

Application for Four Variances Respecting One Third Party Electronic Ground Sign

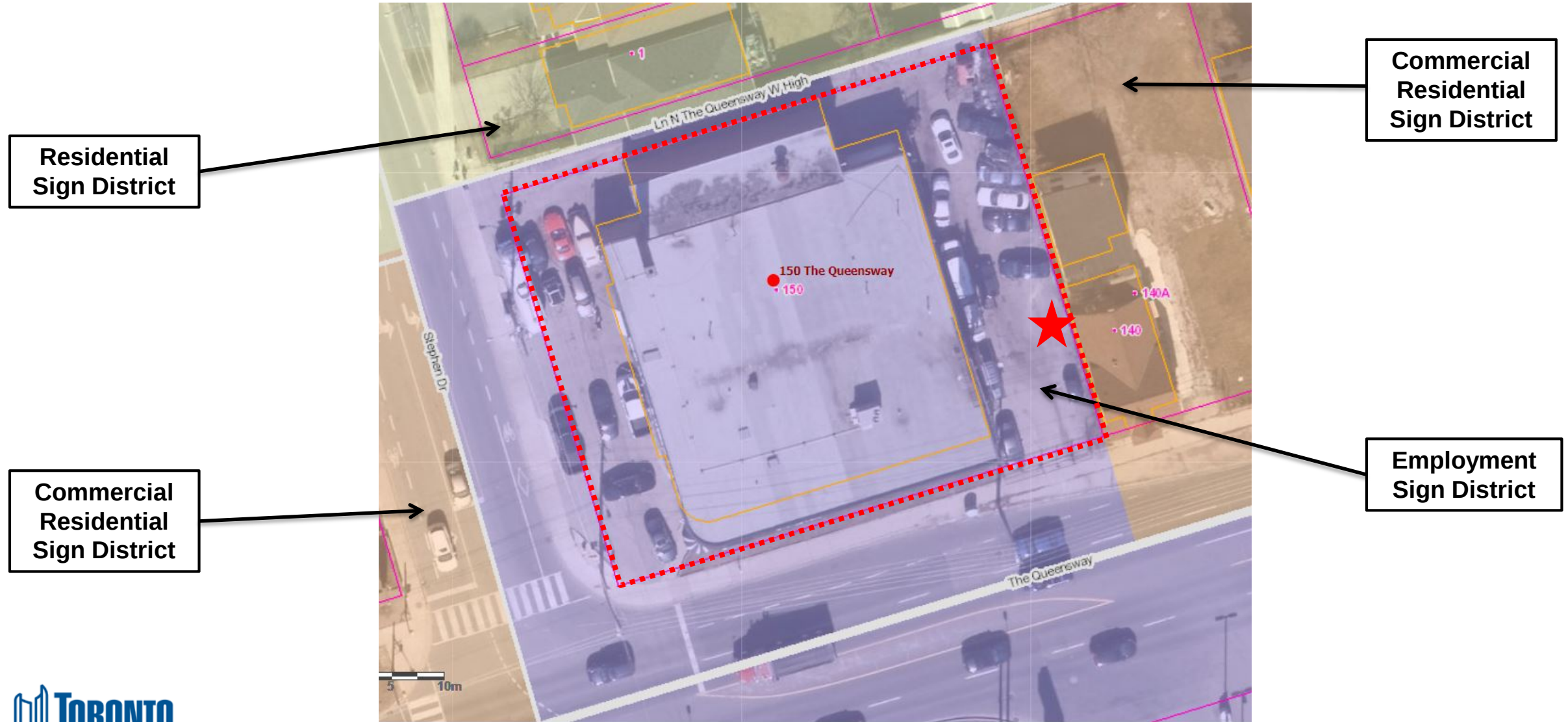
150 The Queensway

April 9, 2021

Proposed Sign Description

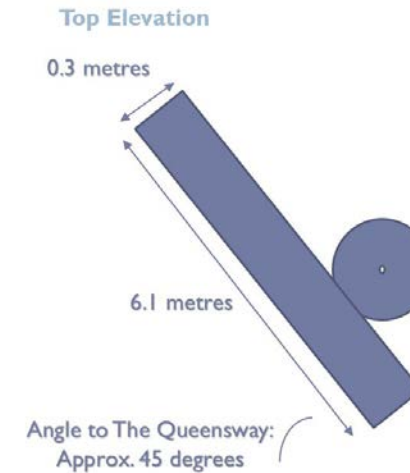
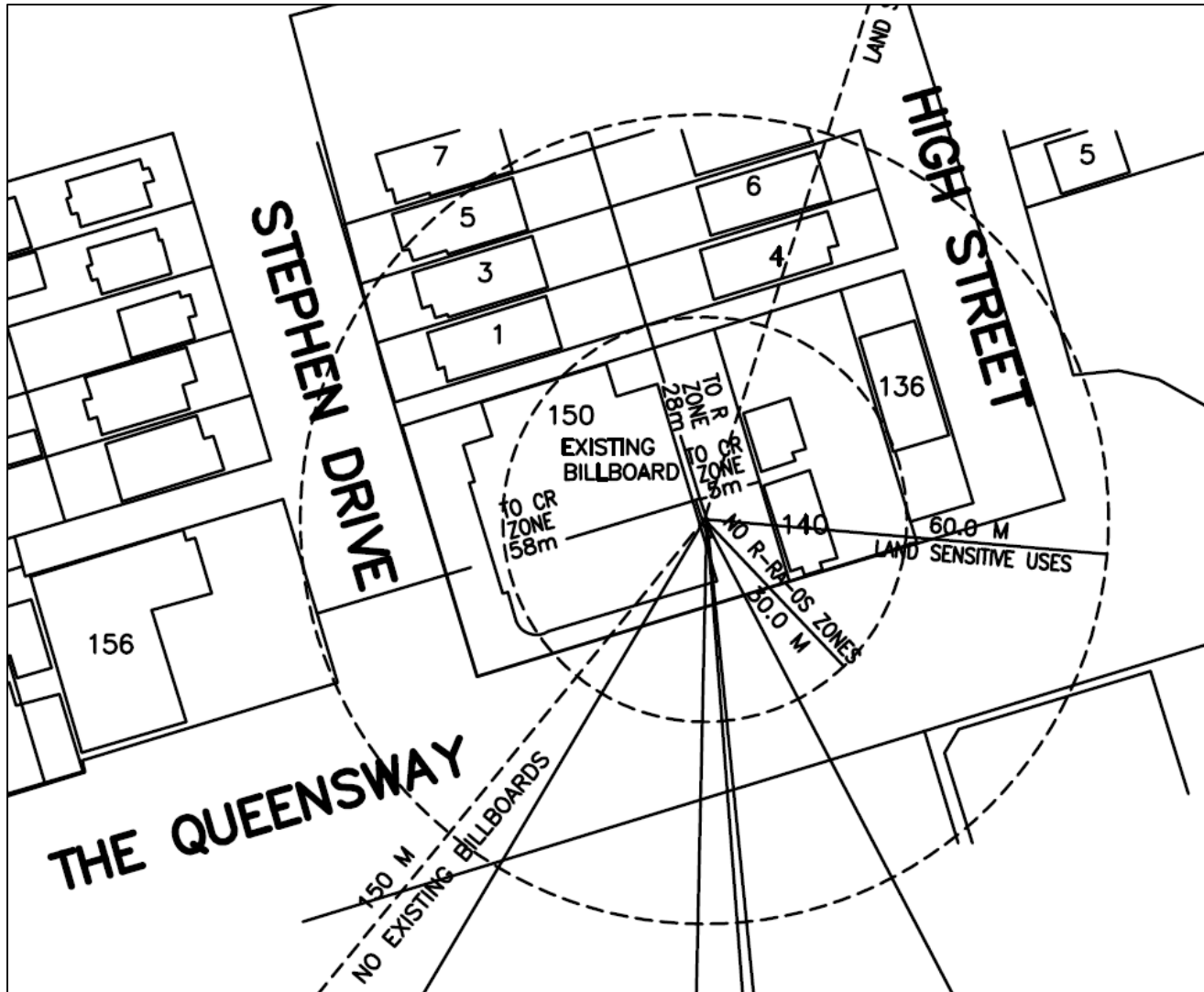
Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	One sign face, oriented in a direction at an approximately 45-degree angle
Sign Location	South-East frontage
Face Orientation	Southwest
Sign Face Dimensions (width x length)	6.10 metres x 3.05 metres
Sign Face Area	18.60 square metres

