

Application for Seven Variances Respecting One Third Party Electronic Ground Sign

2568 St. Clair Ave. W.

August 12, 2021

Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two sign faces in a “V-shaped” configuration
Sign Location	South frontage
Face Orientation	South-west and South-east
Sign Face Dimensions (width x length)	2.30 metres x 8.69 metres at the height of 7.98 meters
Sign Face Area	19.99 square metres

Sign District Designation



Figure 1: Sign District Map

Proposed Sign Description

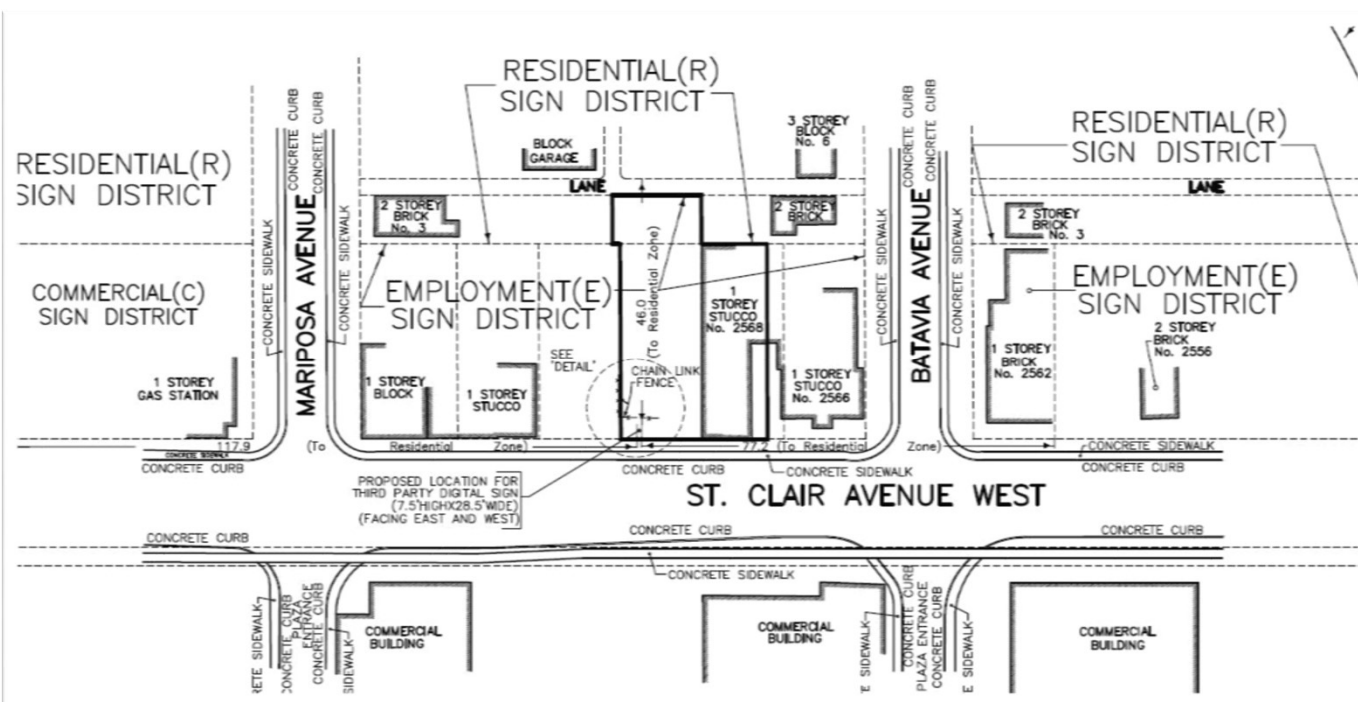
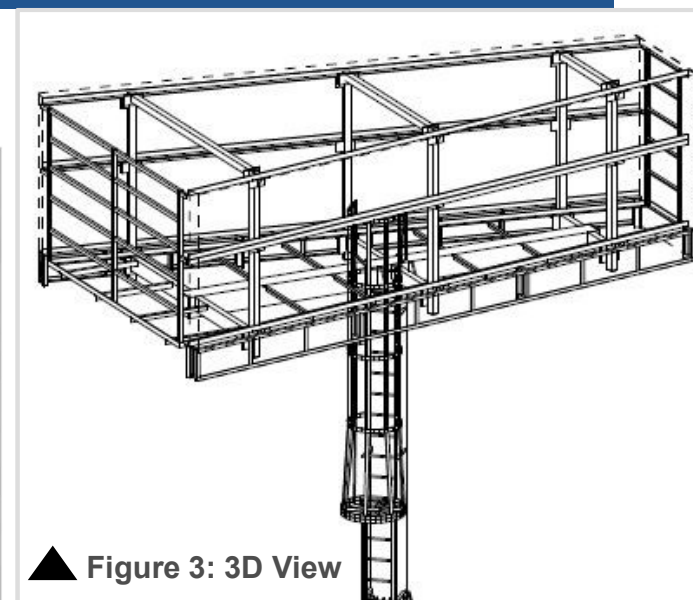


