

Application for Three Variances Respecting One Third Party Electronic Ground Sign

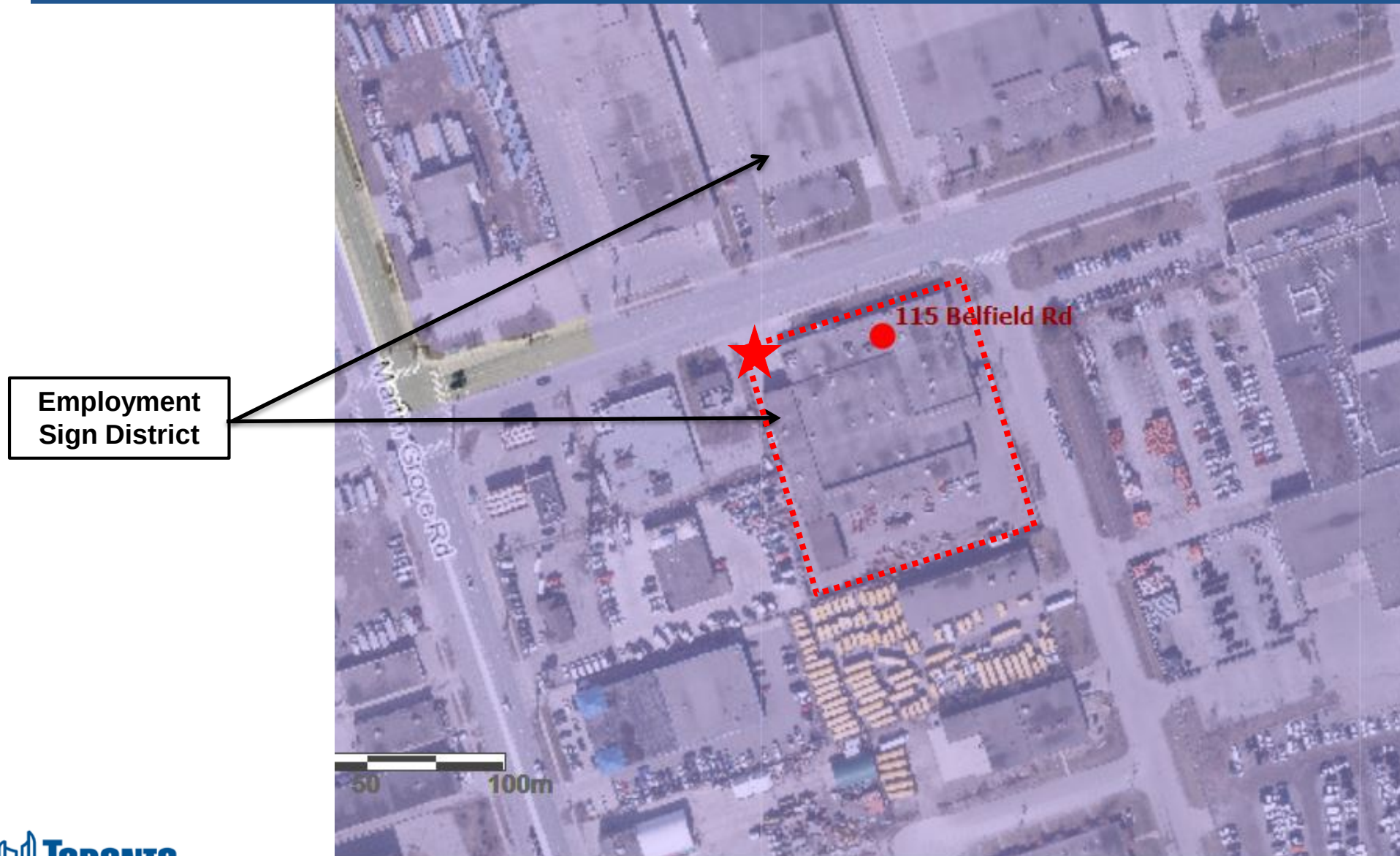
115 Belfield Road

August 12, 2021

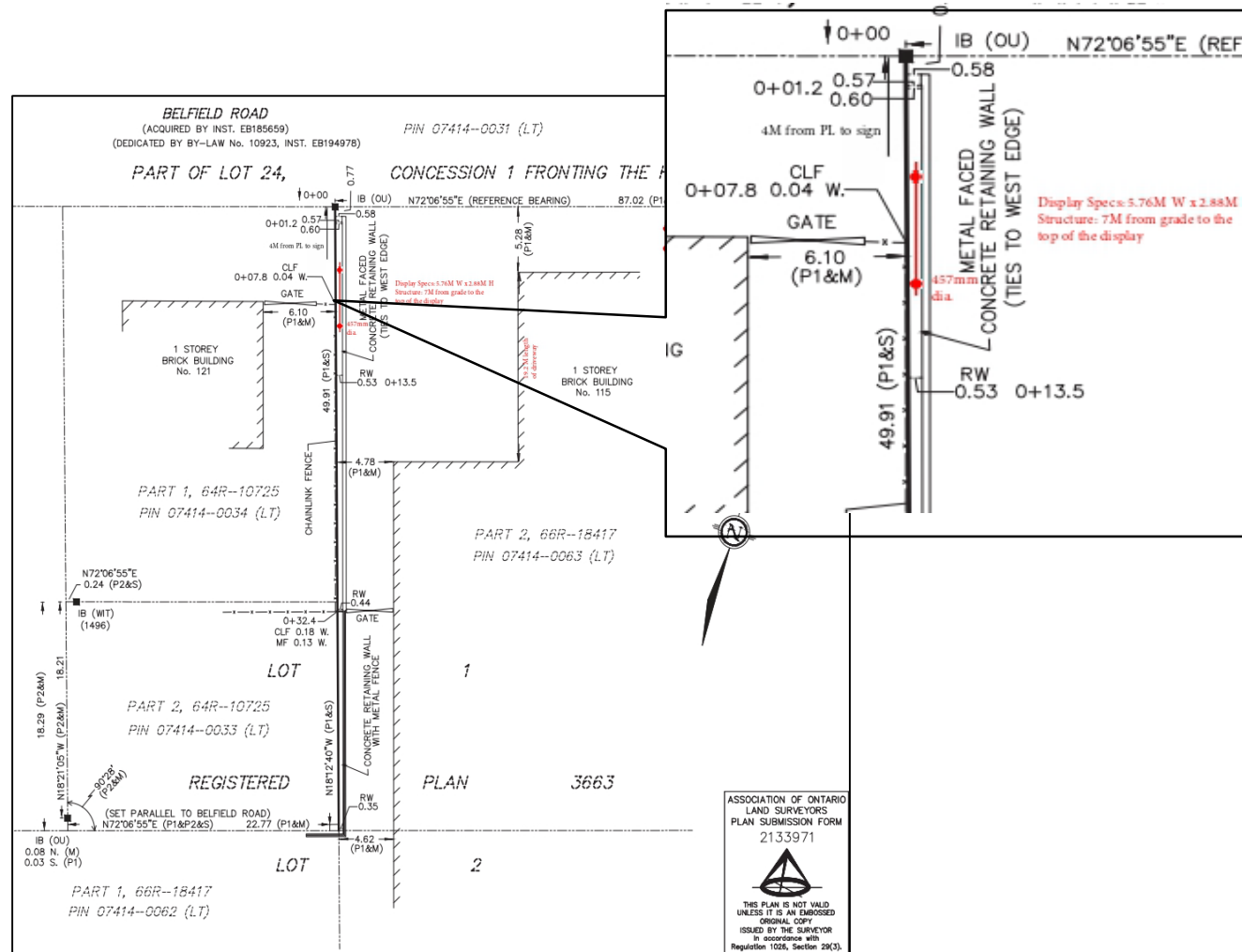
Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two sign faces, oriented in an easterly westerly direction at an 90-degree angle
Sign Location	North frontage
Face Orientation	East and West
Sign Face Dimensions (width x length)	5.79 metres x 2.91 metres
Sign Face Area	16.85 square metres