Sign District Designation

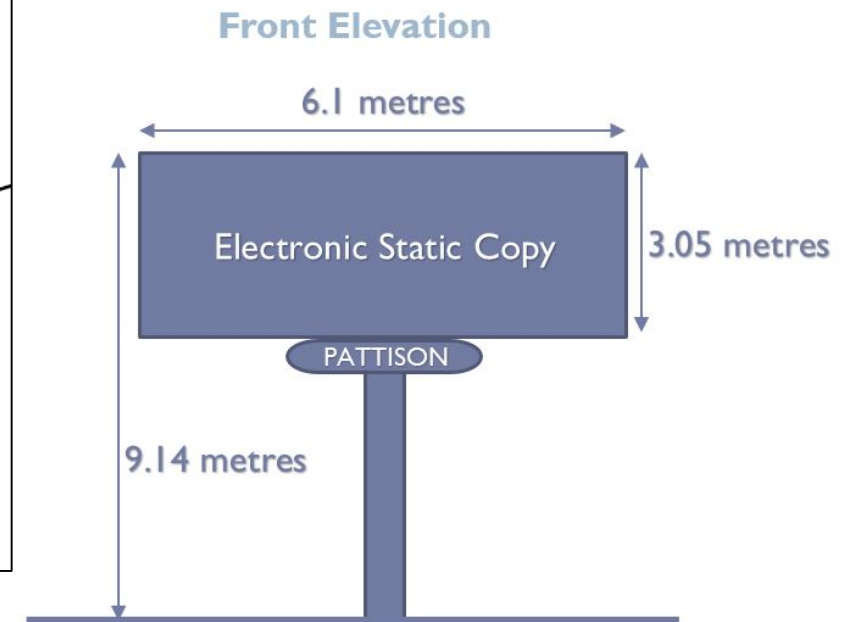


Sign District Map

Proposed Sign Description



Plan View



Elevation

Requested Variances – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694-24(A)(2)	A third party sign shall not be erected within 400 metres of any limit of the F.G. Gardiner Expressway from the Humber River to the easterly limit of Dufferin Street	The proposed sign is located approximately 365 metres from the Gardiner Expressway
§ 694-25(C)(2)(g)(1)	The sign shall be located a minimum of 500 metres from any other third party electronic sign located on the same street	There is one third party electronic ground signs within 500 metres on the same street, approximately 268 metres away
§ 694-25(C)(2)(e)	The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district	The proposed sign is approximately 5 metres from a CR Sign District, and 28 metres from an R Sign District
§ 694-25.C(2)(i)	Where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district	The proposed sign is .58 metres away, and an R Sign District approximately 57 metres away.

Required Conditions

Condition 1	Any and all existing third party signs located at 150 The Queensway shall be removed and all associated permits revoked prior to the construction the Proposed Sign;
Condition 2	In addition to the requirements of 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 Proposed Sign shall contain sufficient physical barriers on the sign face to minimize the visibility of the sign copy from the R Sign Districts to the north and north-west on Stephen Drive to the satisfaction of the Chief Building Official acting reasonably; and,
Condition 4	The Proposed Sign's sign face shall be: • orientated in a south-westerly direction; and • be oriented so that a projection of the centre line of the sign face shall form an approximate 45-degree angle to the frontage of 150 The Queensway; and, • shall face The Queensway eastbound

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

- Compliant size, height, and method of display



Google street view – The Queensway looking west



Google street view – The Queensway looking east

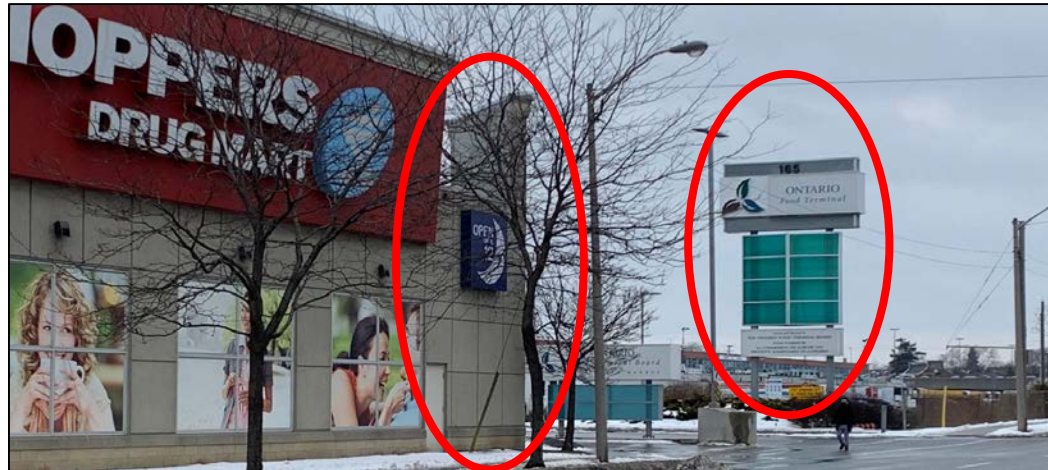
Sign Variance Criteria – Established Criteria

