

Application for Four Variances Respecting One Third Party Electronic Ground Sign

170 Brockport Drive

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	South frontage
Face Orientation	Westerly and Easterly
Sign Face Dimensions (width x length)	5.79 metres x 2.91 metres
Sign Face Area / height	16.85 square metres / 7.62 metres

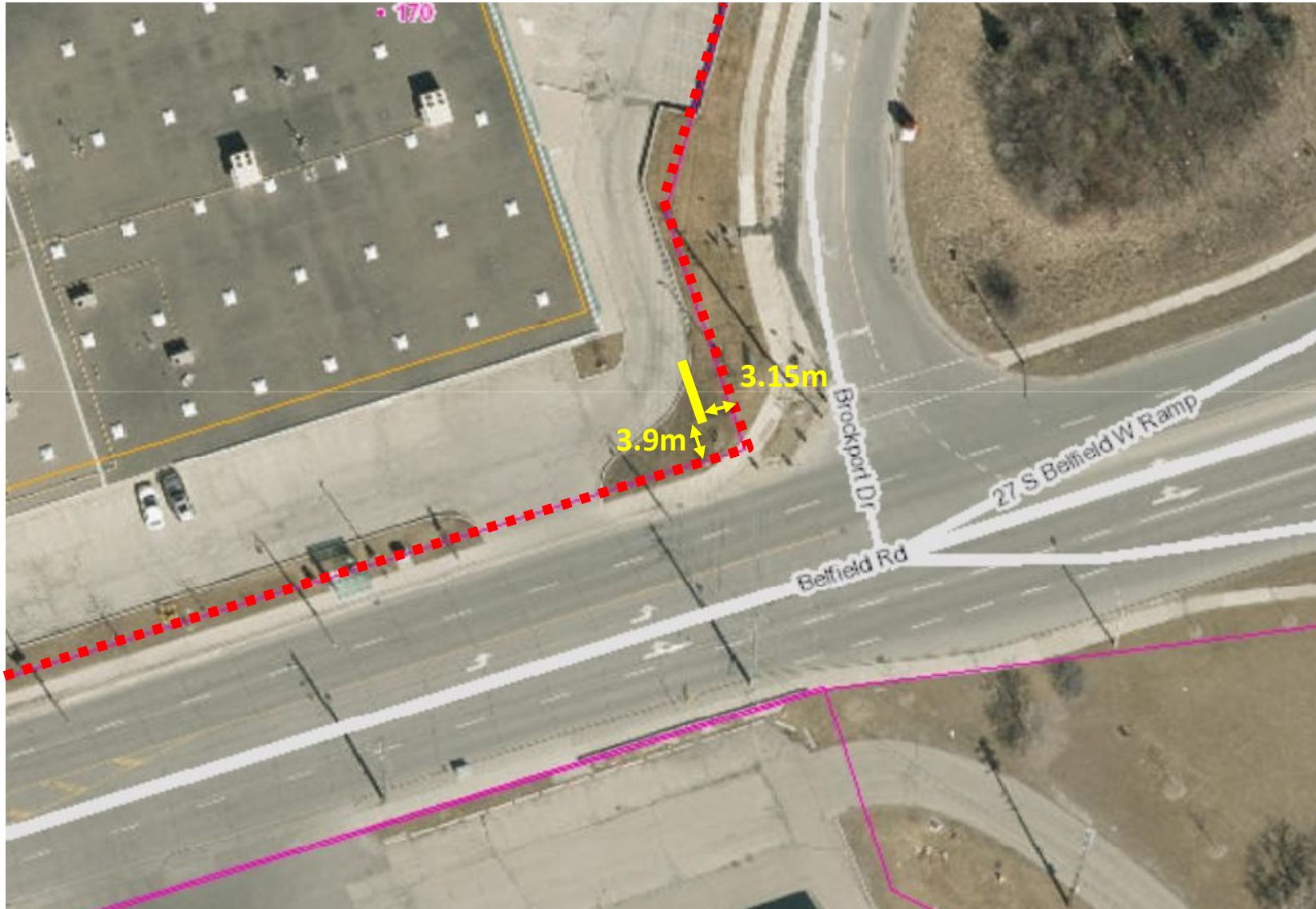
Sign District Designation

Employment
Sign District

Open Space
Sign District



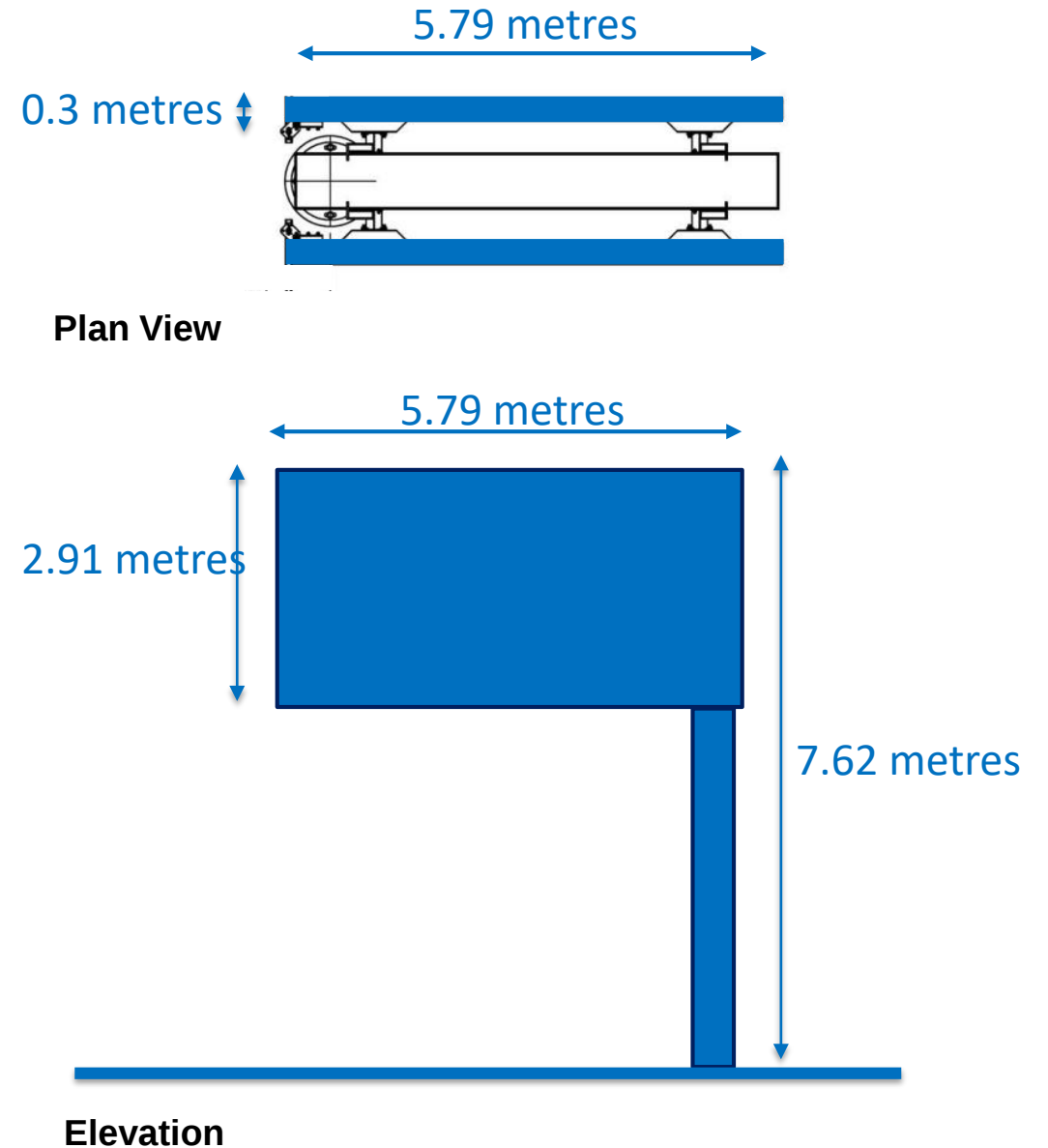
Sign Location



Proposed Sign Description



Rendering



Requested Variances – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694-24.A(10)	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 27 from Highway 401 to Steeles Avenue, transferred from the Province by Order in Council 535/97;	The Proposed Sign is located approximately 35 metres from any limit of Highway 27.
§ 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 would be located within 135 metres of the northern limit of Highway 409.
§ 694-25.C(2)(c)	An Employment Sign District may contain an electronic ground sign provided the sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;	The Proposed Sign is located approximately 11.1 metres of the intersection of Belfield Road and Brockport Drive.
§ 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 ;	According to the Former City of Etobicoke Zoning Code, 170 Brockport Drive is located in an Industrial Zone (I.C2). Based on Etobicoke Zoning Code Chapter 304-36 B(1) and D(4), the minimum required front and side yard setbacks is 4.5 metres , whereas the front yard setback of Proposed Sign is 3.9 metres and the side yard setback is approximately 3.15 metres .

