

SB16.4

**Application to Appeal Sign Variance Decision Respecting
Two First Party Wall Signs (21 – 172811)**

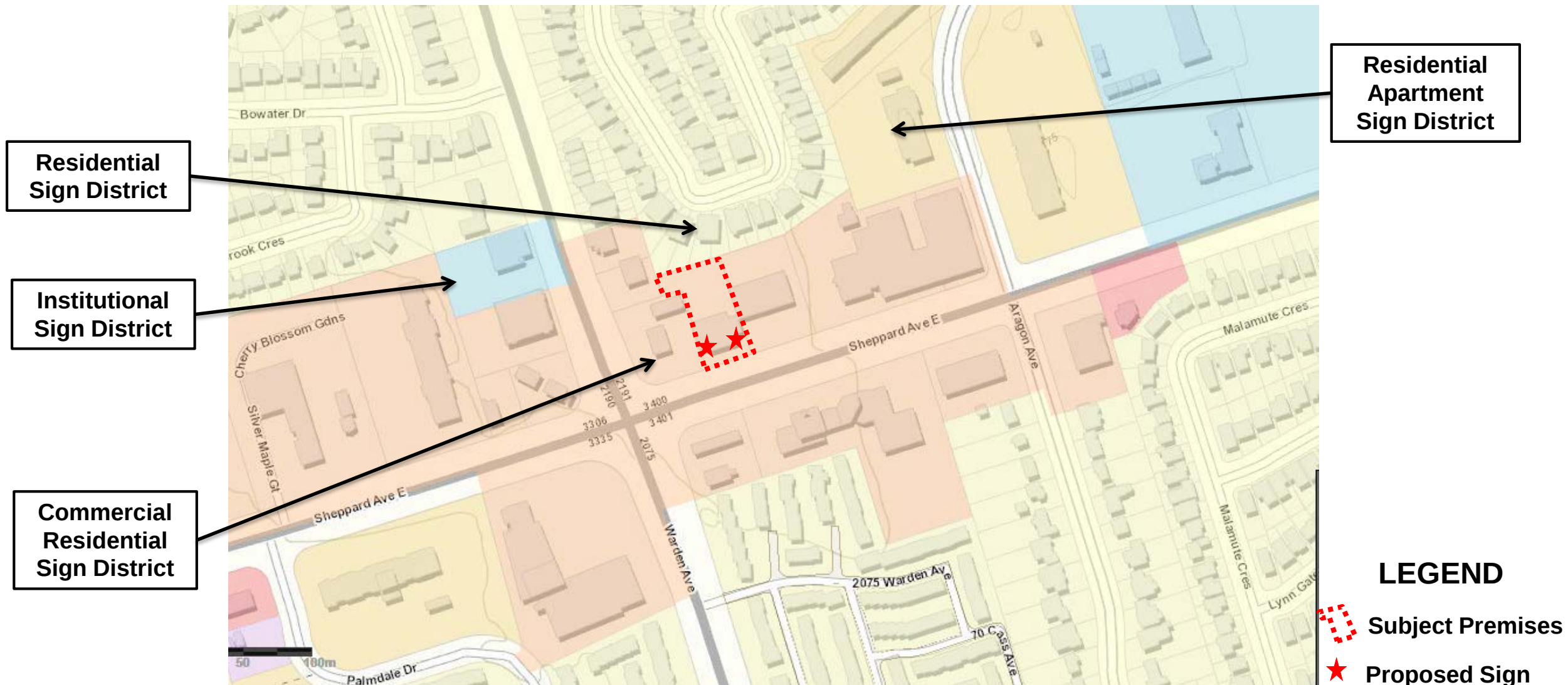
3410 Sheppard Avenue East

April 1, 2022

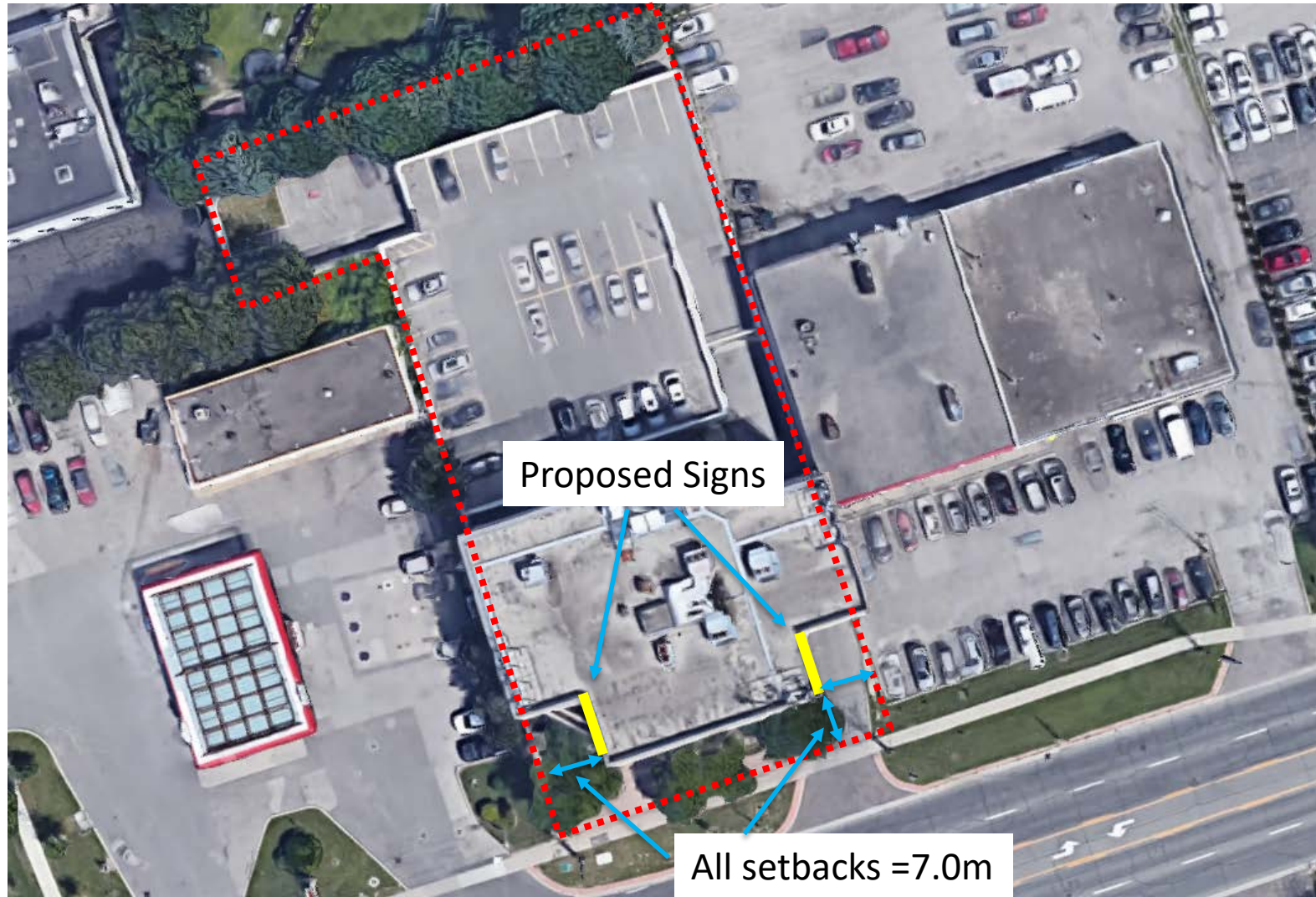
Proposed Sign Description

Sign Type	Wall Sign
Sign Copy Type	Static Copy
# of Sign Faces	One Sign Face per sign (Two signs in total)
Sign Location	Fourth Storey; both East & West Elevation
Face Orientation	East and West
Sign Face Dimensions (width x length)	4.57 metres x 1.73 metres
Sign Face Area / height	7.90 square metres / 14.58 metres