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

- Compatible with the height, uses, signage, buildings, and premises along The Queensway .



Existing sign to the west of The Premises at similar height to the Proposed Sign



Existing sign and building to the south of The Premises at similar height to the Proposed Sign

Sign Variance Criteria – Established Criteria

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

- Not be visible to westbound traffic on the F.G. Gardiner Expressway
- Visible to eastbound traffic on the F.G. Gardiner Expressway from a distance more than 400 metres

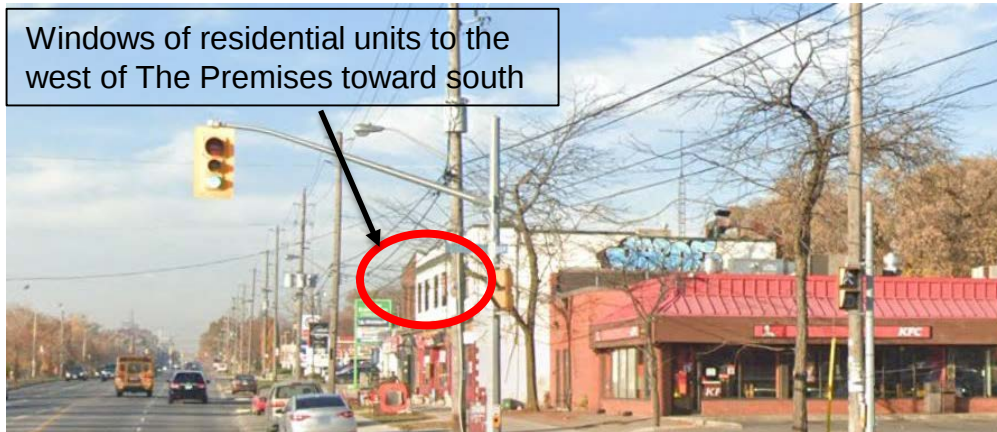


Limited visibility of the Proposed Sign from The F.G. Gardiner Expressway

Sign Variance Criteria – Established Criteria

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

- No Residential openings facing east, and towards the Proposed Sign
- No distraction from the third party sign at the Ontario Food Terminal



Buildings in CR-Commercial Residential sign district



Third party electronic sign located at the Ontario Food Terminal oriented towards the F.G. Gardiner Expressway