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:

- The subject Premises surrounded by properties at north, south, west and east, all are in the E Sign District.
- E Sign Districts largely contain commercial and employment uses.
- The size and height of Proposed Sign meets the standard requirements for electronic ground signs where permitted in an E Sign District.
- No third party signs located at 170 Brockport Drive.
- No third party signs within a 150 metres radius of the Proposed sign.
- No electronic third party within the 500 metres radius of the Proposed 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:

- The Proposed Sign would be located within two area-specific restrictions which prohibit third party signs to be erected within 400 metres of any limit of Highway 27 & 409.
- The Distance from off-ramp of Highway 27 is 35 metres (95m from the travelled portion)
- The Distance from northern limit of Highway 409 is 135 metres (approx.)
- 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.
- No comment was provided by MTO as to whether the Proposed Sign is consistent with the development of 170 Brockport Drive or other premises within 400 metres of Highway 409
 - MTO indicated that the Proposed Sign would not require an MTO permit, however noted that the applicant is required to obtain a municipal approvals for the Proposed 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



Distance between Proposed Sign & western limit of travelled portion of Highway 27

Sign Variance Criteria – Criteria Not Established

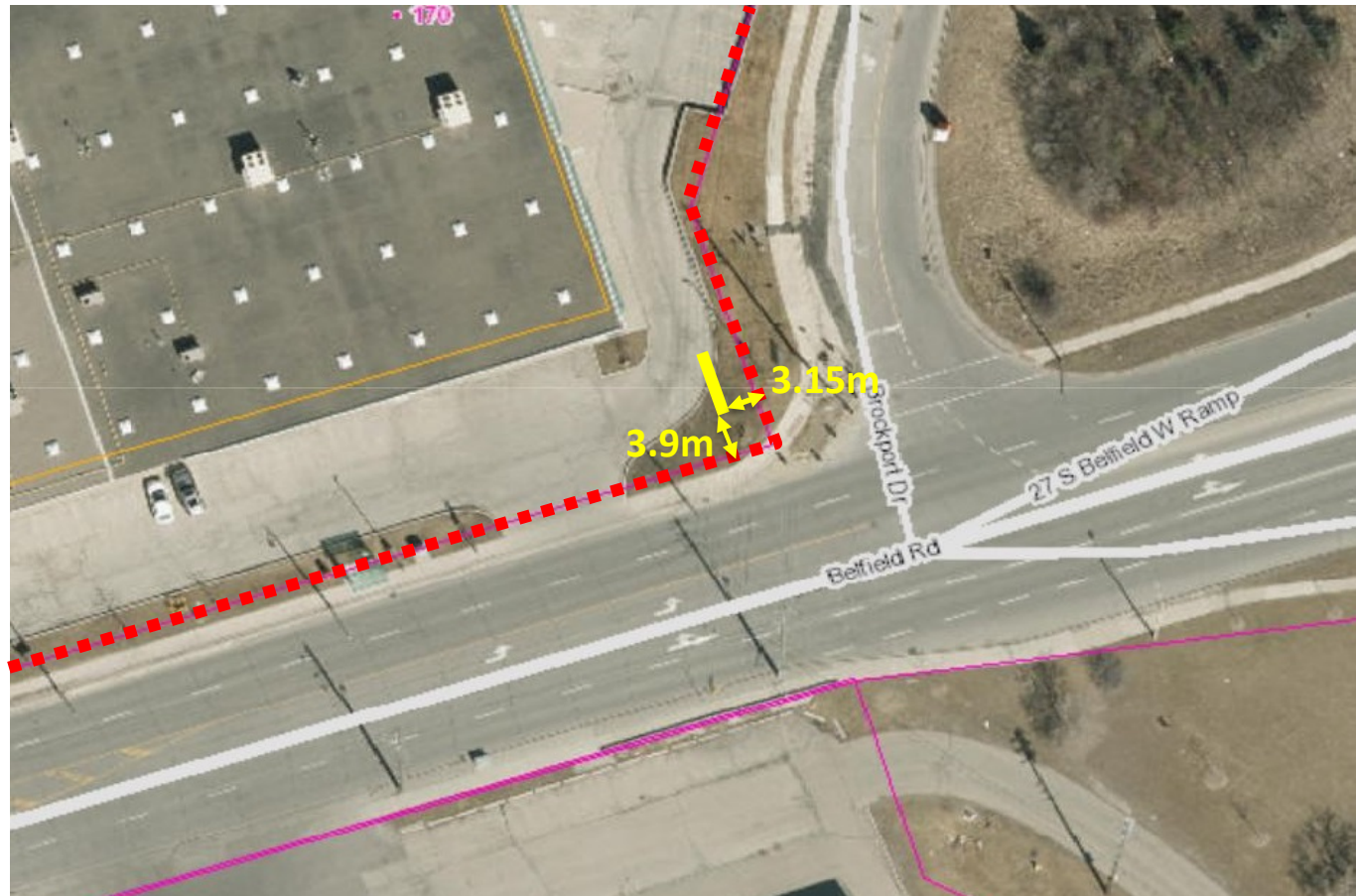
694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area