Sign District Designation



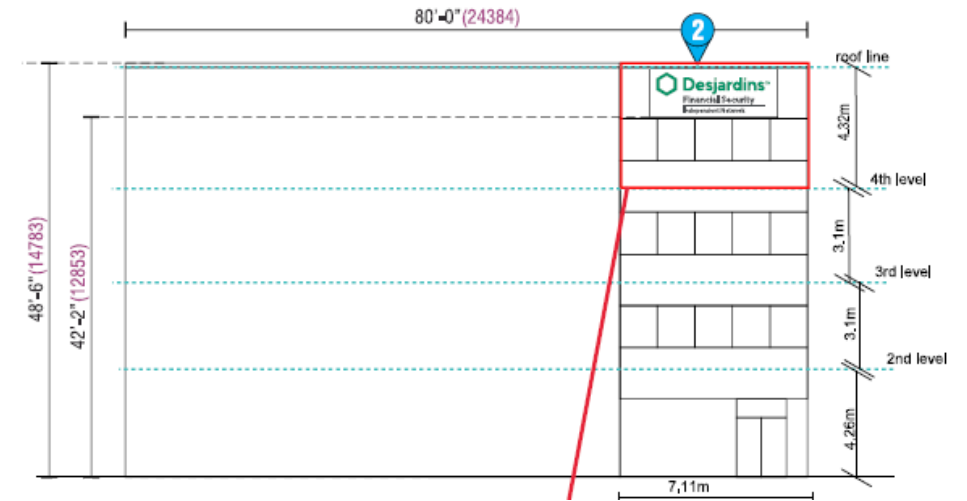
Sign Locations



Proposed Sign Description (Sign West)



Sign Detail



West Elevation

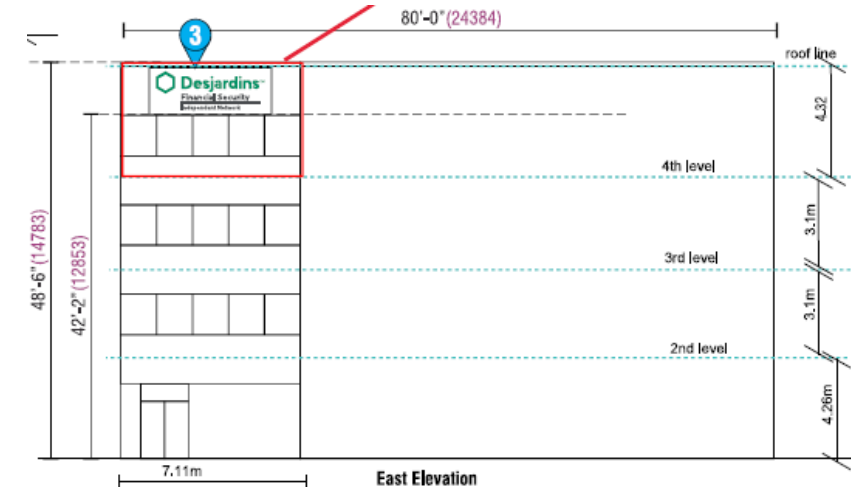


West Rendering

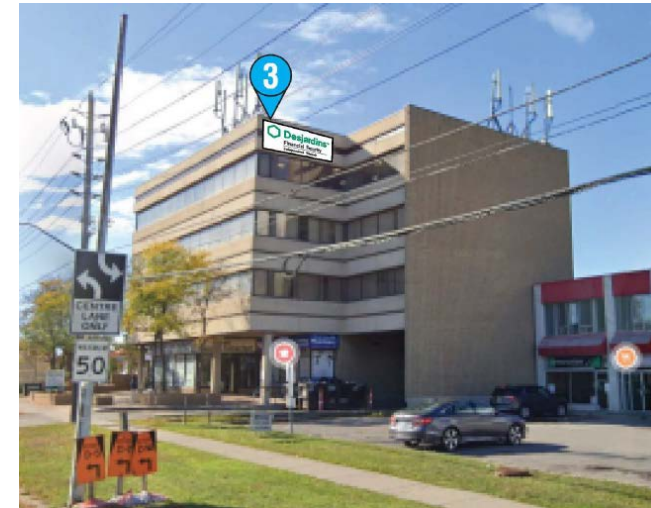
Proposed Sign Description (Sign East)



Sign Detail



East Elevation



East Rendering

Requested Variances – Proposed Signs

Sign By-Law Reference	Requirement	Proposal
§ 694-21.D(5)(a)	A CR – Commercial Residential sign district may contain a wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection D(4), provided the sign shall not be erected above the second storey.	The Proposed Sign East is proposed to be erected and displayed at the top of the fourth storey.
§ 694-21.D(5)(a)	A CR – Commercial Residential sign district may contain a wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection D(4), provided the sign shall not be erected above the second storey.	The Proposed Sign West is proposed to be erected and displayed at the top of the fourth storey.

Sign Variance Criteria – Established Criteria

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

- First 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.

- Not applicable.