Sign Variance Criteria – Established Criteria

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

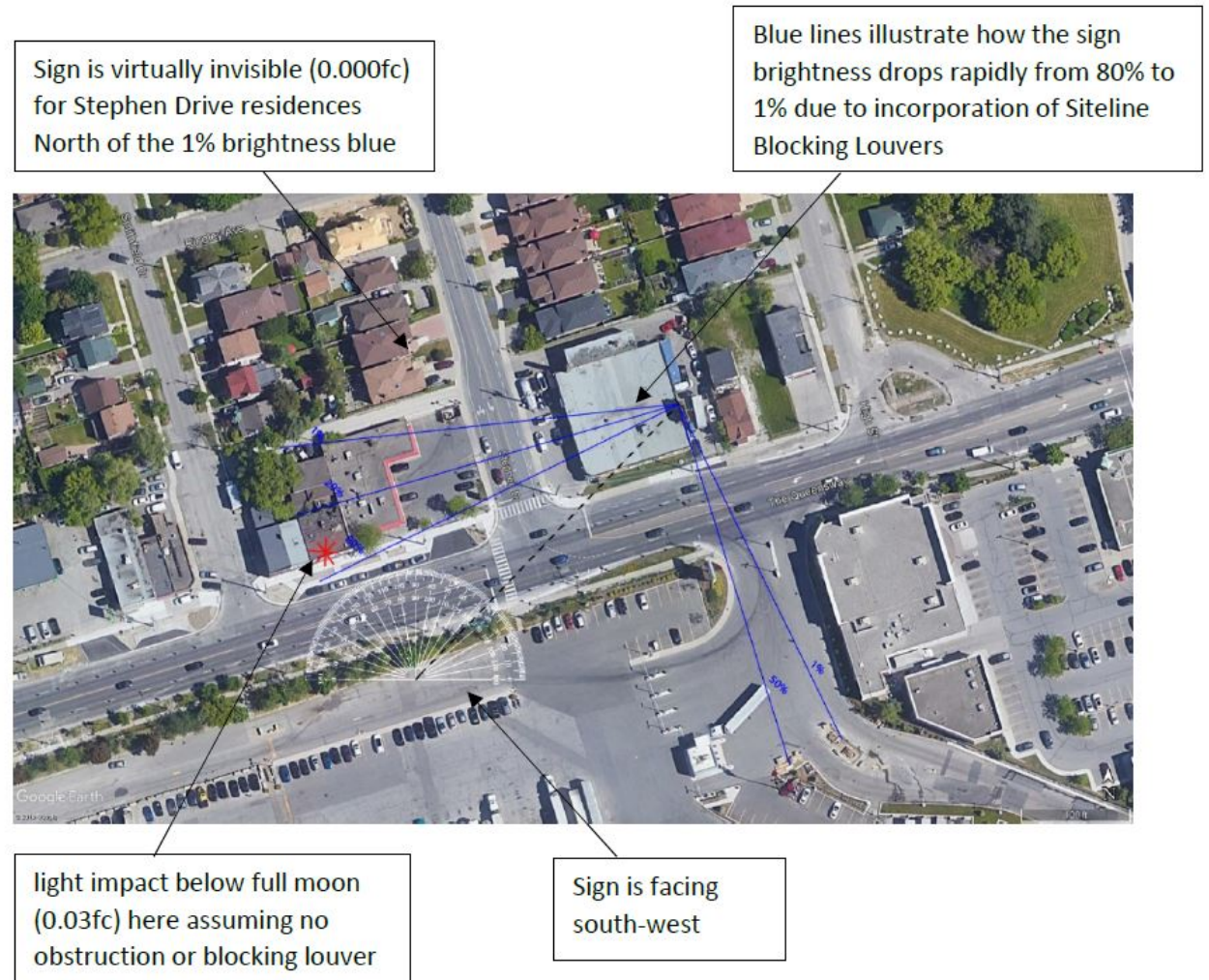
- Community concerns regarding the impact of the sign on the nearby residential area, parkland and open space
- How the concerns are addressed:
 - The single sign face, facing southwest, will not be visible from parkland and open space areas to the east, and the residential areas to the north.
 - Installation of a permanent physical element inside the sign prevents visibility of the sign face at certain angles.

