



VAN**HORNE** OUTDOOR

Sign Variance Committee Item
SB17.5

**Requesting three minor variances subject
to five conditions at 1416 Warden
Avenue, south of Ellesmere Road and west
of Warden Avenue**

We worked with City Staff extensively
through this application process where it
was agreed that the nine criteria have been
met which is indexed by their recommendation
to grant the requested variances.



Five paste-and-paper signs to be removed in favour of the electronic sign

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

Sign District is Utility (U) which permits
the Third-Party Electronic Ground Sign
sought to be approved.

694-30A(2): In the case of a Third-Party Sign, the Proposed Sign is of a sign type permitted in the Sign District

Third-Party Electronic Ground Signs are a sign type permitted in Utility (U) Sign Districts.

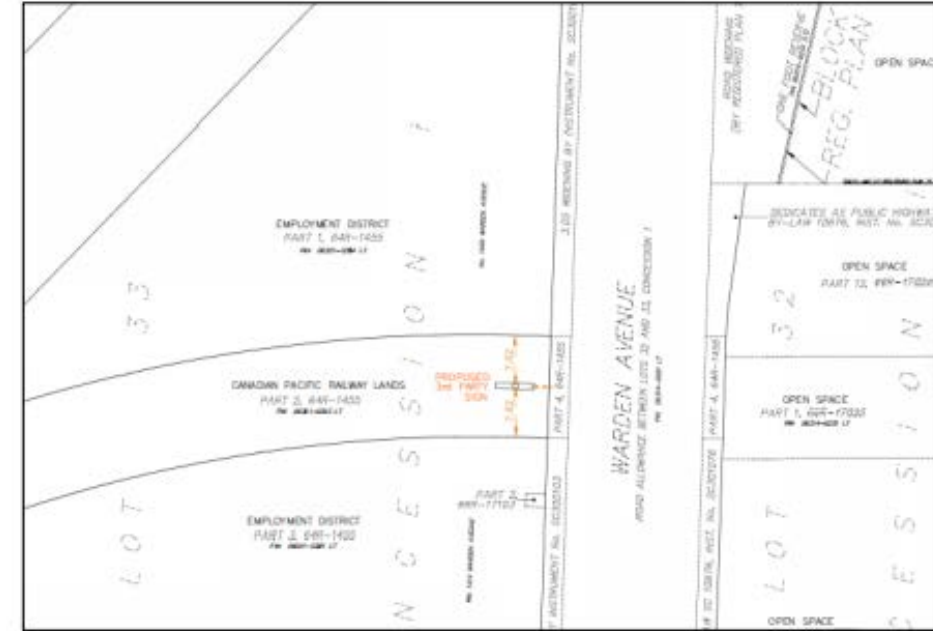
**694-30A(3): The Proposed Sign is
compatible with the development of the
premises and surrounding area**

Sign removals and the other three conditions
of approval enhance the compatibility of the
surrounding area.

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

Official Plan land designation for the premises is General Employment which “are places of business and economic activities” with permitted uses such as “media”.

Sign will not hinder the use of the General Employment area.



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

Utility Sign District permits a Third-Party Electronic Ground Sign at a height and sign face area consistent with our proposal.

Open Space Sign District does not contain any parkland or other sensitive land uses and has a number of mature trees which serve as a barrier between the sign and the Open Space area.



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

Removal of signs facing into the intersection of
Ellesmere and Warden improve traffic and
pedestrian safety.

New electronic sign is directed away from the
intersection and therefore does not interfere
with traffic signal infrastructure.

Sign will operate at 150nits in the evening (50%
less than required by the bylaw)

**694-30A(7): The Proposed Sign is not a
sign prohibited by 694-15B**

Criteria has been established because the
sign is not prohibited

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

Proposed sign is not inconsistent with the predominant character and function of other uses in the area, and the industrial and related uses of the Employment Sign Districts to the east.

Proposed sign is also at a scale and nature that is consistent with the surrounding built form.

Proposed sign does not introduce a new sign class to the proposed location nor the

694-30A(9): The Proposed Sign will not be, in the opinion of the decision maker, contrary to the public interest

Proposed sign complies with the Sign Bylaw in terms of height, size, function, setbacks from property lines and intersections, as well as requirement for use of renewable energy, message duration and transition between messages, time of day restrictions, and we are proposing to improve the illumination regulation by operating at 50% less than the bylaw requirement for night-time brightness.

THANK YOU

The logo is a white hexagon with a thick red border. It is positioned on the right side of the image, overlapping a dark grey triangular area at the top and a red triangular area at the bottom. The text 'VANHORNE' is in red and 'OUTDOOR' is in black, separated by a vertical line.

VANHORNE
OUTDOOR