

Application for Four Variances Respecting One Third Party Electronic Ground Sign

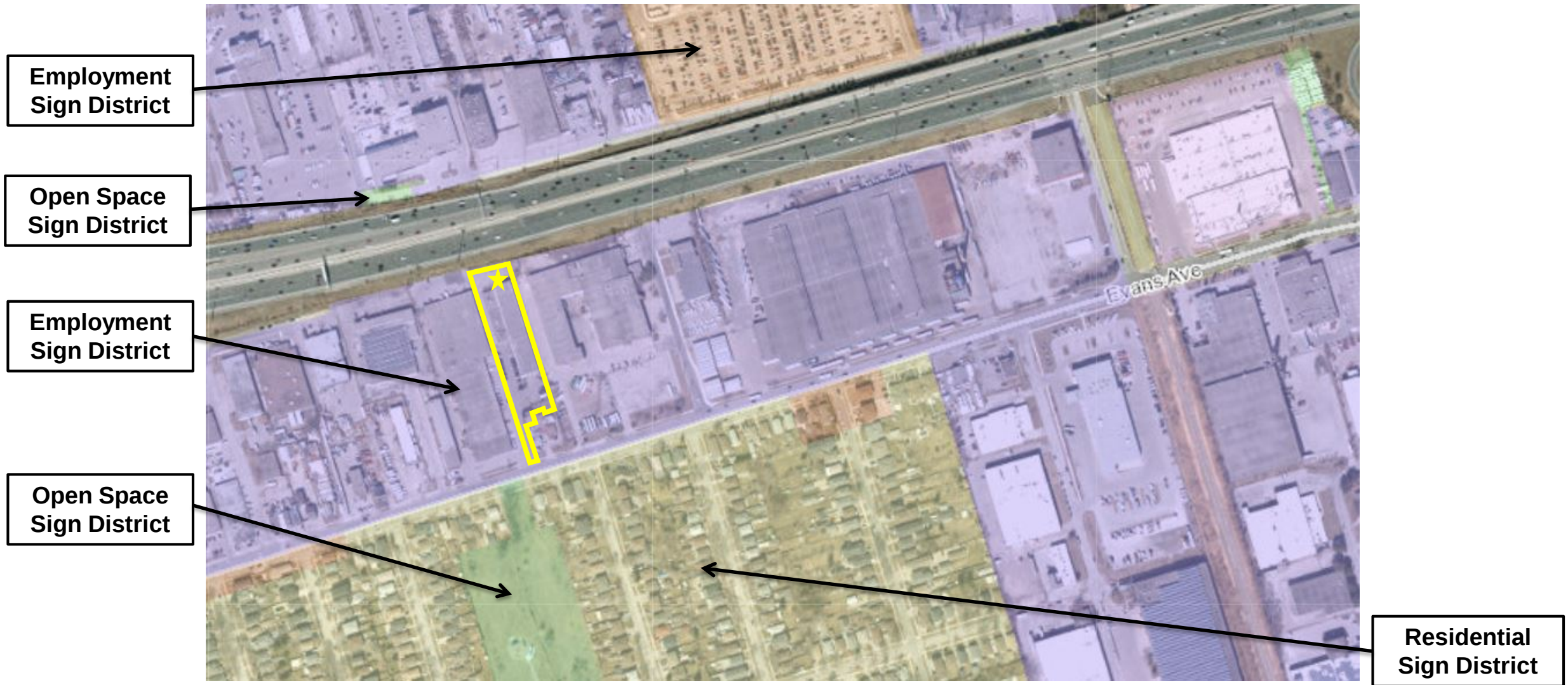
476 Evans Avenue

April 01, 2022

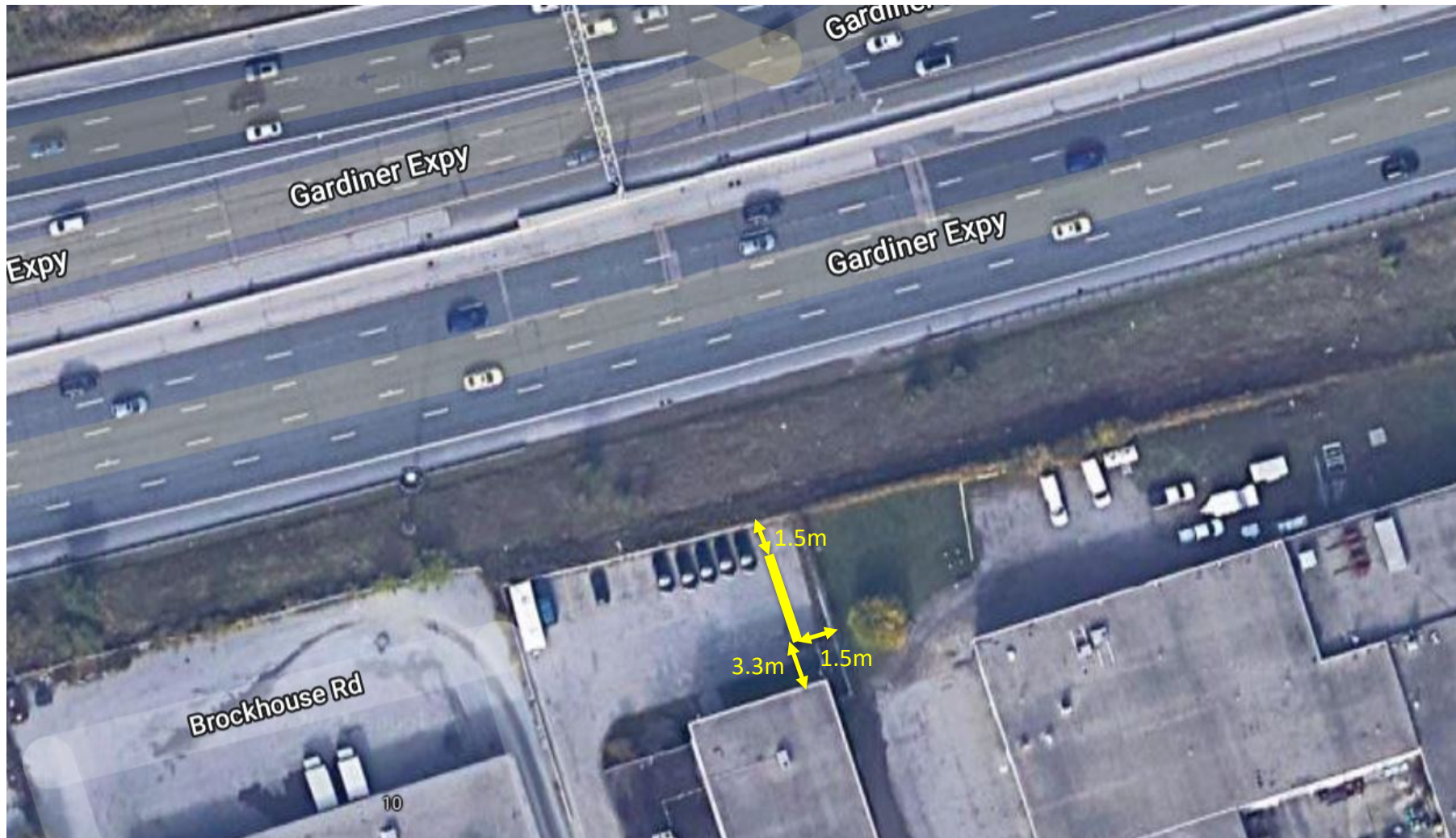
Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two sign faces in a “back to back” configuration
Sign Location	North-West frontage
Face Orientation	North-Westerly and South-Easterly
Sign Face Dimensions (width x length)	14.63 metres x 4.27 metres
Sign Face Area / height	62.47 square metres / 13.47 metres