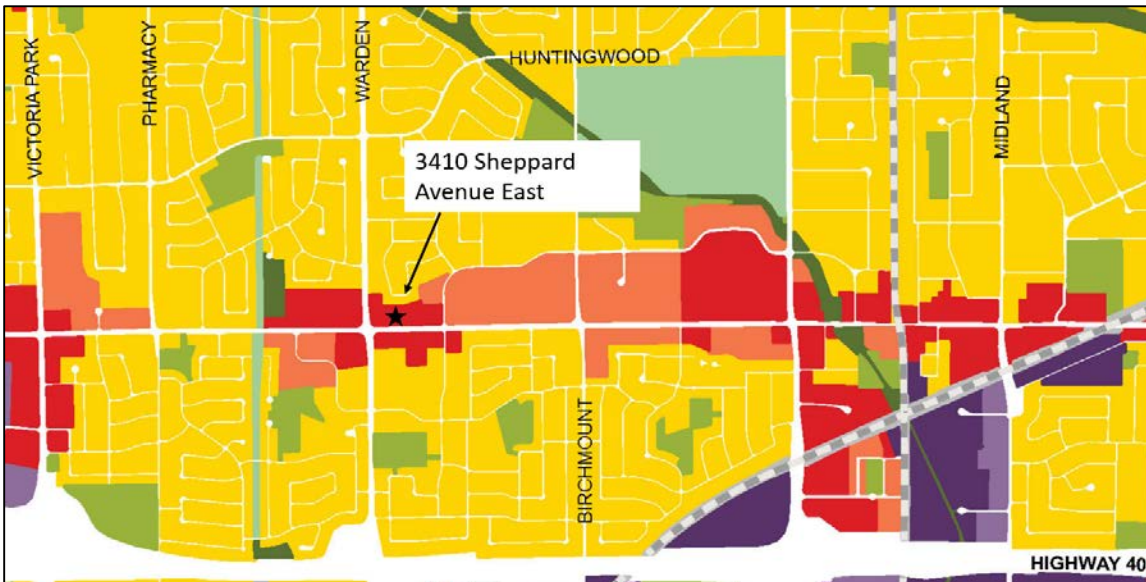
694-30A(3) - The Proposed Sign will be compatible with the development of the premises and surrounding area.

- Based on applicant's Rationale, and confirmed by Sign Bylaw Unit staff, the proposed signs appear to be compatible with the development of the premises and surrounding area.
- The signs have been located appropriately on the building and in a way that will not be visible to nearby residential properties/units

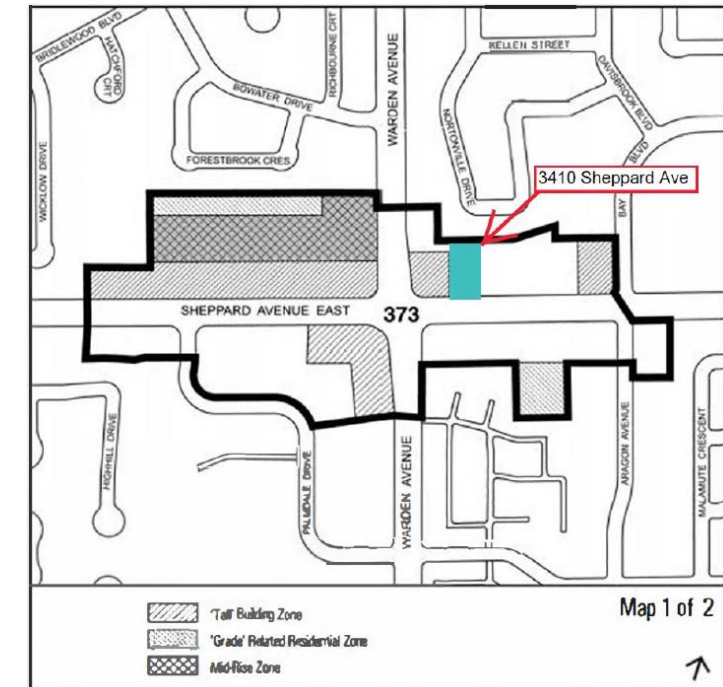
Sign Variance Criteria – Established Criteria

