

Application for Three Variances Respecting One Third Party Electronic Ground Sign

1416 Warden Avenue

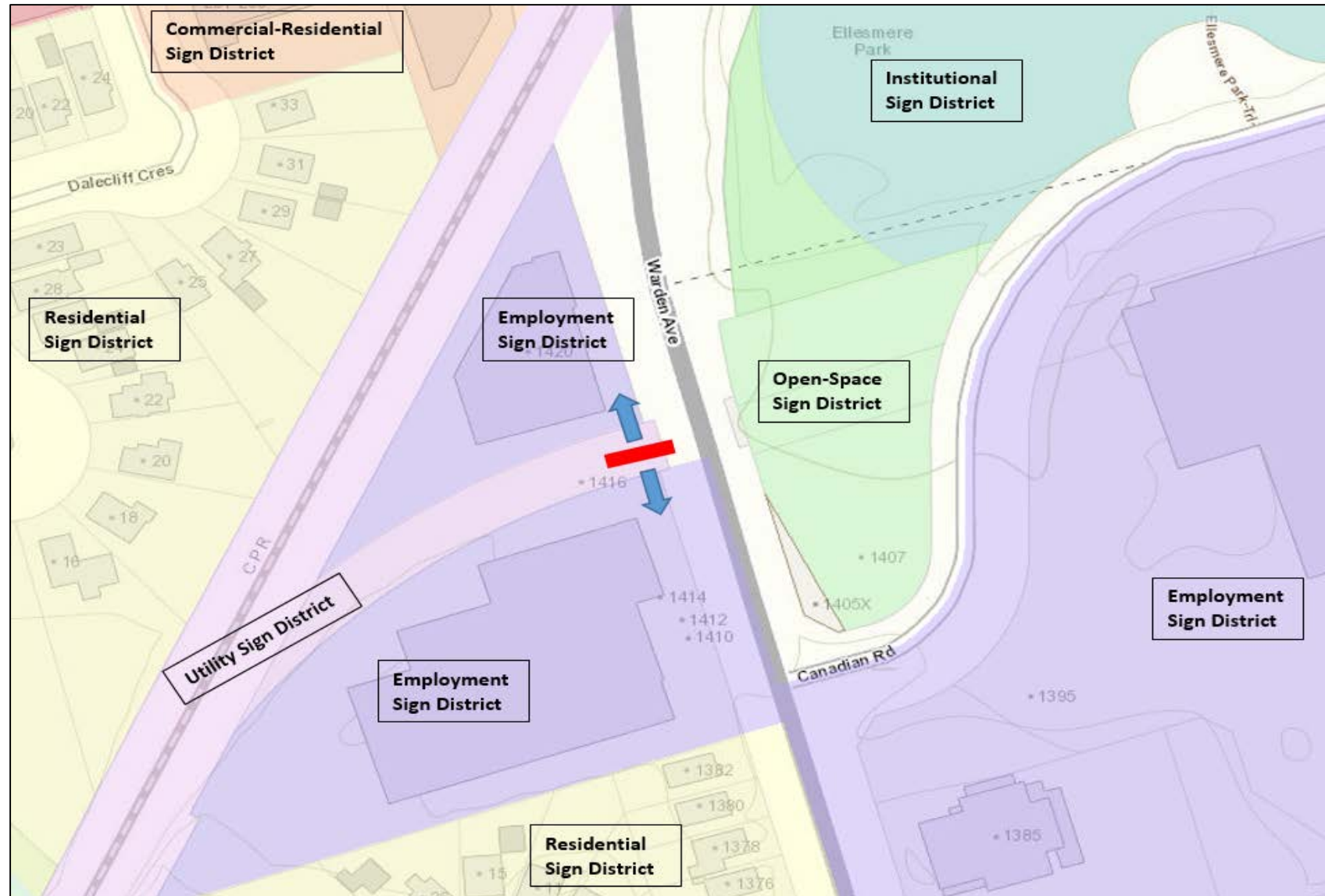
June 3, 2022

Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two sign faces
Sign Location	1416 Warden Avenue
Face Orientation	North - South
Sign Face Dimensions (width x length)	2.90 metres vertically x 5.80 metres horizontally
Sign Face Area / height	16.85 square metres / max 10 metres