Distance between Proposed Sign & northern limit of Highway 409

Sign Variance Criteria – Criteria Not Established

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

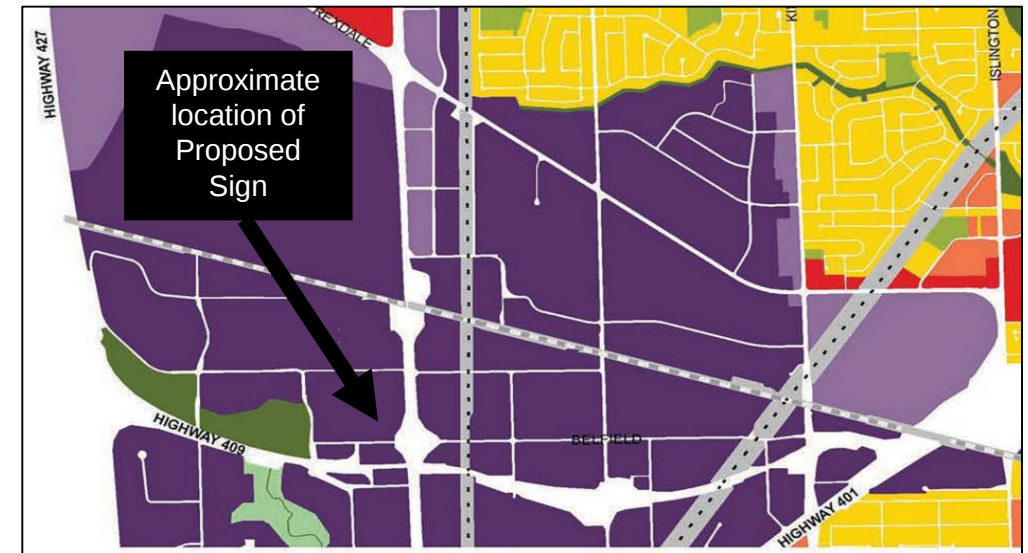


Location of the Proposed Sign within the property

Sign Variance Criteria – Criteria Not Established

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

- 170 Brockport Drive is designated as a Core Employment Area.
- The operation of a third party sign is a commercial activity and supports the Official Plan for preserving Employment Areas for current and future business.
- The Proposed Sign is located within the setbacks required by the City's applicable Zoning By-Law
 - As a result, it may not support the Official Plan objectives for the premises, particularly objectives that are intended to mitigate impacts through separation distances from adjacent properties or land uses.
- No information in terms of how the reduced setbacks of the Proposed Sign will support the Official Plan objectives for the subject premises.



Sign Variance Criteria – Criteria Not Established

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

Proposed
Sign



Google street view (Facing west)
Proposed sign location & relation to adjacent properties

Sign Variance Criteria – Criteria Not Established

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



Google street view (Facing west) – Proposed sign location & relation to adjacent property & Highway 409

Sign Variance Criteria – Criteria Not Established

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



Approximate distance from Proposed Sign location to Brockport Drive

Sign Variance Criteria – Criteria Not Established

- **694-30A(5)** - The Proposed Sign will adversely affect adjacent premises.
- Third party signs are prohibited within 400 metres of Highway 409
 - Staff agree there is little relationship between the Proposed Sign and Highway 409
- Third party signs are prohibited within 400 metres of Highway 27
 - The off-ramp from Highway 27 onto Belfield Road, which is only 35 metres away.
- Minimum permitted separation distance from the intersection of Belfield Road & Brockport Drive is 30 metres
 - The intersection of Brockport Drive and Belfield Road, which is only 11.2 metres away
- The Applicant has not provided sufficient information in the materials to determine that the Proposed Sign will not impact the off-ramp from Highway 27 or the intersection of Brockport Drive and Belfield Road.