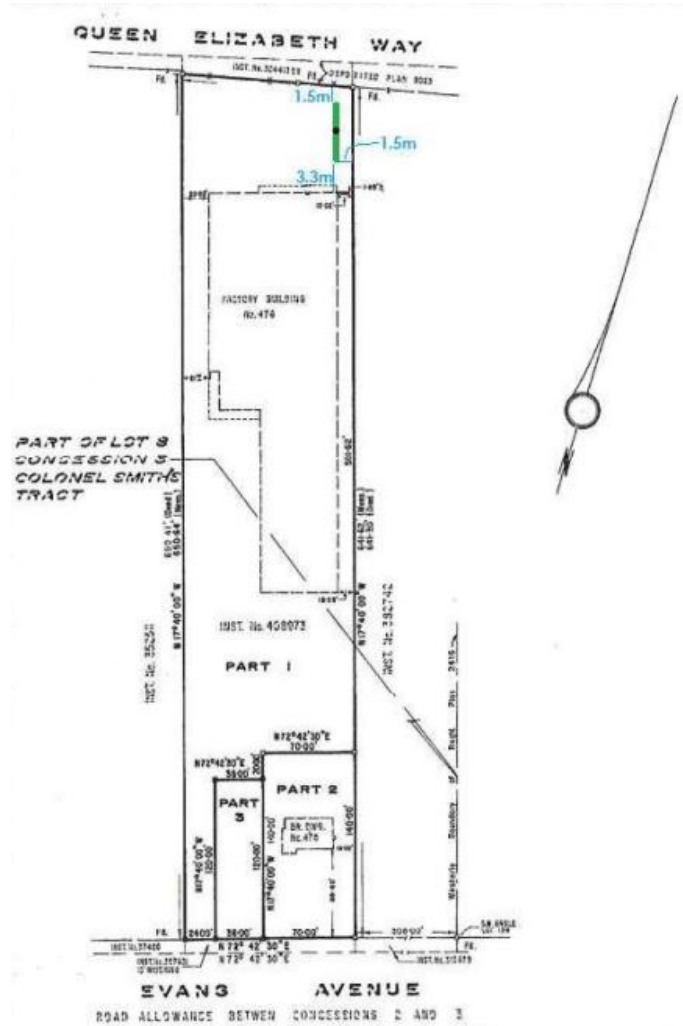
Sign District Designation



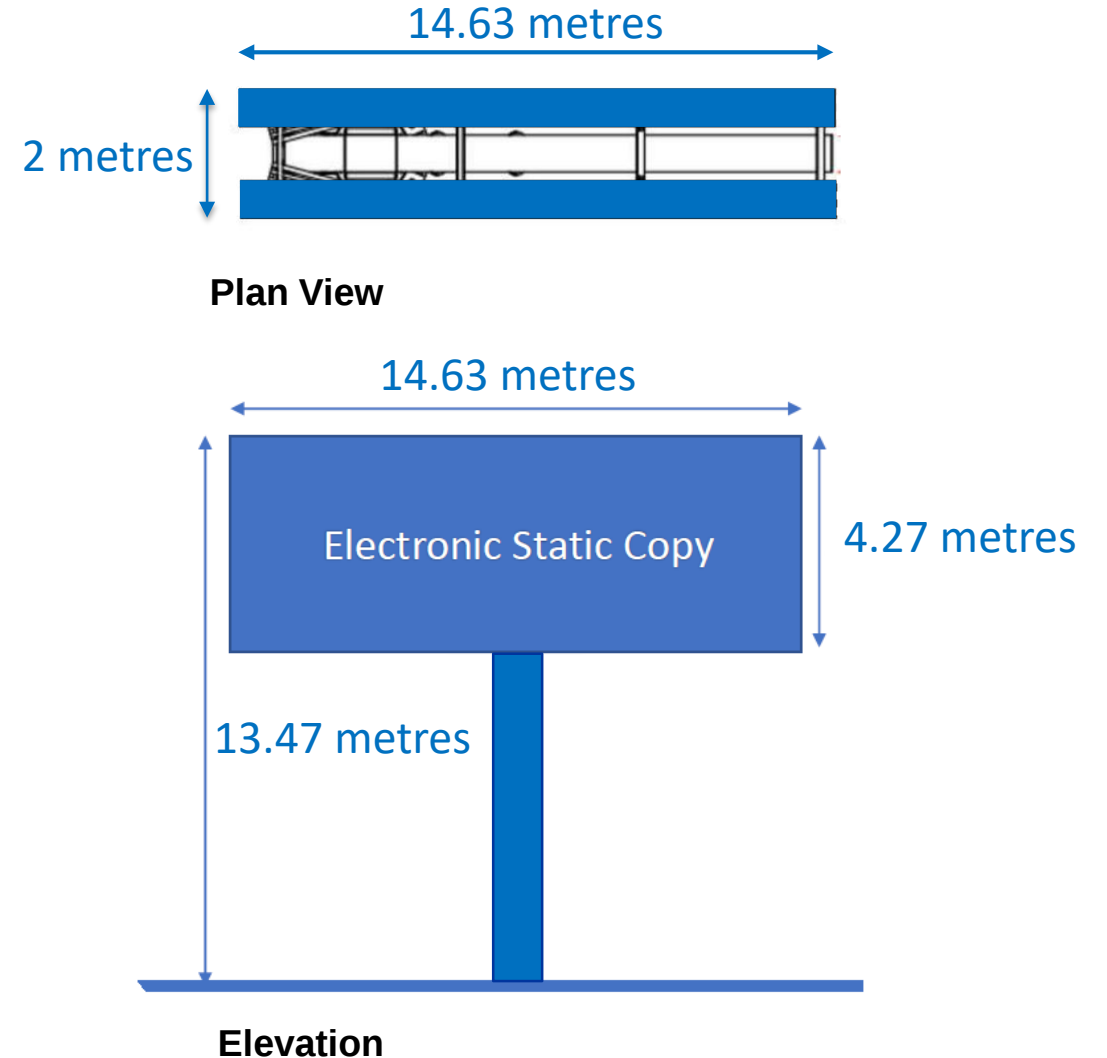
Sign Location



Proposed Sign Description



Survey



Requested Variances – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694-24.A(1)	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 the F.G. Gardiner Expressway from Highway 427 to the Humber River, transferred from the Province by Order in Council 534/97;	The Proposed Sign is located in an area where a third party sign shall not be erected or displayed (1.5 metres to the south of the southern limit of the portion of F.G. Gardiner Expressway between Highway 427 and the Humber River).
§ 694-24.A(17)	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 Highway 427 contained within the municipal boundaries of the City;	The Proposed Sign is located in a second area where a third party sign shall not be erected or displayed (290 metres from a limit of Highway 427).
§ 694-25.C(2)(a)	An Employment Sign District may contain an electronic ground sign provided the sign face area shall not exceed 20.0 square metres ;	The Proposed Sign would have a maximum sign face area of 62.47 square meters which is approximately three times the standard permitted sign face area.
§ 694-25.C(2)(b)	An Employment Sign District may contain an electronic ground sign provided the height shall not exceed 10.0 metres ;	The Proposed Sign would have a maximum height of 13.47 meters which is approximately twice the standard permitted height.

Requested Variances – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694-25.C(2)(d)	An Employment Sign District may contain an 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 ;	In Employment-Industrial Zone minimum permitted rear yard and side yard setback is 7.5 metres & 3 metres respectively, whereas the Proposed Sign's proposed setbacks from north property line (adjacent to the Gardiner Expressway) and from east property line is 1.5 metres .