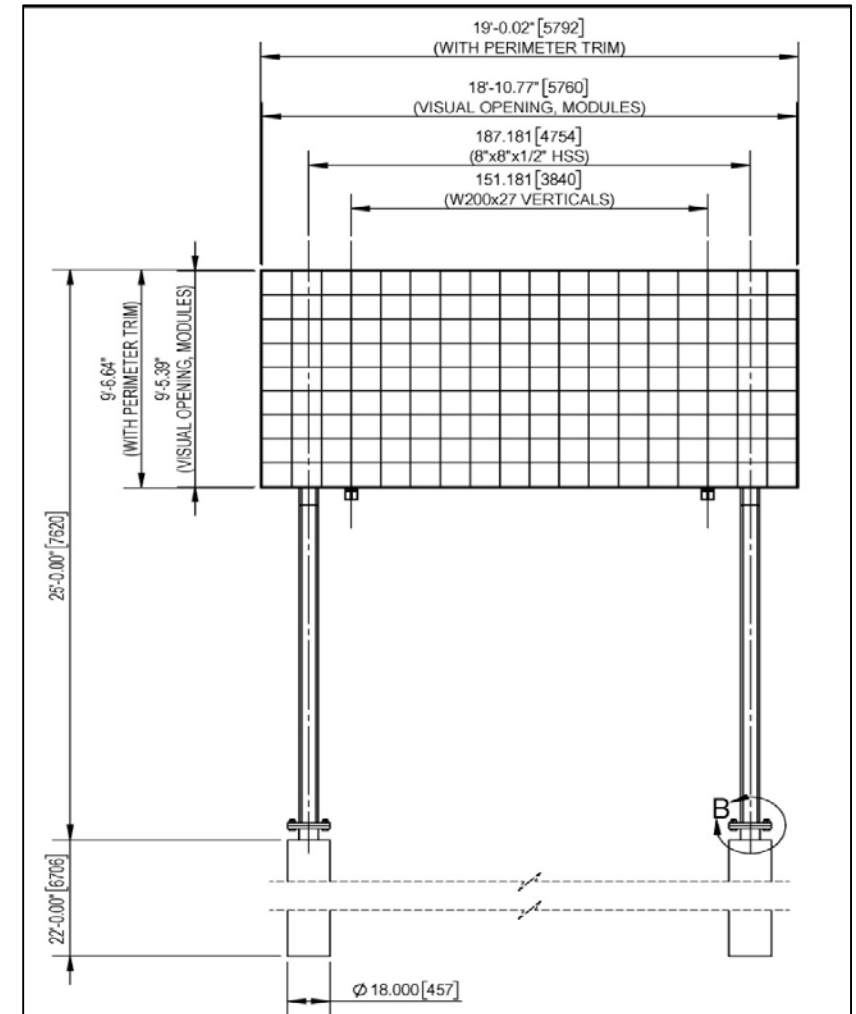
Sign District Designation



Proposed Sign Description



Survey



Elevation

Requested Variances – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694-22.E	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;	The Proposed Sign is located approximately 140 meters to a lawful third party sign located at 1065 Martin Grove Road.
§ 694-24.A(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 metres of any limit of any portion of Highway 409 contained within the municipal boundaries of the City;	The Proposed Sign is located approximately 200 meters to the north of the northern limit of the portion of Highway 409 contained within the municipal boundaries of the City.
§ 694-24.A(30)	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;	The Proposed Sign is located on the premises municipally known as 115 Belfield Road.

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(5) - The Proposed Sign will not adversely affect adjacent premises
- ✓ 694-30A(6) - The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety
- ✓ 694-30A(7) - The Proposed Sign is not a sign prohibited by §694-15B

Sign Variance Criteria – Criteria **Not** Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area

- The proposed sign complies with the permitted size, height, and method of copy display
- The applicant indicates that the proposed sign will be compatible with the height, uses of buildings, and premises along Belfield Road.



Figure 1: Google street view – Belfield Road looking west

Sign Variance Criteria – Criteria **Not** Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area



Figure 2: Google street view – Belfield Road looking east

Sign Variance Criteria – Criteria **Not** Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area

- Located approximately 200 metres of Highway 409, which is subject to an area-specific restriction
- MTO has indicated no permit will be required as the sign is not visible from Highway
- Buildings located between the Proposed Sign and the Highway 409, further reduces any relationship between the Proposed Sign and the Highway 409

Sign Variance Criteria – Criteria **Not** Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area