Figure 2: Site Plan ▲



▲ Figure 3: 3D View

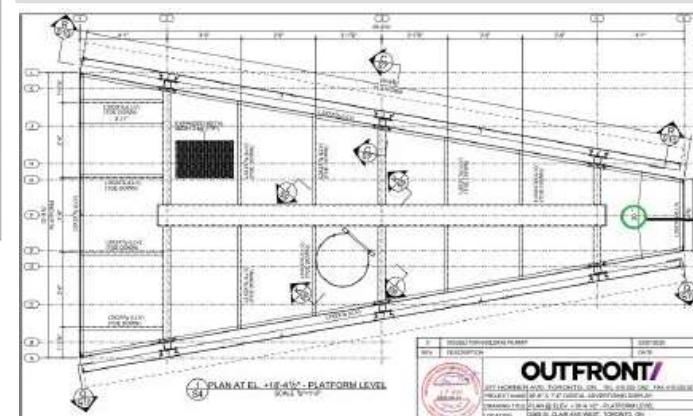


Figure 4: Top View ►

Requested Variances – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694-25.C(2)(e)	An Employment Sign District may contain an electronic ground sign provided 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;	Approximately 27.8 meters of Residential Sign District.
§ 694-25.C(2)(f)	An Employment Sign District may contain an electronic ground sign provided 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;	Facing onto Residential Sign District to the west, and Facing onto Residential and Open Space Sign District to the east.
§ 694-25.C(2)(k)	An Employment Sign District may contain an electronic ground sign provided where the sign has two faces, the sign faces shall be back to back;	The Proposed Sign has a v-shaped configuration.

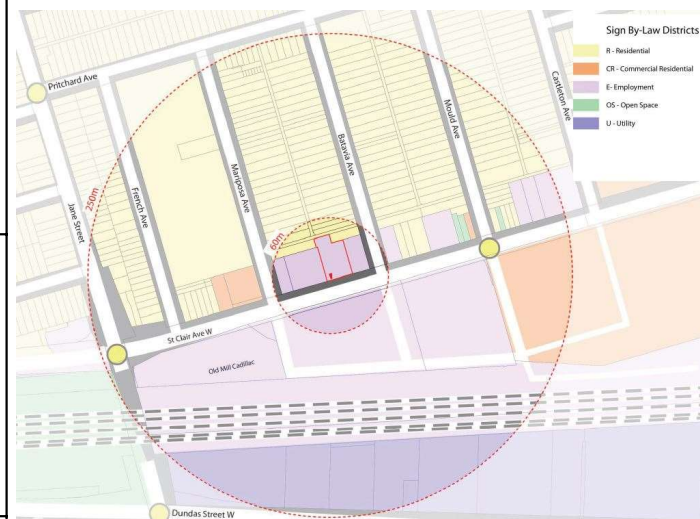


Figure 5:
Sign Districts within 60 meters and 250 meters

Required Conditions

Condition 1	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 2	The Proposed Sign shall contain sufficient physical barriers on the sign face to minimize, to the satisfaction of the Chief Building Official acting reasonably, the visibility of the sign copy from the R Sign Districts to the north and north-west of the Proposed Sign located on Palestine Street, Batavia Avenue, and Mariposa Avenue;
Condition 3	The Proposed Sign's sign faces shall have an interior angle of not less than 45 degrees;
Condition 4	The Proposed Sign's sign faces shall be orientated in a south-westerly and south-easterly direction, so that the sign faces face approximately the direction of the travelled portion of St. Clair Avenue West.