Sign Variance Criteria – Established Criteria

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



Proposed Sign from nearest home on Stephen Drive

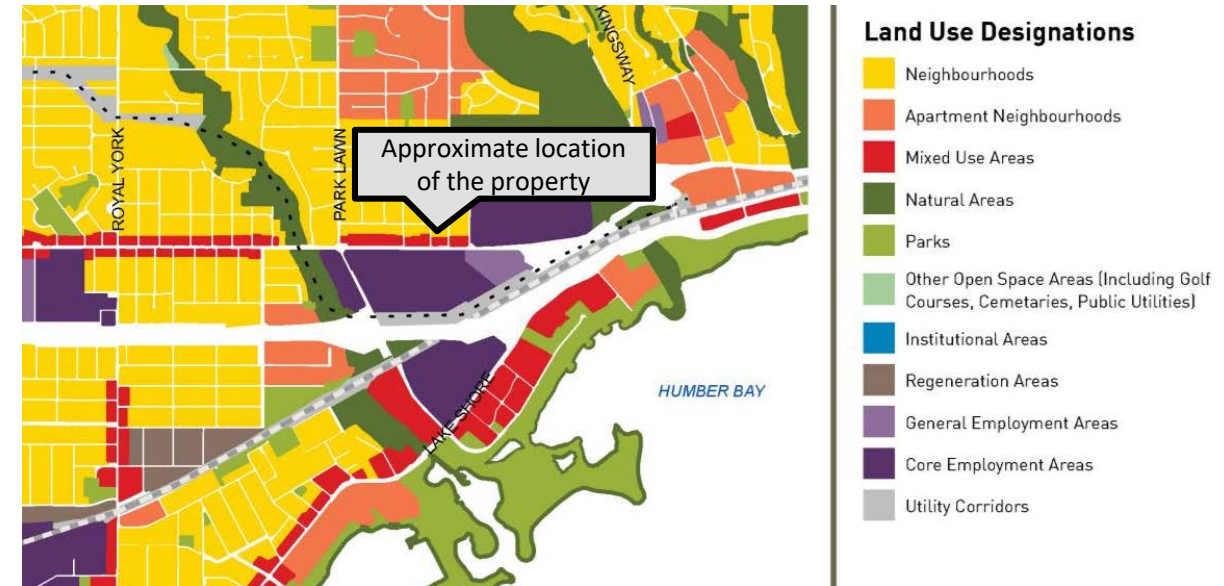


Top view of the Proposed Sign and the lighting impacts on surrounding properties

Sign Variance Criteria – Criteria Established

694-30A(4) - The Proposed Sign supports Official Plan objectives for the premises and surrounding area

- Combining a broad array of land uses
- Climate change concerns



Map 15 Land Use Plan – 150 the Queensway

- The proposed sign is located in a Mixed Use Area

Sign Variance Criteria – Criteria Established

694-30A(4) - The Proposed Sign supports Official Plan objectives for the premises and surrounding area

- Zoning By-law setbacks
- Nearby residents concerns regarding the impact of the sign on the nearby residential area, parkland and open space
- Designated Mixed-Use and zone IC.1 zone, residential uses not permit.
- No residential units for almost 350 metres to the west, except the four properties approximately 100 metres to the west of the Proposed Sign

Sign Variance Criteria – Criteria Established

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

- Removing the Existing double sided, 24h illuminated sign
- Reduced maximum brightness between sunset and sunrise
- Minimized visibility by physical barriers
- Turned off sign between 11:00 p.m. and 7:00 a.m.
- Orientated at a 45-degree angle to The Queensway, facing the opposite way of the CR and R Sign Districts to the north and west of the Subject Premises.
- Not visible to traffic along the westbound lanes of the F.G. Gardiner Expressway.
- No distraction to east bound traffic along the F.G. Gardiner Expressway, being more than 400 metres away.