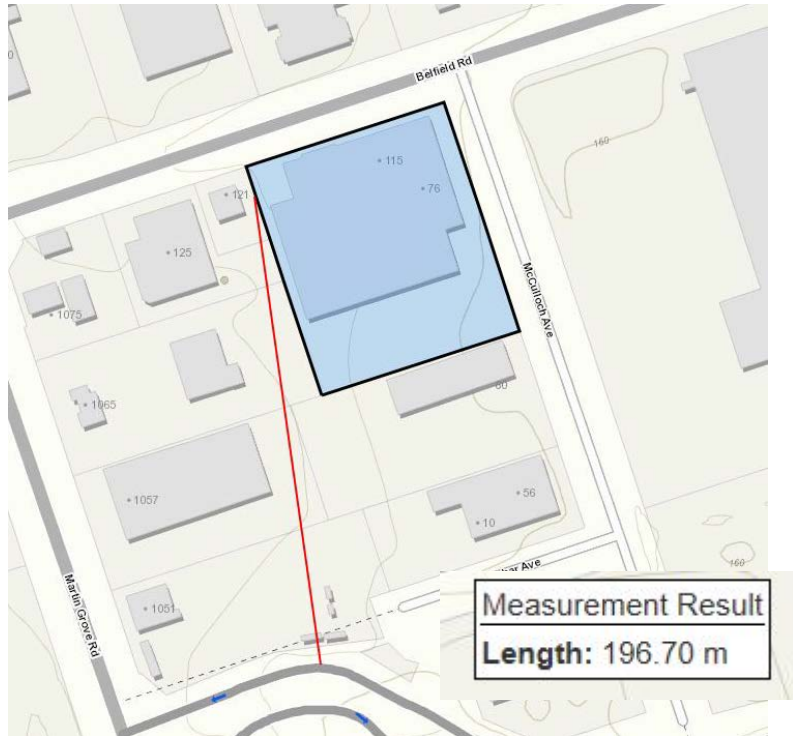


Figure 3: Located on 115 Belfield Road and approximately 200 metres of Highway 409



Figure 4: View From Highway 409 toward The Premises

Sign Variance Criteria – Criteria **Not** Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area

- Located on the premises municipally known as 115 Belfield Road, which is subject to an area-specific restriction
 - The objective of this area-specific restriction was to reduce sign clutter in Ward 1 (formerly Ward 2)
- There are currently six third party signs within a 500m radius of the Proposed Sign, all of which pre-date the current Sign By-law, most of which do not meet the current requirements for separation distances from other third party signs
- The Proposed Sign requires a variance as it is located within the required separation distance of 150 metres of another (static) third party sign.

Sign Variance Criteria – Criteria **Not** Established

694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area



Figure 5: Third Party Signs surrounding 115 Belfield Road (distances are approximate)

Sign Variance Criteria – Criteria **Not** Established

694-30A(4) - The Proposed Sign does not support Official Plan objectives for the premises and surrounding area

- The proposed sign is located in a Core Employment Area
- The applicant identifies that "diverse employment areas can adapt to changing economic trends and are poised to capture new business opportunities" and discusses the economic benefits of the proposed sign
- The applicant identifies that Employment Areas are also intended to facilitate growth, however does not relate this to the proposed sign
- The applicant discusses the Area-Specific restriction however this restriction is not to intended to support specific Official Plan objectives.

