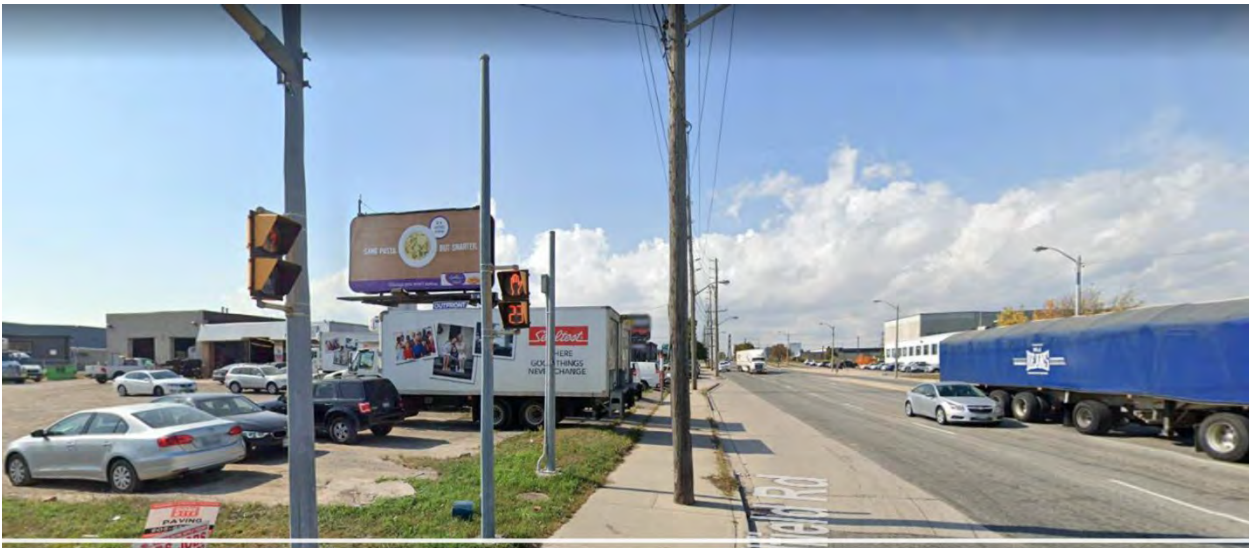
It is our opinion if the 3 variances described above are granted, it would not be contrary to the public interest if the Proposed Sign were to be approved and therefore this criterion has been met.

Conclusion

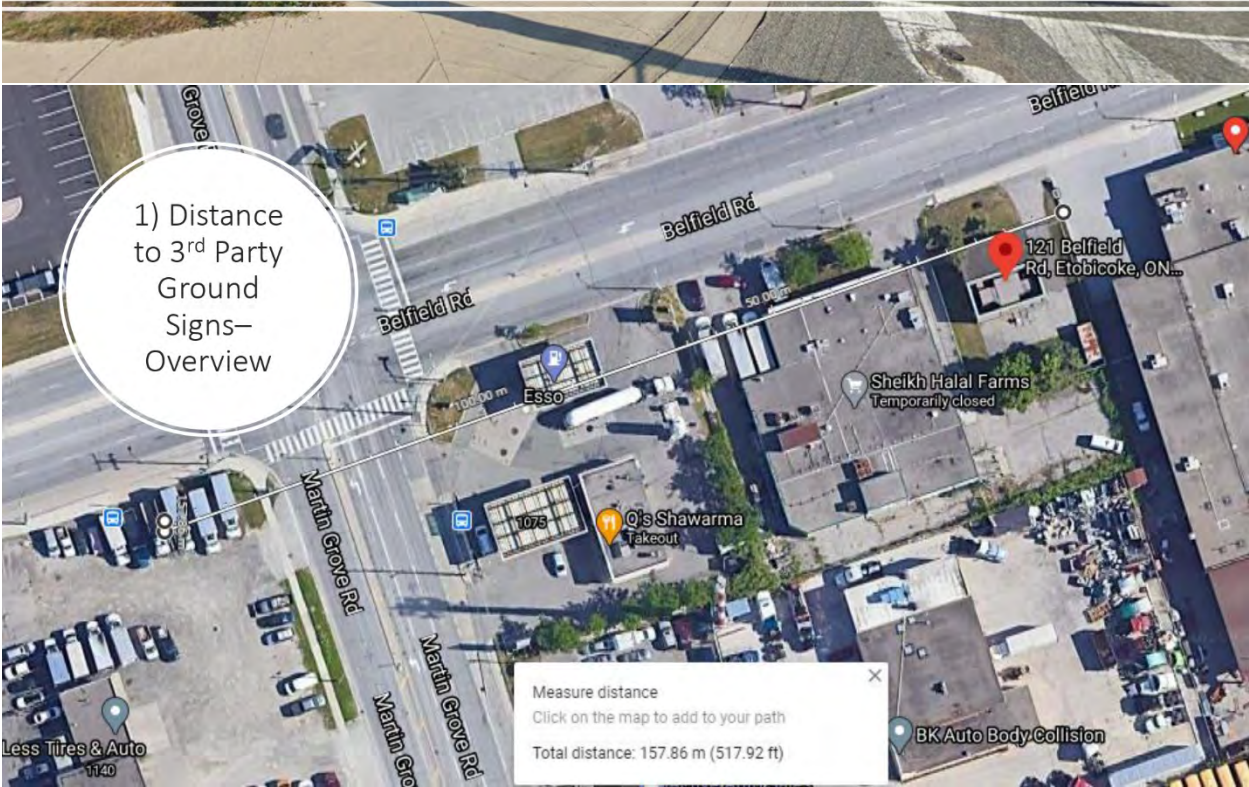
We trust that based on the above stated reasons and planning rationale and the attached Exhibits that sufficient information exists for the CBO to confirm that all of the nine established criteria in the Sign Bylaw have been met, with respect to the requested variances, subject to the required condition. Therefore, we are requesting that the CBO recommend to the Sign Variance Committee to grant all of the requested variances, each subject to the required condition.