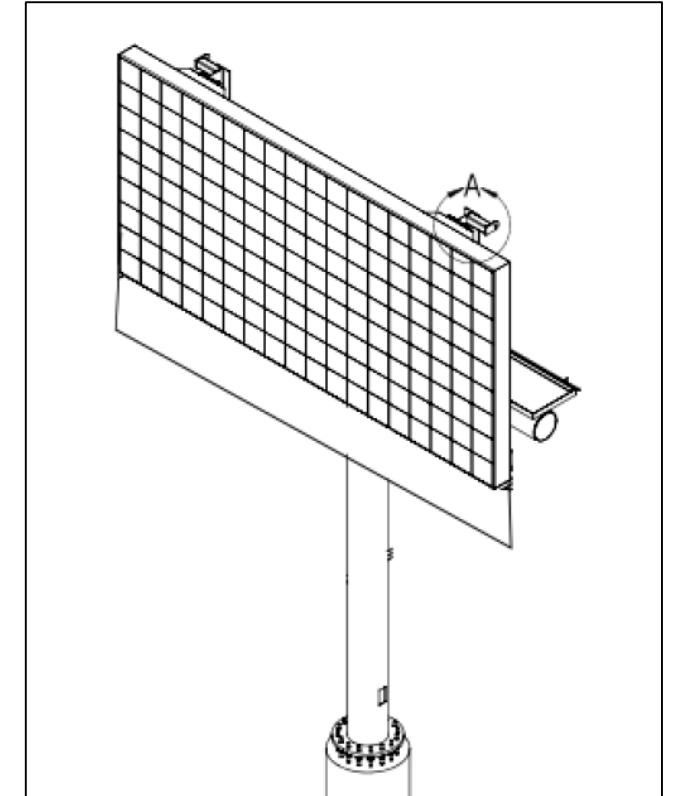
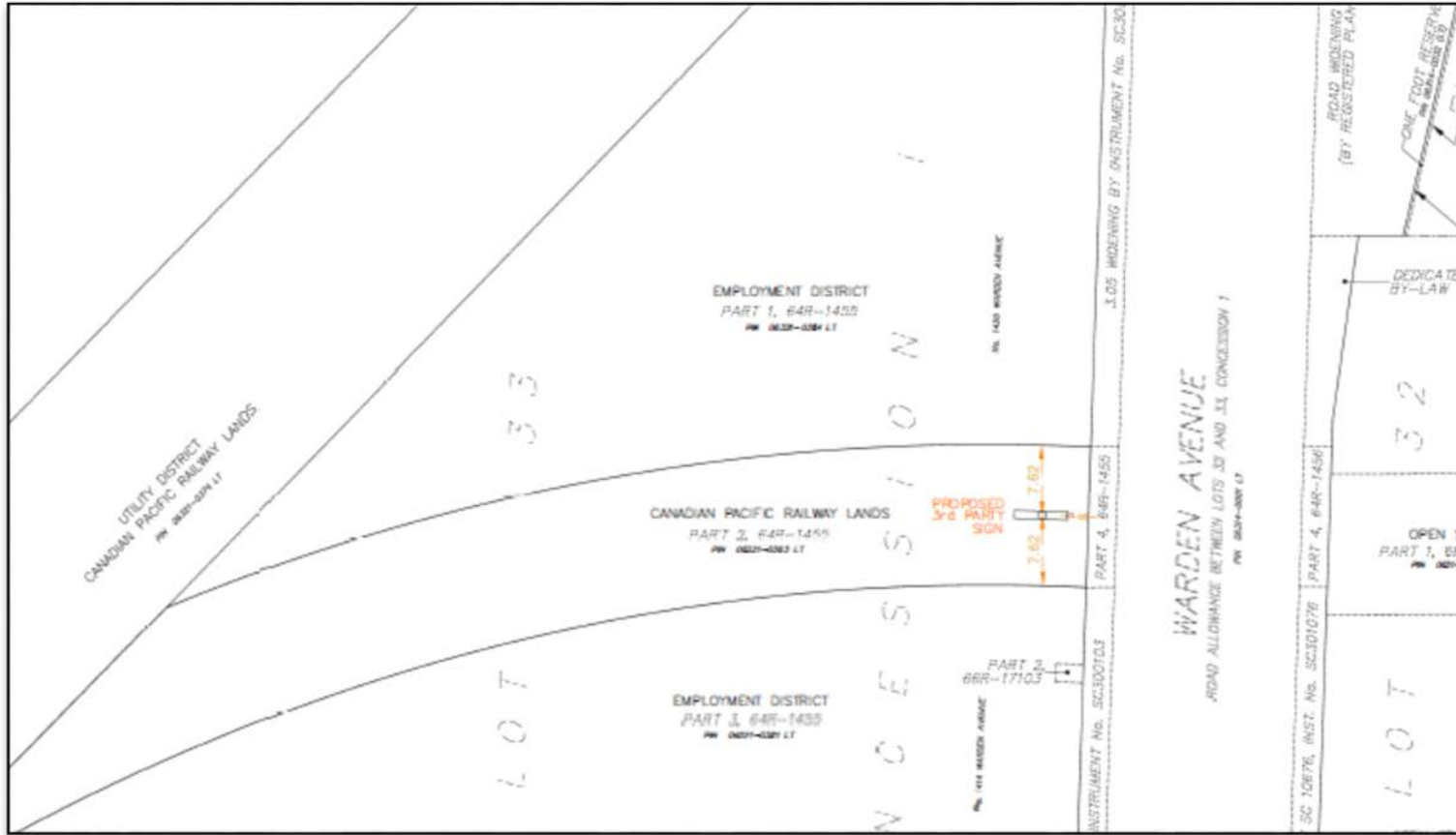
Sign District Designation