§ 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;	The Proposed Sign would face OS sign districts located within 125 meters of the North West sign face and within 220 metres of the South West sign face, as well as a CR sign district located 230 meters to the North East and an R sign district located 220 metres to the South East.
§ 694-25.C(2)h)	An (E) Employment Sign District may contain a third party electronic ground sign, provided there shall be no more than one ground sign or electronic ground sign erected on the premises;	The Proposed Sign would be allowed to be on the premises, although there is a first party ground sign currently erected on the Subject Premises .

Required Conditions

Condition 1	The sign face bottom shall be no less than 4.25 metres from the ground for all sign faces.
Condition 2	The Proposed Sign shall be located no closer than 1.5 metres from the northern property line of the Subject Premises <u>and</u> The Proposed Sign shall be located no closer than 1.5 metres from the eastern property line of the Subject Premises.

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 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:

- Electronic ground signs are permitted in Employment Sign District.

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

- The Proposed Sign is not 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:

- Subject Premises is surrounded by properties in the E Sign district to the east, west & north.
- These areas contain commercial and employment uses
- There are Residential and Open Space Sign District 220 meters to the south of the Proposed Sign
 - There is a little if any relationship between Proposed Sign and these areas as the Proposed Sign is located at the north of the property and is oriented toward the F.G Gardiner Expressway
- There is an existing third party electronic sign at 29 Algie Avenue (to the north of the F.G. Gardiner Expressway) which is approximately 230 metres away.

Sign Variance Criteria – Criteria Not Established

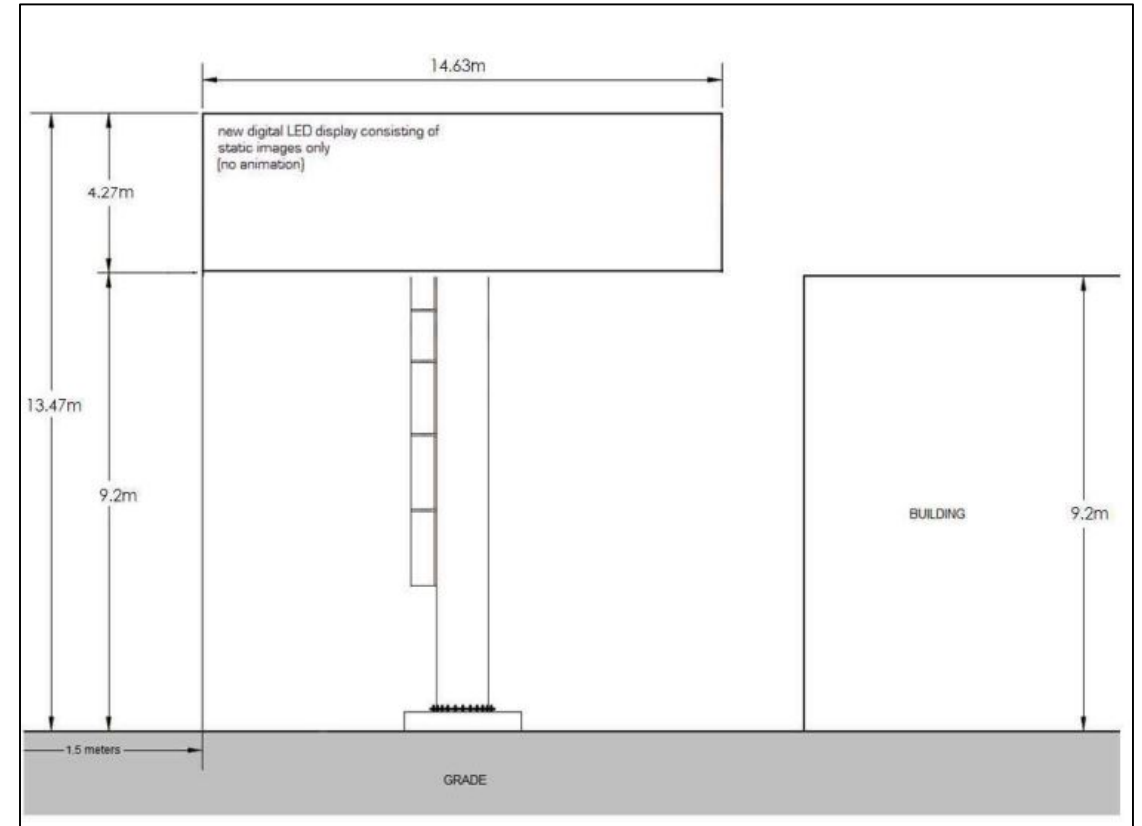
694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area:

