

Application for Three Variances Respecting One Third Party Electronic Ground Sign

1221 Finch Avenue West

April 1, 2022

Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Four sign faces
Sign Location	North frontage
Face Orientation	East - West
Sign Face Dimensions (width x length)	2.91 metres vertically x 5.79 metres horizontally (third party) 1.57 metres vertically x 3.57 metres horizontally (first party)
Sign Face Area / height	22.45 square metres / max 9 metres

Sign District Designation



Proposed Sign Description



Requested Variances – Proposed Sign

Section	Requirement	Proposal
694-25(C)(2)(a)	An Employment "E" Sign District may contain a third party electronic ground sign, provided the sign face area shall not exceed 20 square metres;	The Proposed Sign has a sign face area in excess of 20 square metres.
694-25(C)(2)(d)	An Employment "E" Sign District may contain a third party electronic ground sign, provided the sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law, which allows minimum 9 metres setback;	The Proposed Sign's setback from the street would be 1 metre.
694-25(C)(2)(j)	An Employment "E" Sign District may contain a third party electronic ground sign, provided the sign shall have no more than two sign faces;	The Proposed Sign contains four sign faces in total.

Required Conditions

Condition 1 for all three variances	Any and all existing first party ground signs located at the north frontage of the premises municipally known as 1221 Finch Avenue West shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign.
Condition 2 for all three variances	The portion of the sign marked as 'Area 'B' in Schedule A of Attachment 1 to this report be used for first party sign copy only.

Sign Variance Criteria – Established Criteria

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

- Third party signs are permitted in Employment Sign Districts.

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

- Electronic ground signs are permitted in Employment Sign Districts.

Sign Variance Criteria – Established Criteria

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

- In order to avoid sign clutter and as a condition of approval, the applicant has proposed to incorporate the existing first party sign at the Subject Premises with a third party electronic sign which results the sign face area to exceed the permitted sign face area, approximately 11.25%.
 - There are a number of large, multi-tenant ground signs which contain multiple sign faces, similar to the Proposed Sign, in the area. These signs are often displaying a mix of sign copy types, and exceed 20 square metres in sign face area.
 - Many ground signs in the surrounding area (21 ground signs) have the similar setback to the property line, like the proposed sign - only four have a setback greater than 3 metres.
- The property is located within Employment Sign District which permits third party electronic ground signs at a height consistent with the Proposed Sign.
- Although, the Proposed Sign has a sign face area of 22.45 sqm at each side, the third party portion of the sign is 16.85 sqm which is less than 20 sqm permitted by the Sign By-law.

Sign Variance Criteria – Established Criteria

Large ground signs in the area surrounding 1221 Finch Avenue West:



Sign Variance Criteria – Established Criteria

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

- The proposed property is designated as a General Employment Area within the Official Plan, which are places for various business and economic activities.
 - The Proposed Sign would help support the Official Plan objectives for a healthy and vibrant Employment Area by providing a medium for both local and national businesses to promote themselves.
- The setback of the Proposed Sign from street is less than permitted by the Zoning By-law, however, it is consistent with many other existing ground sign setbacks, in the area.
- Although the Proposed Sign would only be located one metre from the northern property line of the Subject Premises, there is a landscaped strip between the property line and the sidewalk and traveled portion of Finch Avenue West.
- The Proposed Sign contains a first party portion which would not otherwise be subject to the setback requirements of the applicable Zoning Bylaw.

