

Application for Two Variances Respecting One Third Party Electronic Ground Sign

Belleville Subdivision, North of Ellesmere Road, East of Warden Avenue

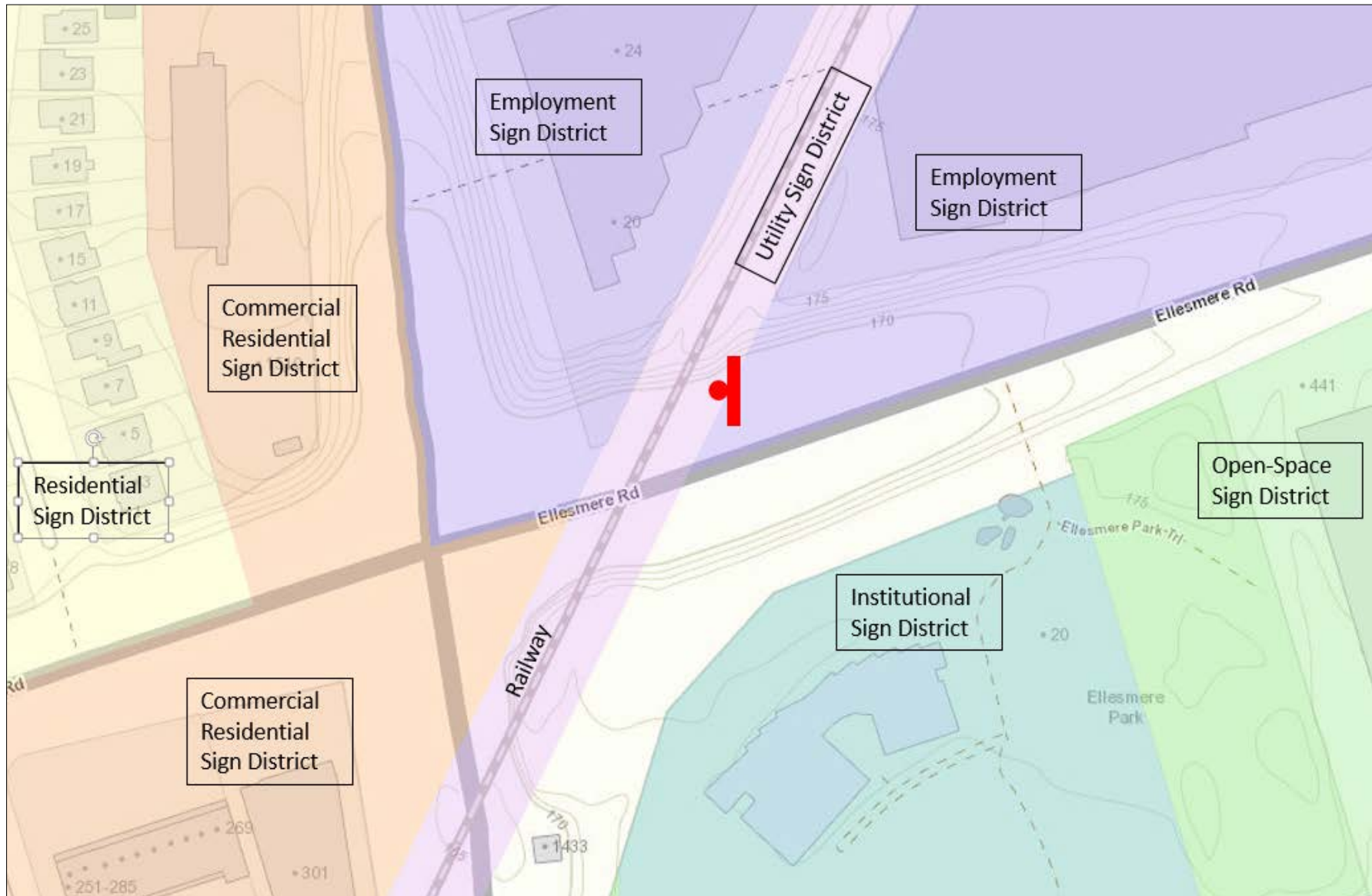
June 3, 2022

Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	One sign face
Sign Location	North of Ellesmere Road, East of Warden Avenue
Face Orientation	East
Sign Face Dimensions (width x length)	2.90 metres vertically x 5.79 metres horizontally
Sign Face Area / height	16.79 square metres / max 10 metres

