

Application for Four Variances Respecting One Third Party Electronic Ground Sign

2290 Markham Road

September 9, 2022

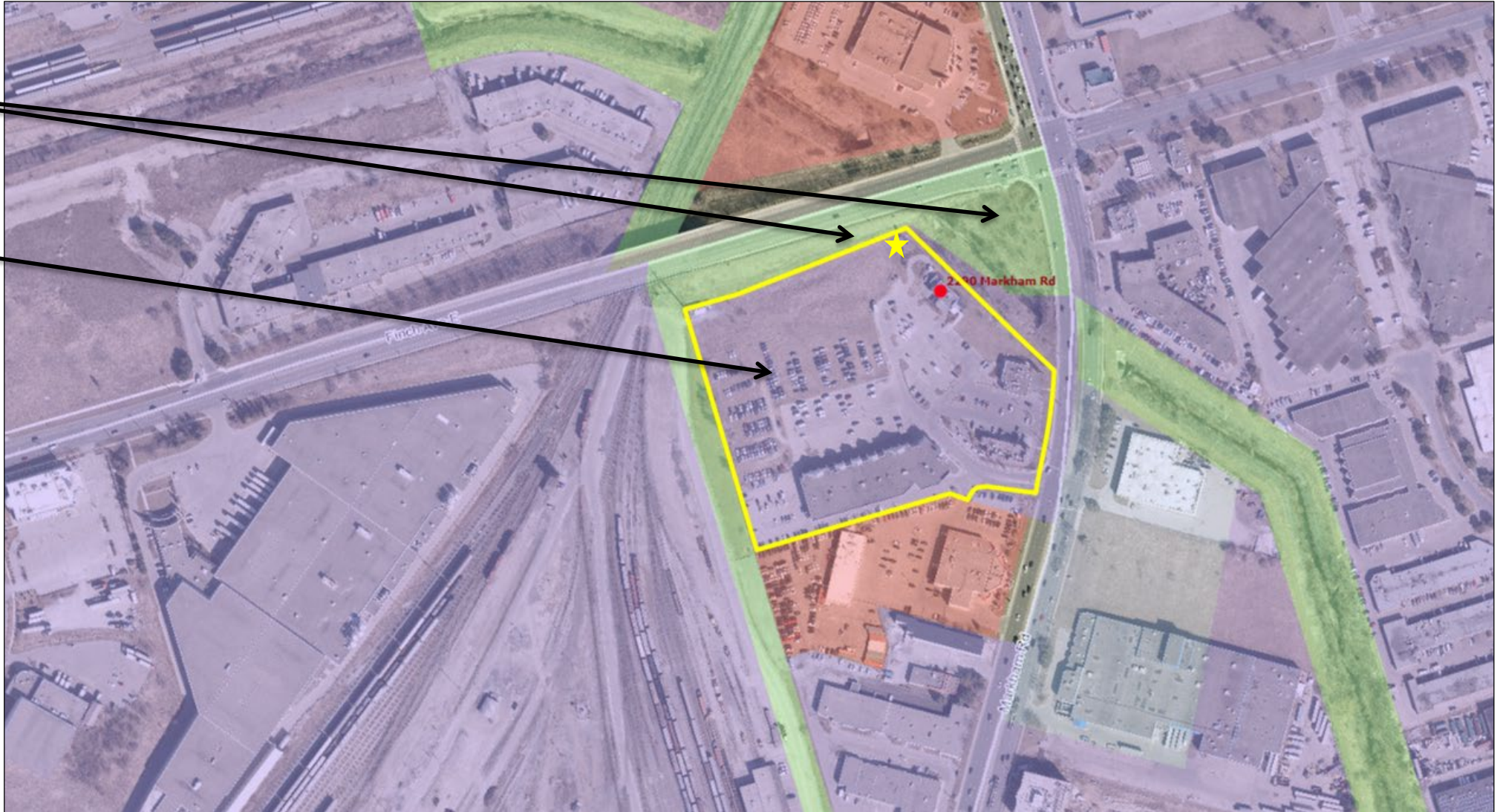
Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	One rectangular sign face
Sign Location	North frontage
Face Orientation	Northerly
Sign Face Dimensions (width x length)	8.69 metres x 2.30 metres
Sign Face Area / height	19.99 square metres / 12.0 metres