- Third party ground signs within 400 metres of the limits of the F.G. Gardiner Expressway and within limits of Highway 427 are prohibited:
 - The distance to the southern limit of F.G Gardiner Expressway is 1.5 metres.
 - The distance from the off-ramp from Highway 427 is 290 meters (approx.)
- The area-specific restrictions in the Sign By-law are due to a specific determination that third party signs:
 - Are incompatible with the premises and surrounding area for these areas
 - Would not contribute positively to the quality of the appearance of this area
 - Would not enhance the image of the area, and Toronto as a whole.
- No materials have been provided as to how the Proposed Sign at this location is unique or how the Proposed Sign at this location would be consistent with the development of the Subject Premises and surrounding area.

Sign Variance Criteria – Criteria Not Established

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

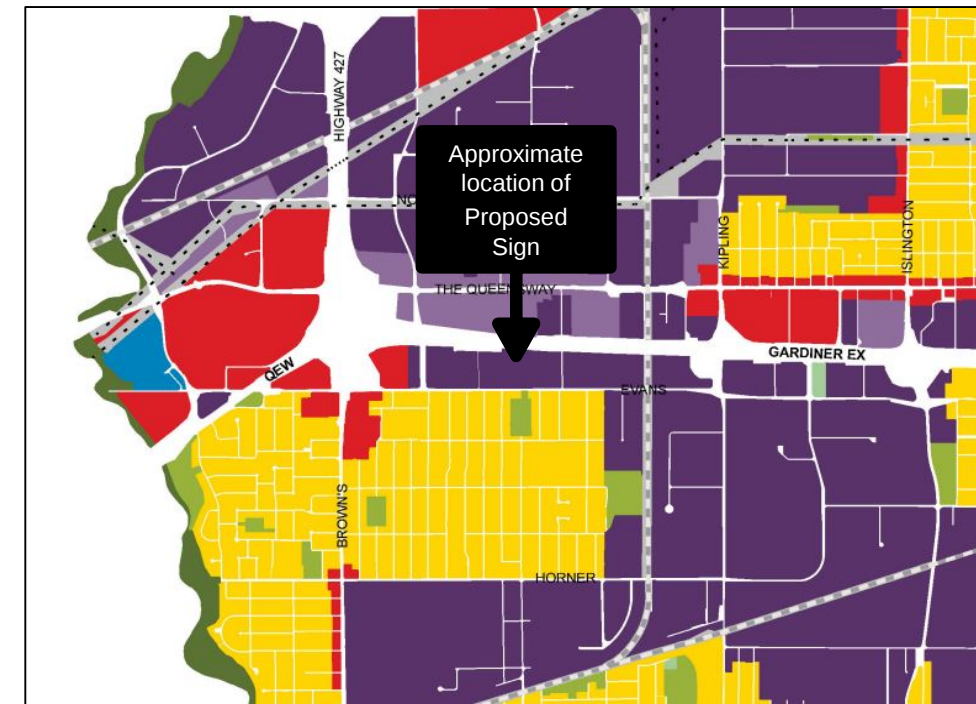
- The Proposed Sign will have a sign face more than three times larger than what is otherwise permitted in E Sign Districts
- The Proposed Sign will be almost 3.5 metres more than what is permitted in the Sign Bylaw and more than 4 metres taller than the building located on the Subject Premises as well as buildings to the immediate east and west of the Proposed Sign.