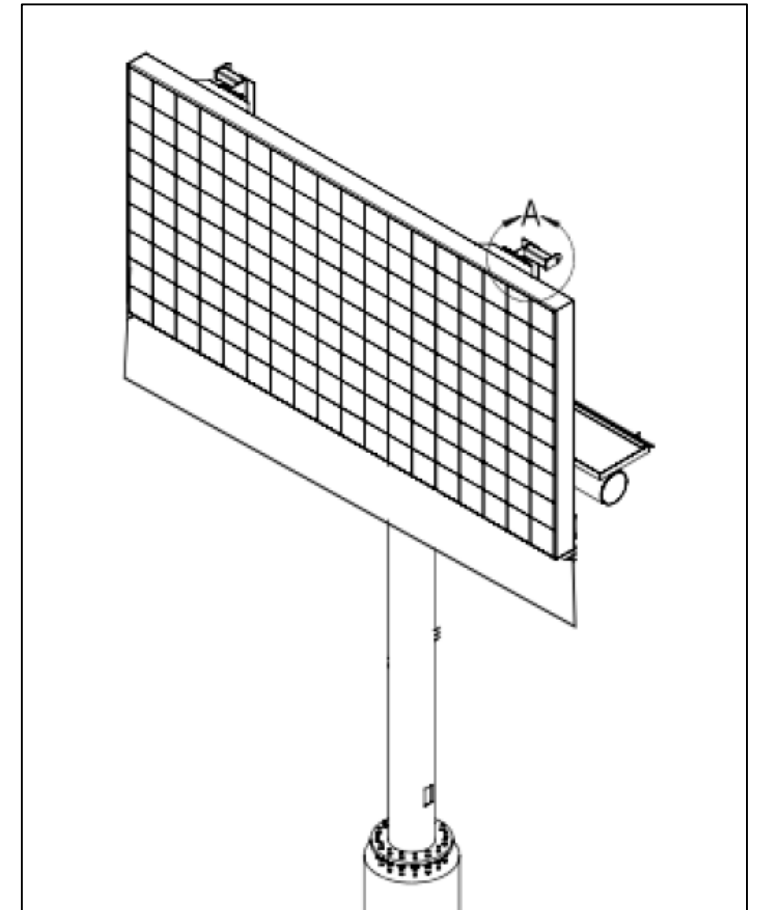
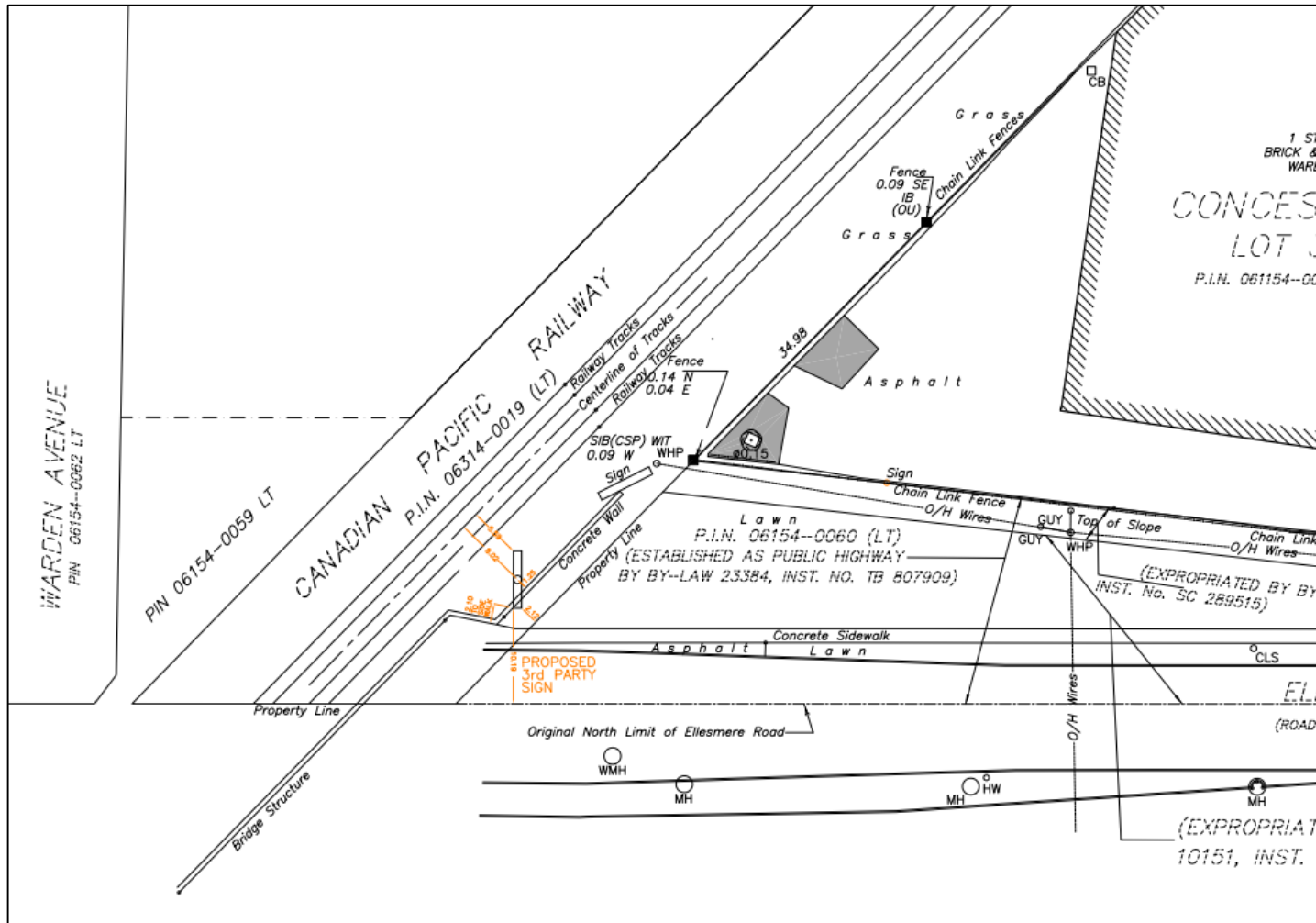
Sign District Designation