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 would be allowed to be located less than 250 metres from a Residential, Commercial Residential, Institutional and Open Space sign district while facing them.
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 would be allowed to be closer than 500 metres to another proposed electronic ground sign by the applicant, in Warden Avenue which makes an intersection with Ellesmere Road.
694-25D(3)(e)	A Utility "U" Sign District may contain a third party electronic ground sign, provided the shall not be erected within 60 metres of any premises located, in whole or in part, in an "R", "RA", "CR", "I" or "OS" sign districts.	The Proposed Sign would be allowed to be closer than 60 metres to an "OS"- Open-Space sign district.

Required Conditions

Condition 1 for all three variances	The existing third party ground sign containing two sign faces displaying static copy, located within the Belleville Subdivision as defined, south of Ellesmere Road, and approximately 165.0 metres to the southeast of the Proposed Sign, be removed and all associated permits revoked.
Condition 2 for all three 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, west of Warden Avenue and approximately 85.0 metres to the southwest of the Proposed Sign be removed and all associated permits revoked.
Condition 3 for all three variances	The existing third party ground sign containing two sign faces displaying static copy, located on the premises municipally known as 1416 Warden Avenue be removed and all associated permits revoked.
Condition 4 for all three variances	That the maximum brightness of the Proposed Sign not exceed 150 NITS between sunset and sunrise.
Condition 5 for all three variances	That the third party electronic ground sign which would be no closer than 295.0 metres to the Proposed Sign is located on Ellesmere Road - which is a street which forms an intersection with the street (Warden Avenue) on which the Proposed Sign is located.

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.
- In order to avoid sign clutter and as a condition of approval, the applicant has proposed to remove five existing third party sign faces in total – a total of three existing third party ground signs in the area
- The OS and I Sign Districts to the to the east and north-east, the CR Sign District to the north, and the R to the to the north-west should not be affected by the Proposed Sign as the visibility of the sign will be largely obscured by industrial buildings to the north of the Proposed Sign, Warden Avenue to the east, as well as the rail line and tree-line running north-east of the Proposed Sign
- The impacts of the Proposed Sign on the surrounding CR, R, OS and I Sign Districts should be further reduced as a result of condition of a maximum brightness of 150 NITS.