Sign Variance Criteria – Criteria Not Established

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

Approximate
Location of
Proposed
Sign



Distance between Proposed Sign and intersection of Brockport Drive & Belfield Road

Sign Variance Criteria – Criteria Not Established

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

- Drivers distraction and other safety issues may be caused by electronic signs.
- The Sign Bylaw requires that third party signs be located a minimum of 30 metres from the intersection of two streets
 - The Proposed Sign will be approx. 11 metres from the intersection of Belfield Road and Brockport Drive
- The Applicant has not provided any studies or documentation to support the position that the Proposed Sign in this location will not have any adverse impacts on public safety.



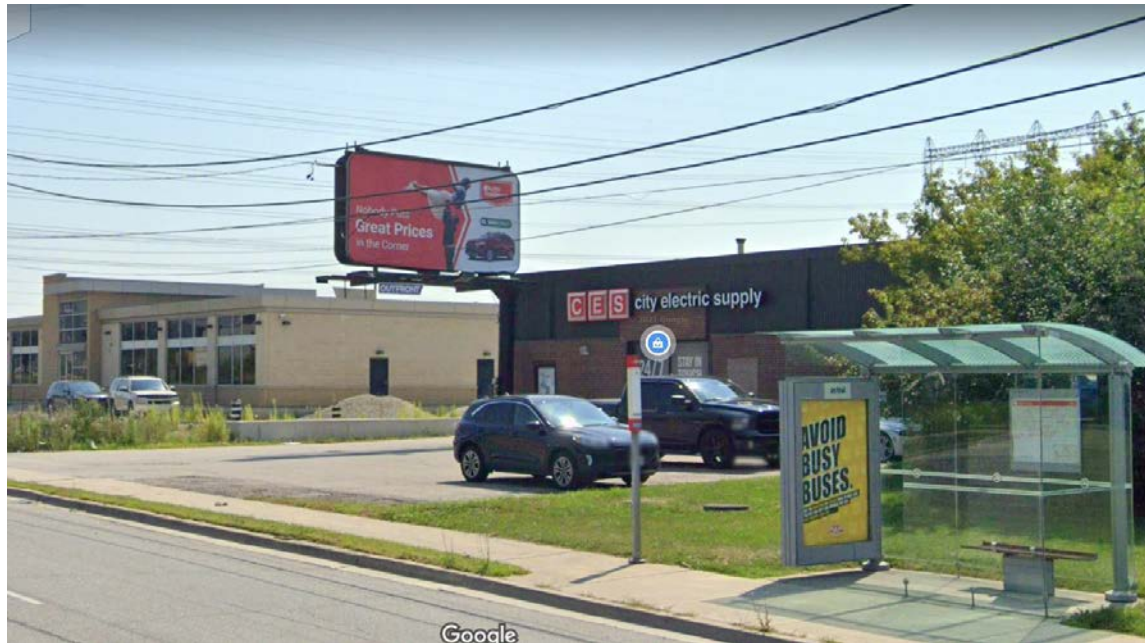
Sign Variance Criteria – Criteria Not Established

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

- The Proposed Sign is located within two separate area specific restrictions which prohibit the erection or display of any third party signs. (within 400m limit of Highway 27 & Highway 409)
- The Proposed Sign is located within the Zoning setbacks for the Subject Premises.
- The Proposed Sign is within 30 metres limit of Belfield Rd and Brockport Dr intersection.
- No information provided regarding how this new sign type will not alter the character of the premises and surrounding area which is subject to two area-specific restrictions and Zoning By-law setbacks.
- The Applicant's Submission materials make reference to other third party signs in the area, however these signs are not electronic ground signs and have been in place since at least 2007, pre-dating the requirements of the current Sign Bylaw.

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 – Third Party Ground sign displaying static copy located at Belfield Road, 275m away from Proposed sign



Google Street view – Third Party Ground sign displaying static copy located at Belfield Road, 410m away from Proposed sign

Sign Variance Criteria – Criteria Not Established

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

- The Applicant notes that they will also comply with the requirements of the Sign By-law concerning the use of renewable energy and image transitions on the Proposed Sign
 - The Applicant has not provided an explanation as to why the fact that Proposed Sign would comply with Sign By-law requirements applicable to all third party signs is relevant to this criteria.
- 170 Brockport Drive is subject to two Area-Specific Restrictions enacted by City Council establishing that third party signs are prohibited on the premises.
 - The Applicant has provided little evidence as to how the Proposed Sign would contribute positively to the quality of the area's appearance, or enhance the image and attractiveness of Toronto
 - The Applicant has also not provided any evidence to how granting a variance to the prohibition on third party signs within 400 metres of Highway 409 and Highway 27 would not be contrary to the public interest.

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 170 Brockport Drive.

QUESTIONS?