Sign District Map



Proposed Sign Description

Proposed Sign and location



Requested Variances – Proposed Sign

Section	Requirement	Requested Variance
694-25D(3)(f)	A Utility "U" Sign District may contain a third party 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.	The Proposed Sign to be able to be located within a Utility "U" Sign District and shall face an Institutional ("I") sign district located within 30 metres of the Proposed Sign and shall also face an Open Space ("OS") sign district within 75.0 metres.
694-25D(3)(g)	A Utility "U" Sign District may contain a third party electronic ground sign, provided sign be located a minimum of 500 metres from any other third party electronic sign located on a street which forms an intersection with the street on which the sign is located.	The Proposed Sign to be able to be located no closer than 295.0 metres of another third party electronic sign located on a street which forms an intersection with the street on which the sign is located.

Required Conditions

Condition 1 for all two variances	The existing third party ground sign containing one sign face displaying static copy, located within the Belleville Subdivision as defined, north of Ellesmere Road, and approximately 5.0 metres to the northeast of the Proposed Location, be removed and all associated permits revoked.
Condition 2 for all two variances	The existing third party ground sign containing one sign face displaying static copy, located within the Belleville Subdivision as defined, south of Ellesmere Road, and approximately 70.0 metres to the southwest of the Proposed Location, be removed and all associated permits revoked.
Condition 3 for all two variances	That the maximum brightness of the Proposed Sign not exceed 150 NITS between sunset and sunrise.
Condition 4 for all two variances	That the third party electronic ground sign located no closer than 295.0 metres to the Proposed Sign, and on a street which forms an intersection with the street on which the sign is located, is located on Warden Avenue.