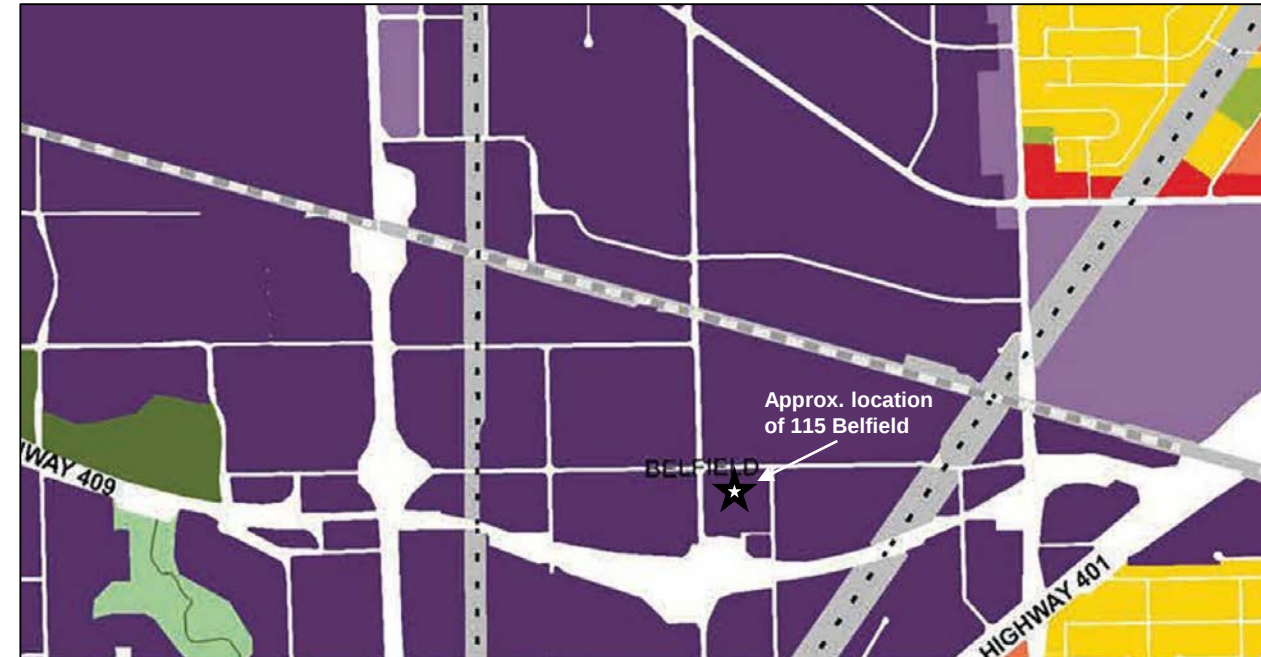


Figure 6: Land Use Plan – 115 Belfield Road

Sign Variance Criteria – Criteria Established

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

- There are no residential or other sensitive land uses in the immediate area
- There are similar land uses and built form on many of the adjacent premises
- The sign is not visible from the Highway 409, clearance from The Ministry of Transportation
- The sign will comply with the illumination and time-of-day operating requirements.
- The sign will be monitored by a 24/7 video camera

Sign Variance Criteria – Criteria Established

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

The Proposed Sign:

- Meets the required 30 metre setback from any street intersections
- Complies with requirements of sign face area, height and image transitions
- Is located outside of any visibility zones at the Subject Premises
- Meets the required minimum of 500 metres distance from other third party electronic signs.

Sign Variance Criteria – Criteria **Not** Established

694-30A(8) - The Proposed Sign does alter the character of the premises or surrounding area

- The sign will be compliant with the size, height, permitted in Employment Sign Districts
- The sign will be consistent with the scale of the development on the Subject Premises and the surrounding properties
- The Proposed Sign will add a third party electronic sign to an area which already has a number of third party signs that do not meet the separation distances required by the Sign By-law.
- Sign clutter (through the construction of the Proposed Sign) to Belfield Road east of Martin Grove Road is likely to alter the character of the immediate area
- Sign clutter (through the construction of the Proposed Sign) is also contrary to Council's vision for 115 Belfield Road and the surrounding properties expressed through the 2012 Area-Specific restriction.

Sign Variance Criteria – Criteria **Not** Established

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

- 115 Belfield Road is subject to two Area-Specific Restrictions enacted by City Council establishing that third party signs are prohibited on the premises:
 - the restriction on signs being located on premises within 400 metres of Highway 409; and,
 - a specific restriction on any third party signs at 115 Belfield Road, or within 100 metres of 115 Belfield Road.
- One of the Area-Specific restrictions is specific to the property at 115 Belfield Road and the properties within 100 metres of it, and was part of a larger initiative intended to reduce sign clutter in then Ward 2 (now Ward 1).
- The Applicant has also not provided any information to demonstrate that a third party electronic sign located within 400 metres of Highway 409 would contribute positively to the quality of the area's appearance, or enhance the image and attractiveness of Toronto.
- the Proposed Sign does not comply with the separation distance of 150 metres from another third party sign which is contrary to the general Sign By-law objectives of preventing sign clutter throughout the City.

Conclusion and CBO Recommendation

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

- The Sign Variance Committee **refuse** the requested variances to the Sign By-Law, 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 115 Belfield Road.

QUESTIONS?