Community Consultation

- Notice was provided to premises within 250 m radius
 - More than 27 members of the public contacted Sign By-Law Unit
 - Expressed concern and opposition
 - Requested further information
- Two virtual public consultation sessions were held:
 - May 17, 2021 – Ten people attended
 - July 7, 2021 – Seven people attended

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(4) - The Proposed Sign supports Official Plan objectives for the subject premises and surrounding area.
- ✓ 694-30A (5) - The Proposed Sign does not adversely affect adjacent premises.
- ✓ n 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 – Established Criteria

- ✓ **694-30A(1):** The Proposed Sign belongs to a sign class permitted in the Sign District

Employment (E) Sign District which permits third party signage

- ✓ **694-30A(2):** In the case of a third party sign, the Proposed Sign is of a sign type permitted in the Sign District

Employment (E) Sign District which permits electronic ground signs

Sign Variance Criteria – Criteria **Not** Established

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

Based on Applicant's submission (WSP Planning Report):

- Compatible with the City's applicable Zoning By-law
- Large retail plaza to the South
 - Permitted through an Official Plan and Zoning By-law amendment
- Residential neighbourhood to the North
 - Fence and a dense tree line that would act to reduce light trespass
 - V-shape formation should angle the light away
 - Light shielding technology

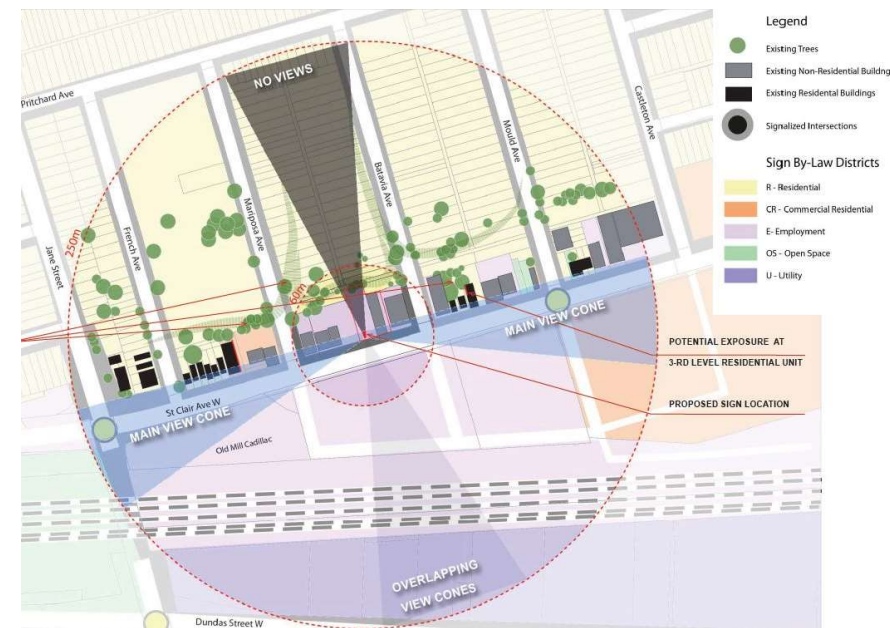


Figure 6: Visual Impact Assessment

Sign Variance Criteria – Criteria **Not** Established

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

Based on Applicant's submission (WSP Planning Report):

- Retail, residential and open space to the East
 - Vegetation and 150 NITS condition
 - Open Space as a storage yard
- Retail, gasoline station and residential to the West
 - Existing commercial and light industrial character
 - No light exposure to residential due to distance (120 m) and gas bar canopy that inhibit light trespass.