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 Utility 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 Utility Sign District.

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.

Sign Variance Criteria – Established Criteria

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

- The property is located within Utility Sign District which permits third party electronic ground signs at a height and sign face area consistent with the Proposed Sign.
- Approx. 85.0 metres to the west of the Proposed Sign is a CR Sign District and approximately 143.0 metres away is an R Sign District;
 - the Proposed Sign will be facing away from these Sign Districts and meets the required 60 metres separation distance in the Sign By-law.
- There is an OS and an I sign District to the south of the Proposed Sign;
 - due to the orientation of the Proposed Sign towards the east, as well as the tree line running along the south of Ellesmere Road, it is unlikely to be visible from the OS and I Sign Districts to the south.

Sign Variance Criteria – Established Criteria

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

- In order to avoid sign clutter and as a condition of approval, the applicant has proposed to remove three third party sign faces in total;
 - One sign at the same location of the proposed sign and two immediately south of Ellesmere Rd.
- The requested condition with respect to the maximum illumination of 150 NITS should further mitigate any impacts that the Proposed Sign may have on surrounding properties.

Sign Variance Criteria – Established Criteria

Location and number of third party sign faces to be removed,



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 Utility Corridors within the Official Plan, which states that such areas “play a vital role in the City as corridors for the transmission of energy, communications and the movement of people and goods”.
- The Proposed Sign will not impact or hinder the use of the utility corridor where it is located, and allow the rail corridor to continue to provide for the movement of people and goods.
- The Proposed Sign is compatible with, and will not detract from, the planned function of the surrounding Core Employment Areas and Employment Areas



Sign Variance Criteria – Established Criteria

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

- The Subject Premises is designated as a Utility Sign District which permits third party electronic ground signs at a height and sign face area consistent with the Proposed sign.
- The Proposed Sign would contain one sign face which would be directed to the east; the properties to the east of the Proposed Sign contain one storey retail buildings and are within an E Sign District.
- The potential impact(s) of the Proposed Sign on the OS and I Sign Districts will be further reduced by the maximum brightness of 150 NITS that the applicant has requested as a condition of approval.

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 the Visibility Zone.
- The Proposed Sign would be more than 6.5 metres from grade to the bottom of the sign faces which exceeds the minimum clearance requirement of 4.25 meters set out in the Ontario Building Code and will ensure that pedestrians and vehicles can pass safely around the Proposed Sign without interference
- The sign is located more than 30 metres away from the closest traffic controlled intersection and it does not obstruct any sight triangles for vehicular traffic.
- The Proposed Sign would comply with the Sign By-law provisions for a message duration of 10 seconds between changes in copy, this regulation is intended to reduce the potential for driver distraction, to a reasonable level.

Sign Variance Criteria – Established Criteria

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

- The proposed sign is within the Utility Sign District, which permits electronic ground signs.
- The Proposed Sign will replace an existing third party ground sign with similar height and dimensions; as a result, the Proposed Sign would not be introducing something new which may alter the character of the area.
- The condition of a maximum brightness of 150 NITS that the applicant has requested in addition to the sign face direction to the east, the impact of the proposed sign would be very minimal.

Sign Variance Criteria – Established Criteria

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

- The proposed sign is within the Utility Sign District, which permits electronic ground signs.
- Removal of three third party sign faces in the area as a condition of the approval, reduces the sign clutter.
- The Proposed Sign's height and sign face area complies with the Sign By-law.
- The impact of the proposed sign on the OS and I sign districts should be minimal, due to the sign face direction and the condition that the sign have a maximum brightness of 150 NITS.

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 at Belleville Subdivision, North of Ellesmere Road, East of Warden Avenue.

QUESTIONS?