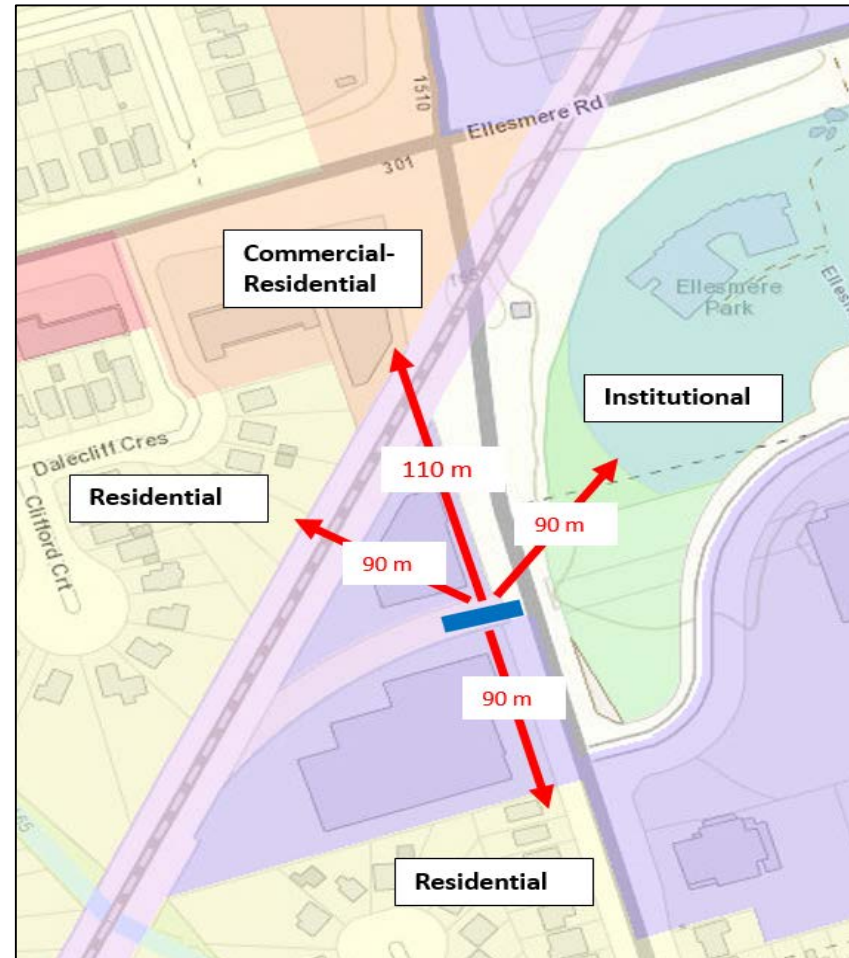
Sign Variance Criteria – Established Criteria

Location and number of third party sign faces to be removed



Sign Variance Criteria – Established Criteria

Location of the Proposed Sign in relation to surrounding land uses



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 General Employment Areas in the Official Plan, which states that such areas are “places of business and economic activities” within the City; the Proposed Sign is compatible with, and will not take away from, the planned function of the surrounding Employment Areas.
- The Proposed Sign should have little impact on surrounding residential areas, which will support policy 7(k) in section 4.6 of the Official Plan which requires buffers and mitigation between residential areas and development in employment areas

Official Plan Map



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 two sign faces which are directed to the north and south;
 - The properties to the north and south of the Proposed Sign contain one storey manufacturing and retail buildings and are within the Employment Sign District.
- There is a low-rise residential area approximately 90 metres to the south of the Proposed Sign;
 - Industrial buildings between the sign and the residential buildings, should minimize the impact of the lighting on the residential buildings.

Sign Variance Criteria – Established Criteria

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

- The OS and I Sign Districts to the to the east and north-east, the CR Sign District to the north, and the R to the to the north-west should not be affected by the Proposed Sign as the visibility of the sign will be largely obscured by industrial buildings to the north of the Proposed Sign, Warden Avenue to the east, as well as the rail line and tree-line running north-east of the Proposed Sign
- The impacts of the Proposed Sign on the surrounding CR, R, OS and I Sign Districts should be further reduced as a result of condition of a maximum brightness of 150 NITS.

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 Proposed Sign should also have few impacts on the sensitive lands around it, as a result of the maximum brightness of 150 NITS that the applicant has requested as a condition of approval.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign is within the Utility Sign District, which permits electronic ground signs.
- Removal of five 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 sensitive lands in the area is very minimal, as a result of the 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, 1416 Warden Avenue.

QUESTIONS?