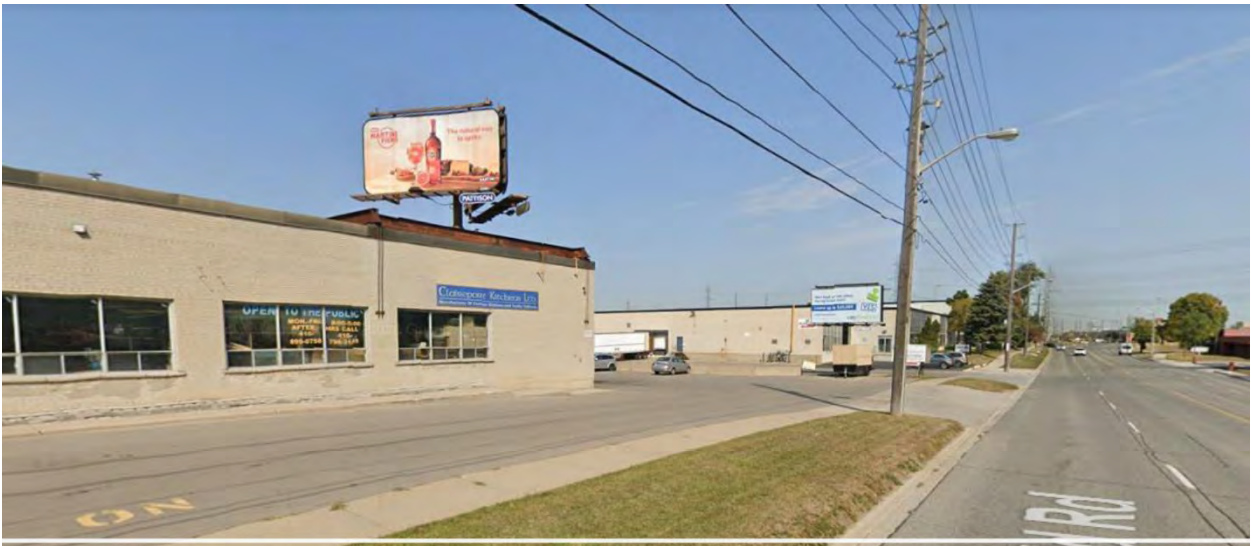
Sincerely,
Due To Construction

Jamie Lefort



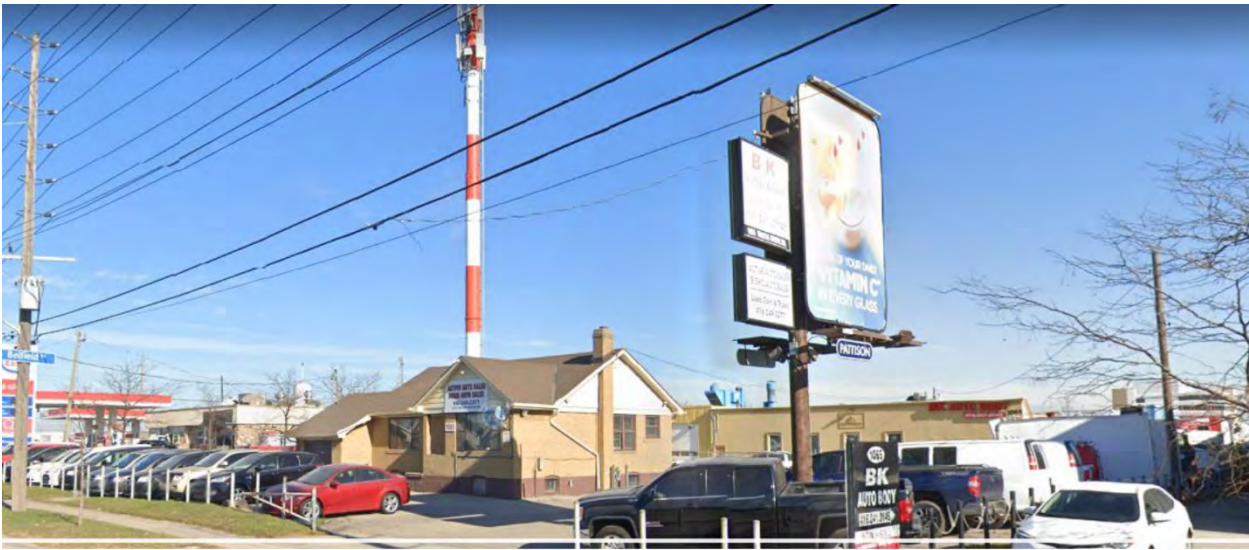
1) Distance to 3rd Party Ground Signs – Street View