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

Official Plan Map - 3410 Sheppard Avenue East



**Toronto Official Plan Chapter 7, Sec. 373
"Tall Building Zones"**



Sign Variance Criteria – Established Criteria

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

- 3410 Sheppard Avenue East is designated as "Mixed Use Area" in the Official Plan and is subject to a Site and Area Specific Policy in Chapter 7 of the Official Plan
- Staff agree that reinvesting in the Subject Premises, which is in close proximity to residential land uses, supports Policy 2. A) in Section 4.5 of the Official Plan
- Consistent with Clause a) i) and ii) in Area Specific Policy 373 in Chapter 7 of the Official Plan, staff also agree that:
 - The building on the Subject Premises could serve as a transition between low-rise developments to the east and tall buildings located at the corner of Sheppard Avenue East and Warden Avenue, and that the signs could serve a role in highlighting this transition as well as drawing attention to the commercial uses at the intersection of Sheppard Avenue East and Warden Avenue.

Sign Variance Criteria – Established Criteria

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

- Nearby residential uses include:
 - Two apartment buildings to the east at distances of 183.00 metres and 242.00 metres, and
 - One apartment building to the west at a distance of 250.00 metres.
- Based on the size and location of the Proposed Signs, it is likely that any impact on these nearby residential buildings will be minimal

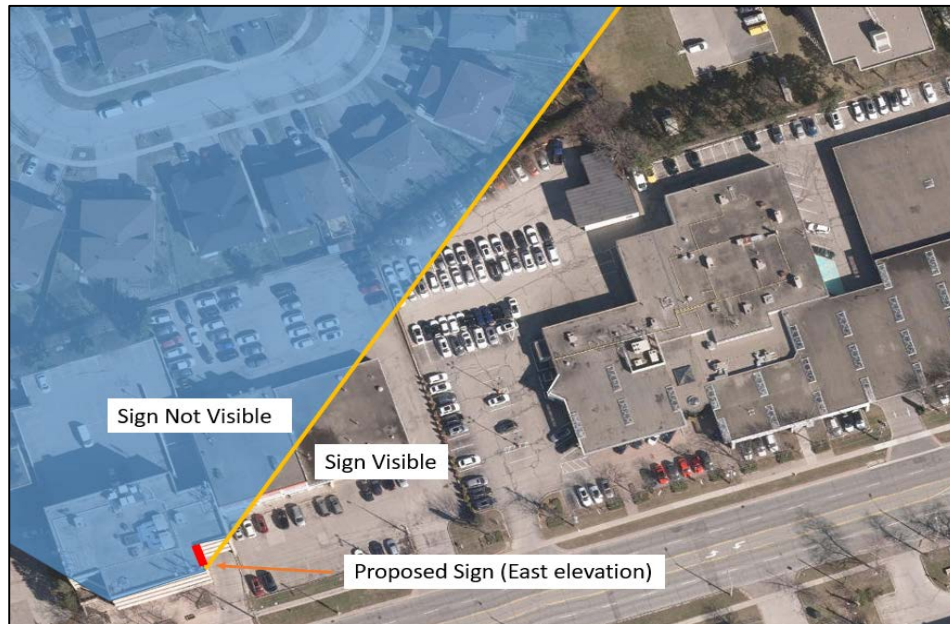
Impact of Proposed Sign on nearby Residential
(West Elevation)



Sign Variance Criteria – Established Criteria

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

**Area of Visibility / Non-Visibility of Proposed Sign
(East Elevation)**



**Impact of Proposed Sign on nearby Residential
(East Elevation)**



Sign Variance Criteria – Established Criteria

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

- The location of the Proposed Signs place them at a horizontal setback of roughly 8.00 metres from the street line and 17.00 metres from the northerly edge of pavement of Sheppard Avenue East.
- The signs are not located in a "Visibility Zone", and the signs will display static copy.
- The vertical clearance of 12.85 metres between grade and bottom of sign places them well above the minimum height required by both the Sign By-law and Ontario Building Code.
- As a result, staff do not foresee any potential adverse effects on traffic or pedestrian safety.

Sign Variance Criteria – Established Criteria

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

- The Proposed signs are not prohibited by 694-15.B.