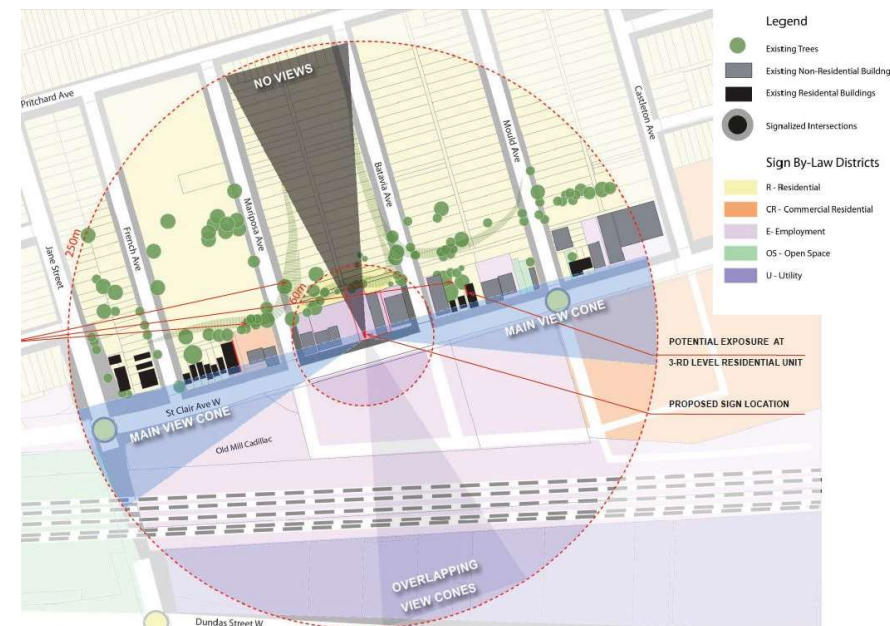


Figure 6: Visual Impact Assessment

Sign Variance Criteria – Criteria **Not** Established

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

Concerns from members of the community regarding:

- Visibility of the structure from properties to the North.
- Potential impacts on the built form and public realm along St. Clair Avenue West.
- Potential negative impact on the value of their property

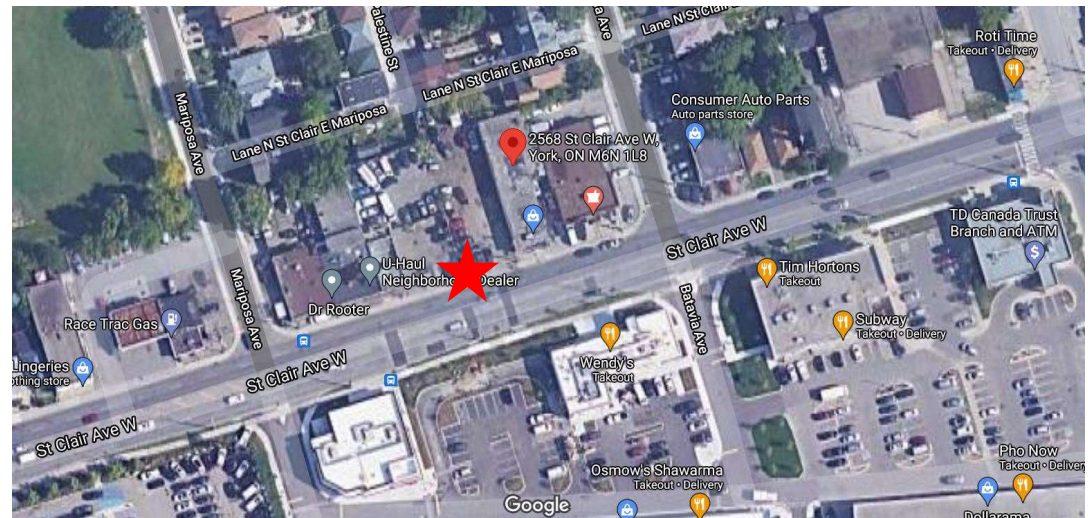


Figure 7: Google Maps – Top View

Sign Variance Criteria – Established Criteria

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

Based on Applicant's submission (WSP Planning Report):

- Mixed Use Area
- Sign complies with zoning regulations for property
- V-shaped formation, light-shielding technology and treeline should provide appropriate transition to residential properties



Figure 8: Official Plan Amendment Map

Sign Variance Criteria – Established Criteria

- ✓ **694-30A(5):** The Proposed Sign does not adversely affect adjacent premises.
 - Mitigation of light impact by vegetation buffer, 45 degree angel, light shielding technology and 150 NITS

- ✓ **694-30A(6):** The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety
 - 30 metre setback from any street intersections
 - Comply with the Sign By-law requirements (sign face area, height and image transitions and duration)
 - Not within the “Visibility Zone”
 - No other third-party electronic signs within 500 metres of the Proposed Sign

- ✓ **694-30A(7):** The Proposed Sign is not a sign prohibited by §694-15B
 - Proposed Sign is not a sign that is prohibited by §694-15B

Sign Variance Criteria – Criteria **Not** Established

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

Based on Applicant's submission (WSP Planning Report):

- Surrounding area is comprised of a mix of uses, including commercial, light industrial, and residential.
- Based on Official's Plans, the evolving character of mixed use area permits commercial uses
- Within a 250m radius of the Proposed Sign,
 - Residential frontages account for 17%
 - All other frontages account for 73%
 - 21% Commercial,
 - 59% Employment,
 - 3% Open Space