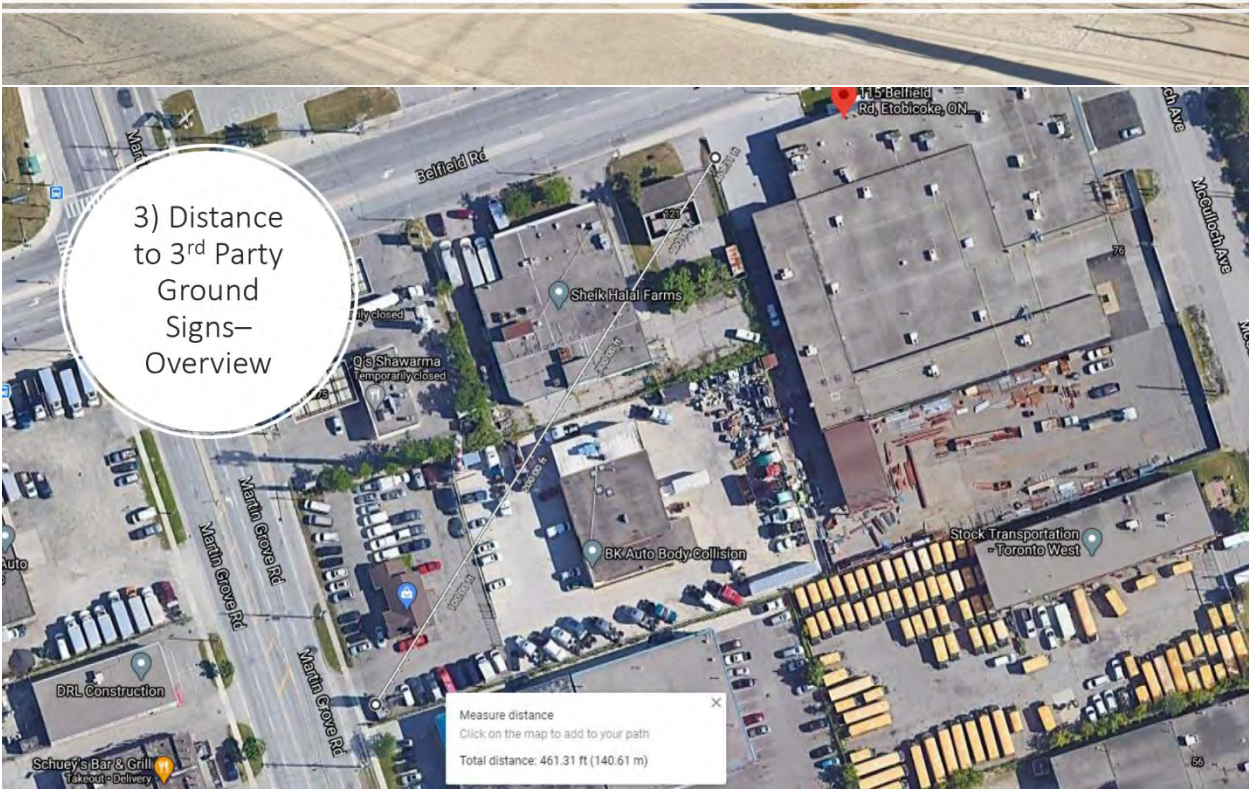


2) Distance to 3rd Party Ground Signs – Street View



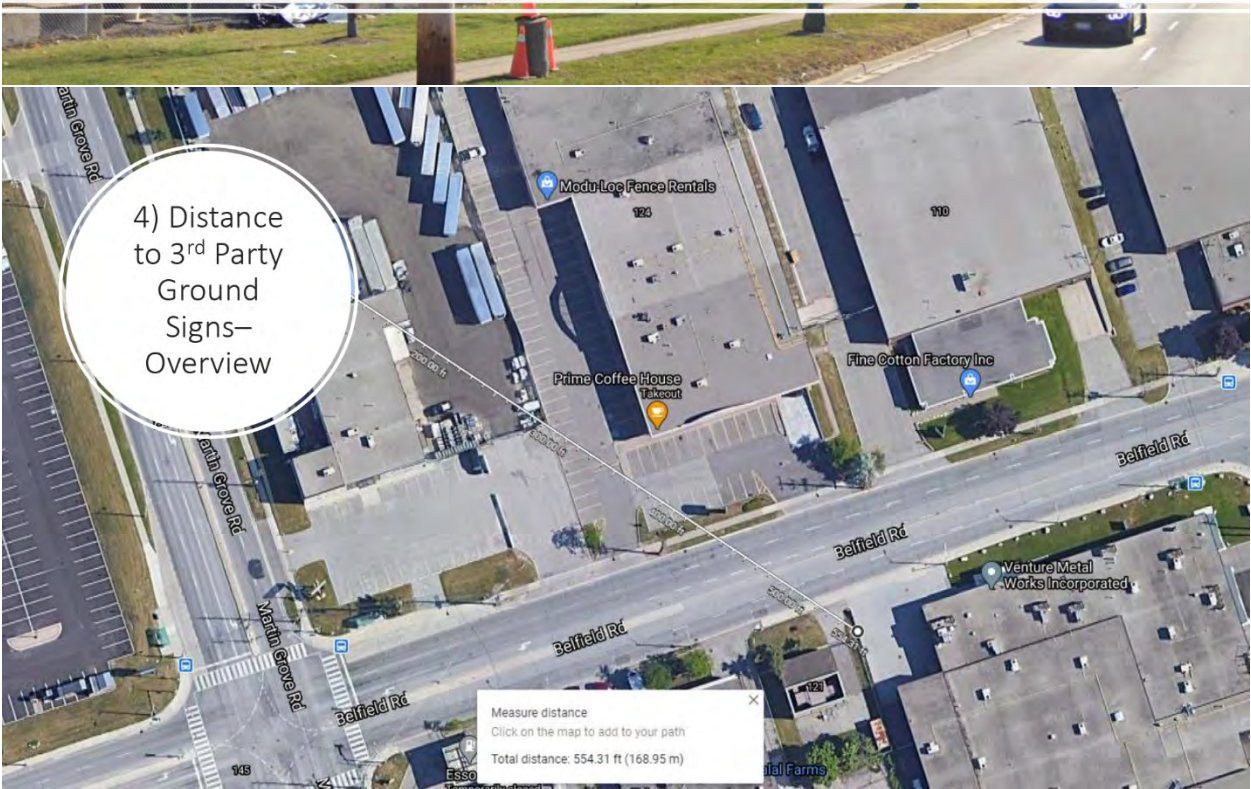


3) Distance to 3rd Party Ground Signs – Street View





4) Distance to 3rd Party Ground Signs – Street View





Looking northeast from Pattison sign on Martin Grove



Looking southwest from Venture Metal Works



115 Belfield Road, Toronto Ontario Canada M9W 1G7
Office: (416) 614-9004 Fax: (416) 614-7704
Web: www.venturemetalworks.ca

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December 30, 2020

City Hall
Sign By-law Unit
100 Queen St. W.
East Tower, Ground Floor
Toronto, On M5H 2N2

Attention: To Whom It May Concern
signbylawunit@toronto.ca

**RE: File # 20-223480 ZSV 00 ZR: One (1) Third Party Electronic Ground Sign
Sign Variance Application for 115 Belfield Road**

My name is Robert Oliva. I have been the owner of the above referenced address since 2015. On this parcel I own and operate my business called Venture Metal Works consisting of a large industrial shop and some offices. My business employs 35 people.

I am asking for your support of the variance application for a Third Party Electronic Ground Sign. During these difficult economic times I am trying to be creative as possible to pay my property taxes, operate my business and pay my employees. The revenue this advertising sign will bring in is one such way that will assist me in these efforts.

I was surprised and disappointed to hear from our billboard sign partner that the Toronto Sign Bylaw does not allow for 3rd party electronic billboards on my property. Especially when I learned that the Bylaw allows this same type of sign anywhere else along Belfield Road. All I am asking is that the playing field be level for all property owners along Belfield Road.

It is my strong opinion that the proposed sign will fit in this mainly industrial and commercial area. An area that I drive in every day heading to work and where I see various advertising billboards along Belfield Road, on each side of my property.

Your consideration of this request is greatly appreciated.

Sincerely,

A handwritten signature in blue ink, appearing to read "Robert Oliva", is written over a large, stylized blue circular flourish or scribble.

Robert Oliva
Venture Metal Works Inc.