Sign Variance Criteria – Established Criteria

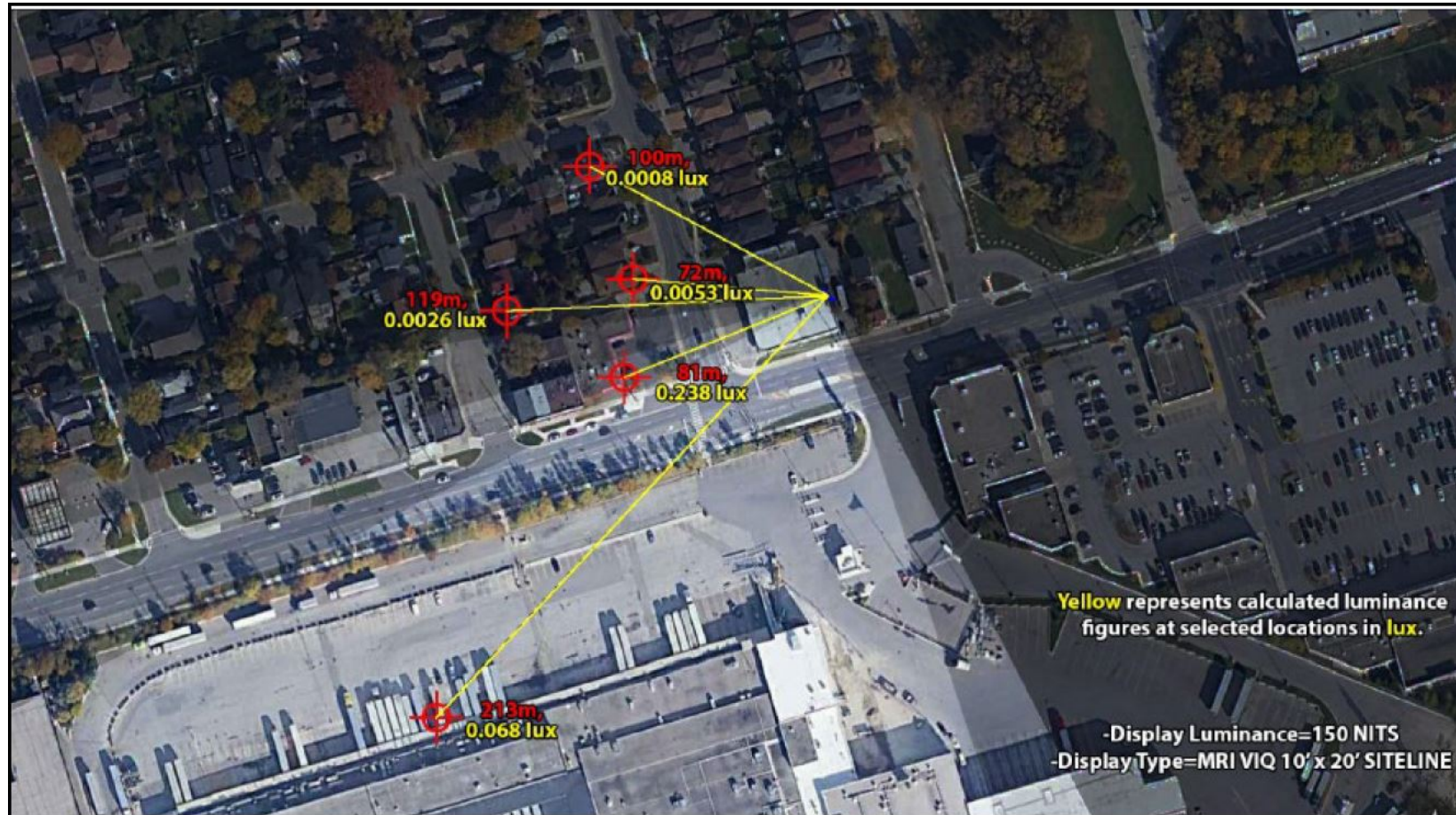
694-30A(5) - The Proposed Sign will not adversely affect adjacent premises



Profile of Existing Sign (left photo) and Proposed Sign (right photo)

Sign Variance Criteria – Criteria Established

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



Overhead view of the Proposed Sign and the lighting impacts on surrounding properties
(diagram provided by applicant)

Sign Variance Criteria – Criteria Established

- **694-30A(6)** - The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety
- Met the required 30 metre setback from any street intersections
- Complied with requirements of sign face area, height and image transitions
- Located outside of any visibility zones at the Subject Premises
- No simultaneous visibility of the third party electronic sign located at the Ontario Food Terminal.

Sign Variance Criteria – Criteria Established

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

- Compliant size, height, and method display
- Existing similar signs in the surrounding area.
- Alike Proposed Sign location to the Existing Sign on the Subject Premises
- Similar sign face area and height as the existing third party sign on the Subject Premises, and the first party ground sign at the Ontario Food Terminal.
- Reduced relationship between the Proposed Sign and the F.G. Gardiner Expressway.
- Nearby residents concerns towards the condition of the Subject Premises and surrounding area and not about the Proposed Sign.

Sign Variance Criteria – Criteria Established

694-30A(9): The Proposed Sign is contrary to the public interest

- Complied with the requirements of height, size, setback from an intersection, use of renewable energy, message duration and transition, and with the illumination and time-of-day regulations.
- Invisible Sign face light or copy of the Proposed Sign to either the CR or R Sign Districts in question, considering the four variance conditions
- No significant change to the character of the area due to the presence of an Existing Sign similar in height and size, and location in relation to the R and CR Sign Districts
- No tangible relationship between the Proposed Sign and the F.G. Gardiner Expressway.
- No simultaneous exposure to the Proposed Sign and the third party sign at the Ontario Food Terminal

Conclusion and CBO Recommendation

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

- The Sign Variance Committee **grant** the requested variances to the Sign By-Law, 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 150 The Queensway.

QUESTIONS?