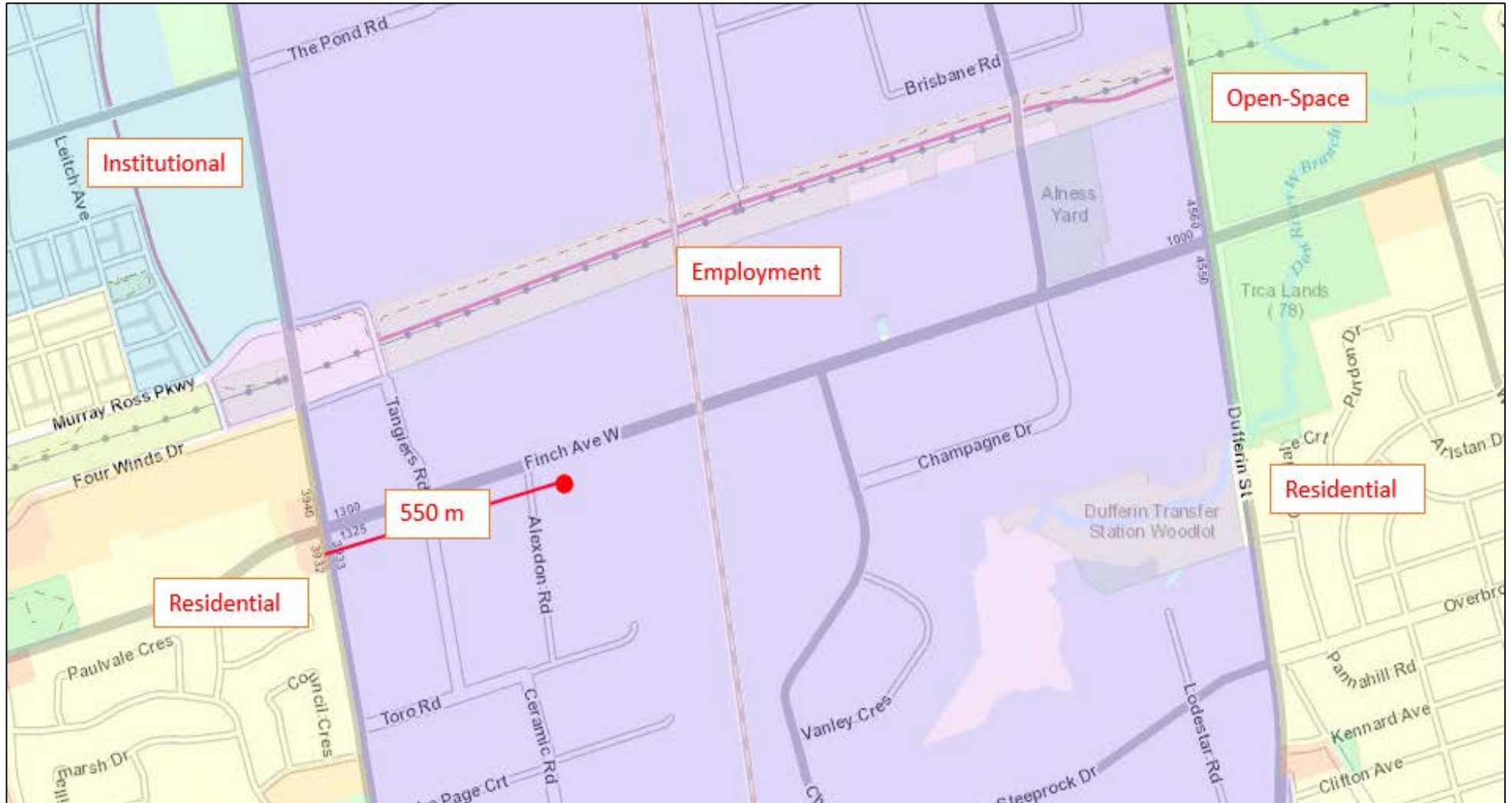
Sign Variance Criteria – Established Criteria

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

- The property at 1221 Finch Avenue west is within and completely surrounded by the Employment Sign District to immediate north, east, south and west.
 - None of the adjacent properties contain any sensitive land uses, such as Residential, Open-Space or Institutional uses.
 - The closest property containing a sensitive land use is approximately 550 metres to the west near the corner of Finch Avenue West and Keele Street, which should not be impacted by the Proposed Sign.
- The reduced setback for the Proposed Sign to the northern property line is unlikely to result in any adverse impacts on adjacent premises, because majority of the similar ground signs at the area (including the ground sign at the immediate east property) are located at the approximate same setbacks to the street.

Sign Variance Criteria – Established Criteria

Figure 4: Closest sensitive area to the Proposed Sign



Sign Variance Criteria – Established Criteria

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

- The Proposed Sign is not located within a Visibility Zone.
- The submission material states that complying to the required setback (9m) from the front yard line, could adversely affect public safety, since the sign would be placed directly in the traveled area of the parking lot.
- The Proposed Sign, set back one meter from the front lot line and in the middle of landscaped area, shouldn't have any impacts on public safety.



Required Setback from Finch Avenue West



Proposed Setback from Finch Avenue West

Sign Variance Criteria – Established Criteria

694-30A(7) - The Proposed Sign will not be a sign prohibited by §694-15B.

- The proposed sign would not be a sign prohibited as described in §694-15B.

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

- There are many large and multi-faced ground signs along Finch Avenue West in the surrounding area.
- There is an existing first party ground sign adjacent to the Subject Premises displaying a combination of electronic and static sign copy as well as an existing sign which the Proposed Sign will be replacing.
- There are three existing third party signs located to the east along Finch Avenue West within 500 metres of the Subject Premises, as well as a third party roof sign south of Finch Avenue along Keele Street to the west of the Subject Premises.

Sign Variance Criteria – Established Criteria

694-30A(9): The Proposed Sign is not be contrary to the public interest.

- The location of the this sign and the surrounding area is within Employment Sign District which allows ground signs and electronic ground signs in the area.
- There are a number of existing ground signs in the area with the sign face area greater than the Proposed Sign.
- The Proposed Sign's setback of the street is consistent with majority of the existing ground signs in the area.
- The height of the Proposed Sign complies to the Sign By-law and the total sign face area of the proposed sign is 11.25% more than what permitted.

Conclusion and CBO Recommendation

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

- The Sign Variance Committee **grant** the requested variance 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 1221 Finch Avenue West.

QUESTIONS?