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 CBO agrees the proposal supports the Official Plan for preserving Employment Areas for current and future business, and supports the Official Plan objectives for climate change.
- The Proposed Sign is located within the setbacks required by the City's applicable Zoning By-Law.
- The Applicant has not provided any information as to how the reduced setbacks of the Proposed Sign will support the Official Plan objectives for the subject premises.
- As a result, the Proposed Sign does not appear to support the Official Plan objectives for the premises, particularly objectives intended to mitigate impacts through separation distances from adjacent properties



Sign Variance Criteria – Criteria Not Established

694-30A(5) - The Proposed Sign will adversely affect adjacent premises:

- Both east and west premises contain employment and commercial uses.
- There are Residential & Open Space Sign Districts approximately 220 metres to the south.
- There is little, if any relationship between the Proposed Sign and these properties due to the orientation and location of the Proposed Sign to the properties.



Sign Variance Criteria – Criteria Not Established

694-30A(5) - The Proposed Sign will adversely affect adjacent premises:

- The Proposed Sign will be located 1.5 metres from F.G. Gardiner Expressway.
 - No information has been provided as to how the Proposed Sign will not adversely affect it.
- Signs with electronic copy can be visually intense and dominant in places where they are located:
 - It is likely that the Proposed Sign will have an adverse impact on users of the F.G. Gardiner Expressway due to its size, height and method of copy display.

