

VANHORNE OUTDOOR



An aerial photograph of the Toronto skyline at sunset. The CN Tower is prominent on the left, with other skyscrapers visible. The sky is a mix of orange, yellow, and blue. The image is used as a background for the text.

An Extension of an Existing Sign Program

This proposed Highway 427 sign is an extension of a Sign Program already approved by the Ontario Ministry of Transportation and City of Toronto on Highways 401 and 427, all of which are fully operational with no issues.

This proposed sign is consistent in zoning, size, setback, function, and lower in height at 18 metres than the other Third-Party Electronic Ground Signs already approved as part of this sign program at 19.8 metres.



A Community-based Sign: Community Benefits

- **Metrolinx will be the recipient of sign revenues for re-investment in public transportation initiatives in the City of Toronto**
- **Proceeds will deliver approximately 300,000 meals to disadvantaged families in the community through our partnership with Second Harvest**
- **Free space donated to the Province to display emergency messages along its Provincial Highway**
- **Free space donated for community alerts (i.e. COVID 19, natural disasters, amber and silver alerts)**
- **25% of the available space will be provided to various community groups for COVID economic recovery for 6 months following the installation of the sign**



A Community-based Sign: Community Benefits

- **Similar to this Committee's decision on August 4, 2020 at 3639 Dufferin Street which had a condition to remove existing signs from a different address, we are willing to remove the following existing signs:**
 - **4 signs located in the same rail corridor at The West Mall**
 - **1 sign located in the same rail corridor at Bloor West**
 - **3 signs located in the same rail corridor at Islington Ave**
- ***This will allow a higher square footage of signage in the same Ward removed (1,600 sq ft) vs. approved with the proposed sign (1,344 sq ft)**

Section 694-30A(6): The Proposed Sign will not adversely affect public safety, including traffic and pedestrian safety

- The Ministry of Transportation Ontario (MTO) is the government entity responsible for Provincial Highway traffic safety.
- MTO reviewed the proposed sign extensively, and deemed it safe and appropriate leading to the Minister of Transportation's Order, dated November 6, 2019, approving this sign and 11 other signs along Provincially Controlled Highways, already installed with no issues.
- Since it is a controlled access highway there are no pedestrian safety matters to consider.



Requested Variances

1. 694-24 (17) 400 metres of any limit of any portion of Highway 427 contained within the municipal boundaries of the City:

Proposed sign has received approval from the Provincial Minister of Transportation (MTO) and is similar to the other signs approved on Highways 401 and 427 by Toronto City Council.

According to a Toronto Staff report, the City's 400 metre restriction was derived to be consistent with MTO's setback on signs along Provincial Highways, as MTO is responsible for traffic safety on Provincial Highways. MTO studied this site location extensively, and deemed it safe and appropriate.

2. 694-25 D (3) (a) The sign face shall area shall not exceed 20.0 square metres:

Proposed sign face is 62.5 square metres, which is a standard size of sign along a Highway in Canada and consistent with the existing sign program approved by Toronto City Council and the Province of Ontario.

It is also the same size or smaller than an additional 28 third-party electronic signs approved by the City of Toronto and the Toronto Variance Committee along the Gardiner Expressway.









Requested Variances

3. 694-25 D (3) (b) The height shall not exceed 10.0 metres:

The Proposed sign will be built adjacent to the elevated portion of Highway 427 and be 18 metres high. The height of the retaining wall of the highway from grade is 11 metres so the sign will not be visible from Highway 427 if built at 10 metres; therefore, an overall height of 18 metres is required to ensure the sign is visible to the highway. Although the proposed sign will exceed the 10 metre height limitation measured from the grade of the rail corridor, the sign will only be 7 metres above the grade of Highway 427.



Requested Variances

3. 694-25 D (3) (b) The height shall not exceed 10.0 metres:

The below image illustrates a 10 metre height which is below Highway 427.



Requested Variances

3. 694-25 D (3) (b) The height shall not exceed 10.0 metres:

The Proposed sign height at 18 metres is not contrary to the built-form of the environment and will be lower in height than existing elements in the area.





Requested Variances

4. 694-25 D (3) (e) The sign shall not be erected within 60.0 metres of any premises located, in whole or part, in an R, RA, CR, I or OS sign district:

Proposed sign (south facing only) will be within 60m of a CR sign district; however, the area is designated as Core Employment Areas under the Official Plan and the current practical use is commercial (PetSmart). Additionally, there are no residential premises within the 250 metre setback requirement under 694-25 D (3) (f), with the nearest residence over 800 metres in any direction of the sign (over 3 times further than the bylaw suggests).

Requested Variances

5. 694-25 D (3) (k) Where the sign has two faces, the sign faces shall be back to back:

Although there are currently no residences nearby, we propose to angle the faces east toward the highway and away from the CR sign district located southwest of the sign location (behind the sign). This will ensure that the sign does not face into the CR sign district at any time should a residential development(s) be planned in the future.



An aerial photograph of the Toronto skyline at dusk. The CN Tower stands prominently in the center, its spire reaching into a sky with soft, wispy clouds. The city's dense collection of skyscrapers is visible, with some reflecting the fading light. To the right, the city meets the water of Lake Ontario. The overall color palette is dominated by deep blues and teals, with a warm, orange-pink glow from the setting sun on the right side of the frame.

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