Sign Variance Criteria – Criteria Not Established

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

- The Proposed Signs would be located at the fourth storey
 - No other signs exist at this height either on the Subject Premises or in the surrounding area
 - As such, it is likely that the Proposed Signs will modify the character of the premises and surrounding area.
- The Appellant has not provided sufficient information to demonstrate that the Proposed Signs will not alter the character of the premises and surrounding area

Sign Variance Criteria – Criteria Not Established

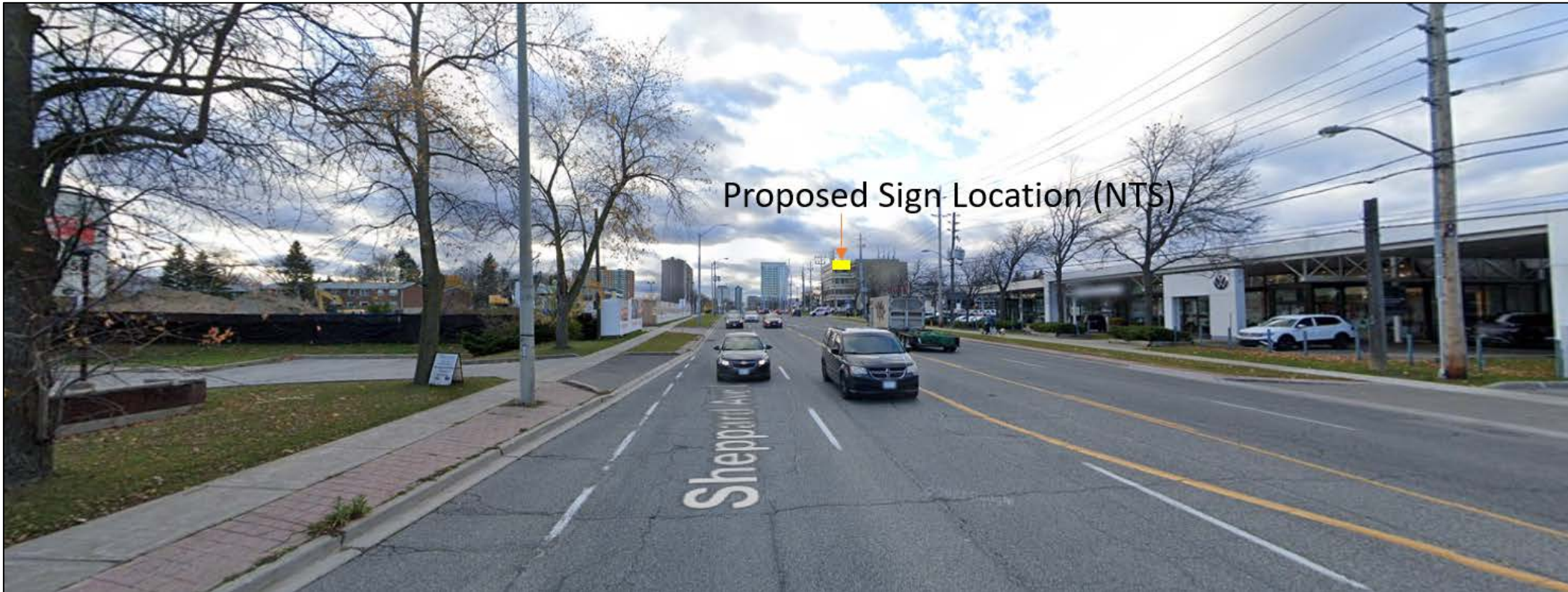
694-30A(8): The Proposed Signs do alter the character of the premises or surrounding area:



Subject Premises, proposed west elevation sign, and surrounding area

Sign Variance Criteria – Criteria Not Established

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



Subject Premises, proposed east elevation sign, and surrounding area

Sign Variance Criteria – Criteria Not Established

694-30A(9): The Proposed Signs are contrary to the public interest:

- The objectives in the Sign By-law for wall signs in Commercial Residential Sign Districts are either:
 - That they be at a pedestrian level (e.g.: first or second storeys of a building), or;
 - That they form a part of a skyline (e.g.: on a building that is ten storeys or taller)
- The proposed signs are located at the fourth storey:
 - two storeys above what the Sign By-law considers pedestrian scale (twice the height), and
 - six storeys below what the Sign By-law considers would form part of a skyline.
- In addition, there are currently no development applications that staff are aware of for any buildings at a similar height or taller than the building on the Subject Premises.
- The Proposed Signs are likely to be visible (and alter the character of the area) for the foreseeable future, and 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 request to appeal the Decision made to Sign Variance application 21-172811, which would grant variances to the Sign By-Law, as required to allow the Appellant to obtain a permit for the erection and display of two first party wall signs at the property municipally known as 3410 Sheppard Avenue East.

QUESTIONS?