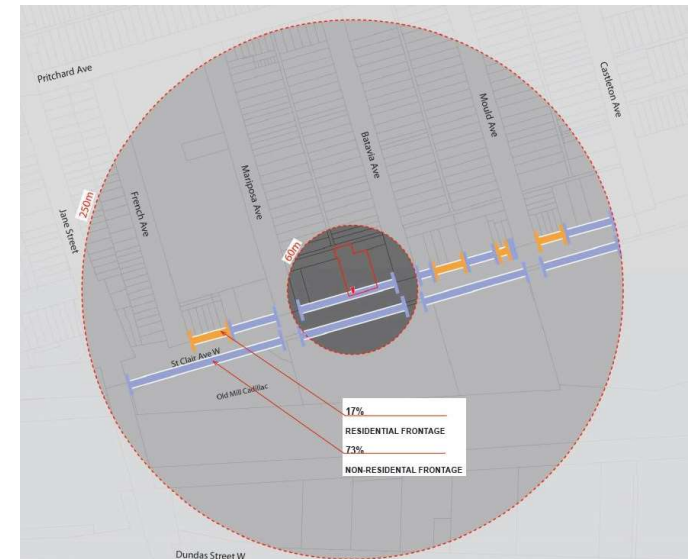


Figure 9: Context Plan - frontages

Sign Variance Criteria – Criteria **Not** Established

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

Concern from members of the community regarding:

- Visibility of the structure from properties to the North.
- Out of scale with the built form in the area (advertising next to a highway).

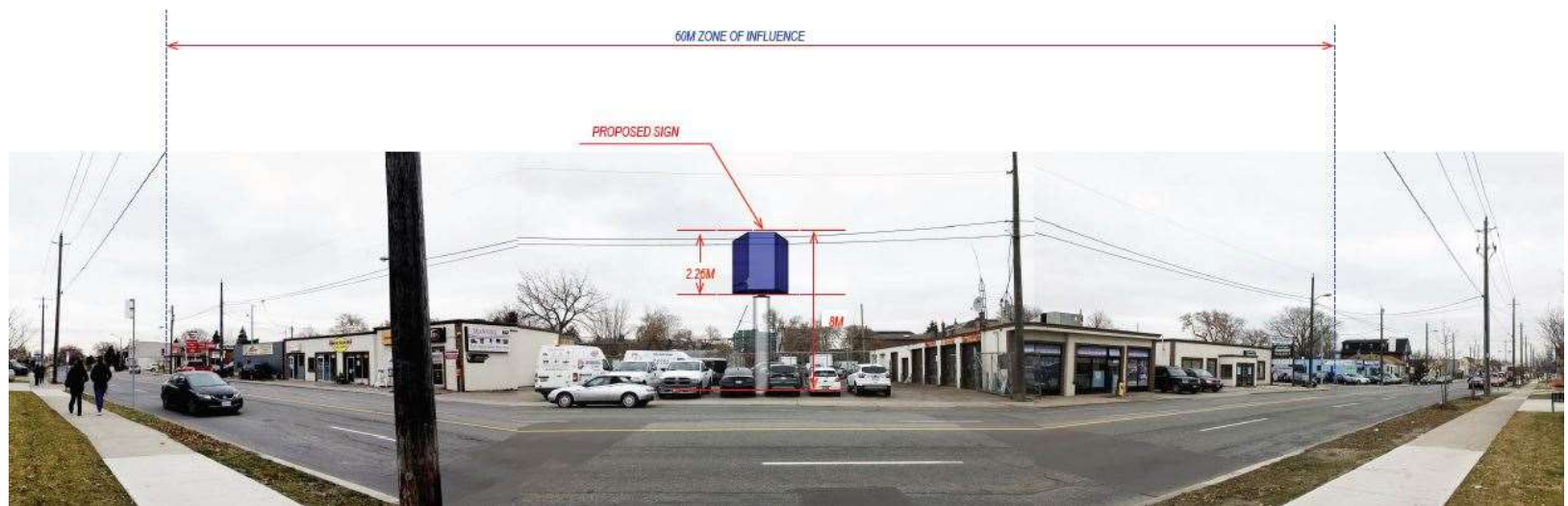


Figure 9: Panoramic Street Rendering

Sign Variance Criteria – Criteria **Not** Established

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

Despite Applicant's submission package, Proposal has raised a significant concern from members of the community

- Although some members of the community acknowledged that changes to the proposal address the lighting impact, there were still concerns about the visibility of sign structure
- Concerns about the impact of the sign on the built form and public realm along St. Clair Avenue West

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, 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 2568 St Clair Ave W.

QUESTIONS?