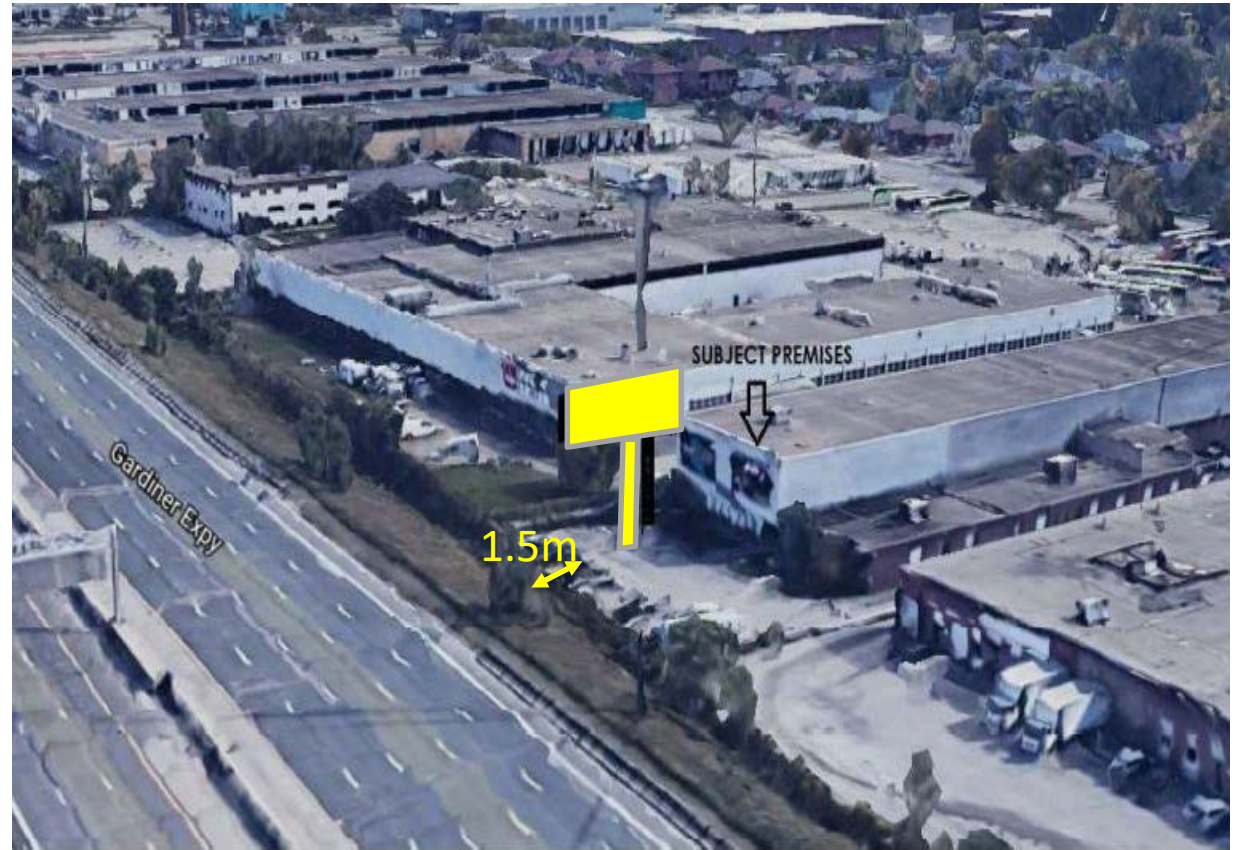


Diagram is not to scale

Sign Variance Criteria – Criteria Not Established

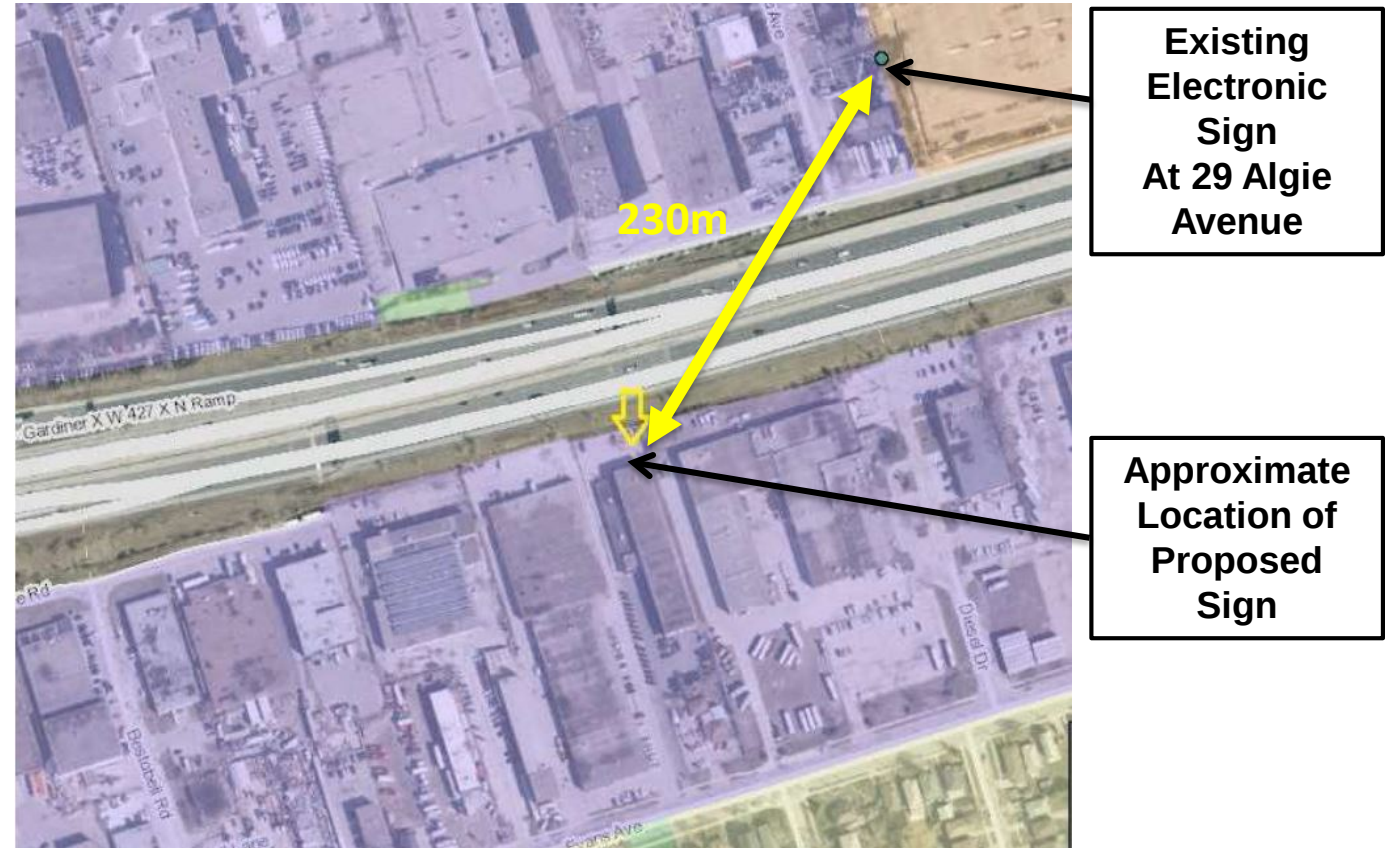
694-30A(6) - The Proposed Sign will adversely affect public safety, including traffic and pedestrian safety:

- The Applicant has not provided any information about the distance between the on-ramp from Highway 427 to F.G. Gardiner Expressway which is less than 300 meters away.
- Potential for driver distraction:
 - There is an electronic sign at 29 Algie Ave, approximately 230 metres distance from the Proposed Sign to the north
 - Electronic signs are located adjacent to highways. Oriented towards traffic on the F.G. Gardiner Expressway.
 - Located in close proximity to each other. Both two signs are both likely to be visible to motorists at the same time

Sign Variance Criteria – Criteria Not Established

694-30A(6) - The Proposed Sign will adversely affect public safety, including traffic and pedestrian safety:

- The Applicant has not provided any information as to the combined impacts of the sign at 29 Algie Avenue and the Proposed Sign.



Distance between Proposed Sign and closest existing electronic ground sign



Sign Variance Criteria – Criteria Not Established

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

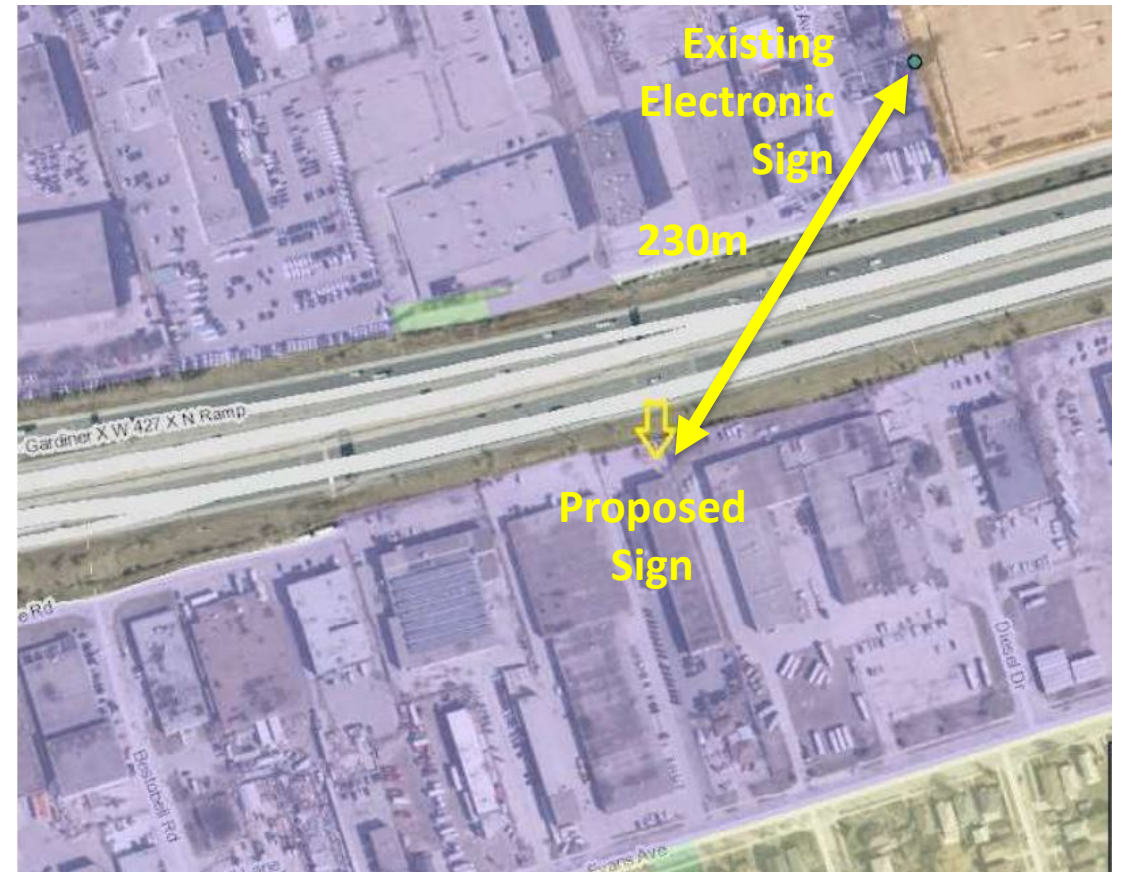
- The Proposed Sign face area will be approximately 3 times larger than the permitted sign face area in Employment Sign District. Proposed Sign height will be 3.5 metres higher than the maximum permitted height for signs in Employment Sign Districts.
- The Sign By-law prohibits third party sign within 400 metres of the F.G Gardiner Expressway.
- No other electronic ground signs in the area immediately surrounding the Proposed Sign.
 - The only electronic ground sign is approximately 230 metres away, located at 29 Algie Ave, approved by Etobicoke York Community Council in 2010.

Sign Variance Criteria – Criteria Not Established

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



Google Street-view toward 29 Algie Ave



Distance between Proposed Sign and closest existing electronic ground sign at 29 Algie Ave

Sign Variance Criteria – Criteria Not Established

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

- Little information has been provided in the Applicant's submission package to indicate how being granted seven variances to the Sign By-law would not be contrary to the public interest.
- The Sign By-law requirements for Employment Sign Districts were amended in 2015 to permit electronic ground signs, but not at the size or height of the Proposed Sign.
 - The Proposed Sign will be more than three times larger than what is permitted in the Sign Bylaw
 - The Proposed Sign will be almost 3.5 metres more than what is permitted in the Sign Bylaw
- The area-specific restriction prohibiting signs within 400 metres of the F.G. Gardiner Expressway has been in the Sign By-law since 2010 without amendment.

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 476 Evans Ave.

QUESTIONS?