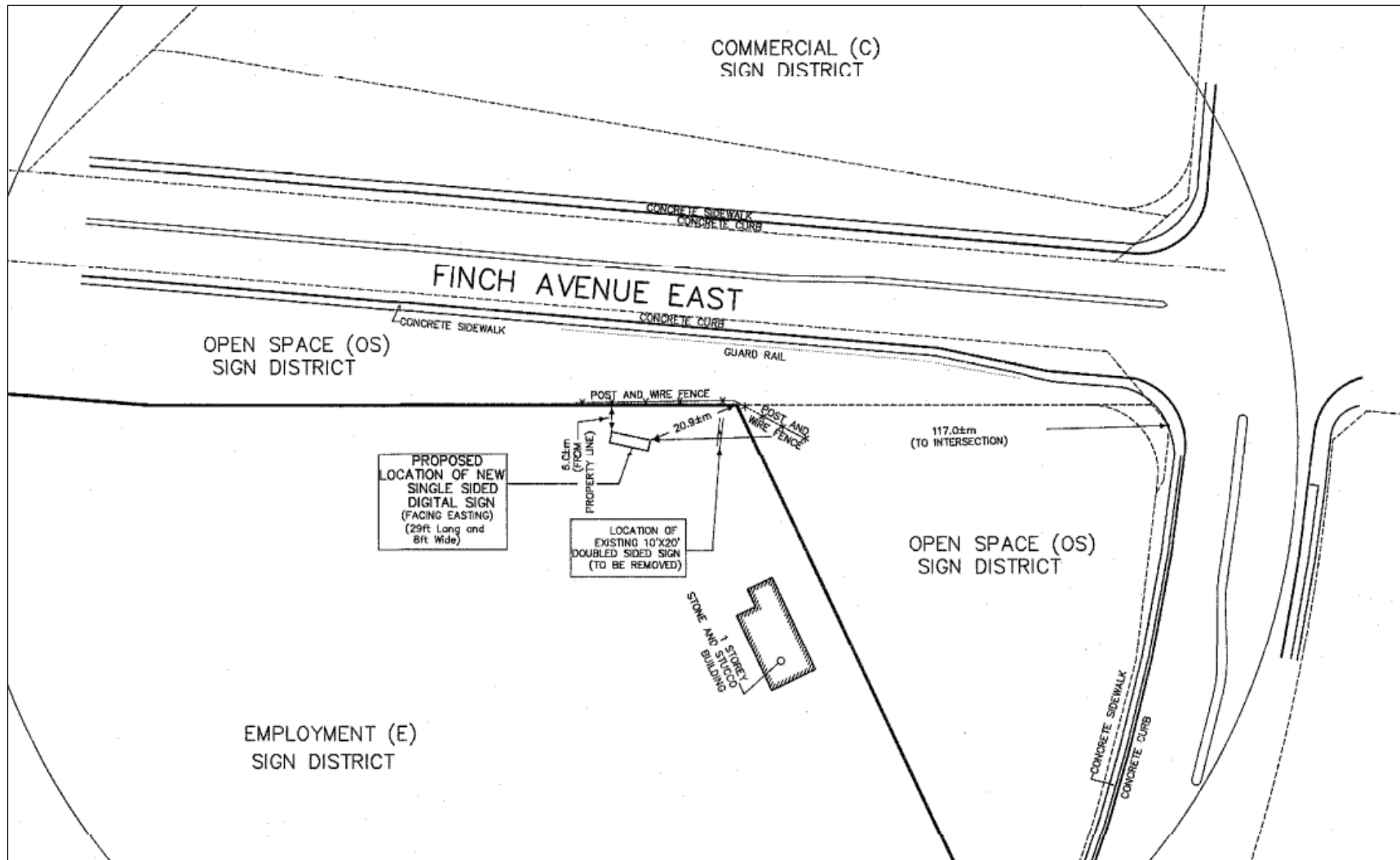
Sign District Designation

Open Space
Sign District

Employment
Sign District



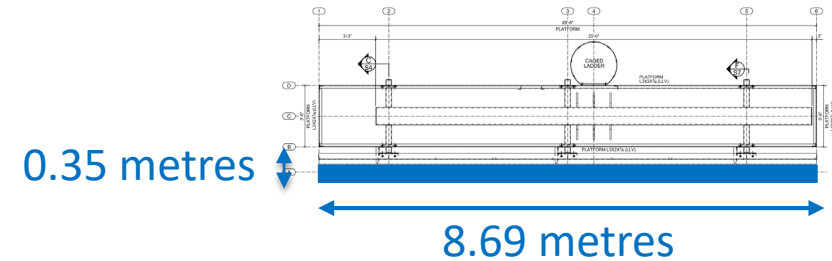
Sign Location



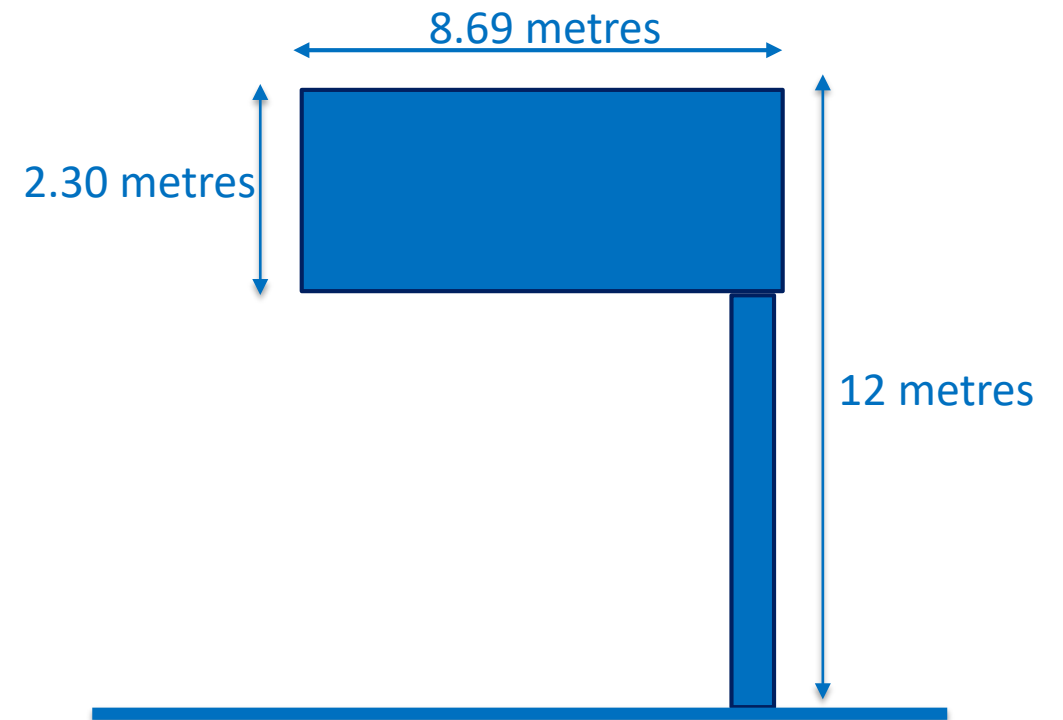
Proposed Sign Description



Rendering



Plan View



Elevation

Requested Variances – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694- 25.C(2)(b)	An Employment "E" Sign District may contain a third party electronic ground sign, provided the height shall not exceed 10.0 metres.	The Proposed Sign height will be approximately 12.0 metres.
§ 694-25.C(2)(e)	An Employment "E" Sign District may contain a third party electronic ground sign, provided the sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district.	The Proposed Sign will be erected within 60.0 metres of premises located in an Open Space (OS) sign district.
§ 694-25.C(2)(f)	An Employment "E" 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 district.	The Proposed Sign faces premises in the Open Space (OS) Sign District located approximately 6 metres to the north and 20 metres to the east.
§ 694-25.C(2)(h)	An Employment "E" Sign District may contain a third party electronic ground sign, provided there shall be no more than one ground sign or electronic ground sign erected on the premises.	The Proposed Sign will be erected on a premises containing one first party ground sign.

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.

Sign Variance Criteria – Established Criteria

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

- The subject Premises is 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.
- One existing third party ground sign is located at 2290 Markham Road, which will be replaced by the proposed sign.
- 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 – Established Criteria

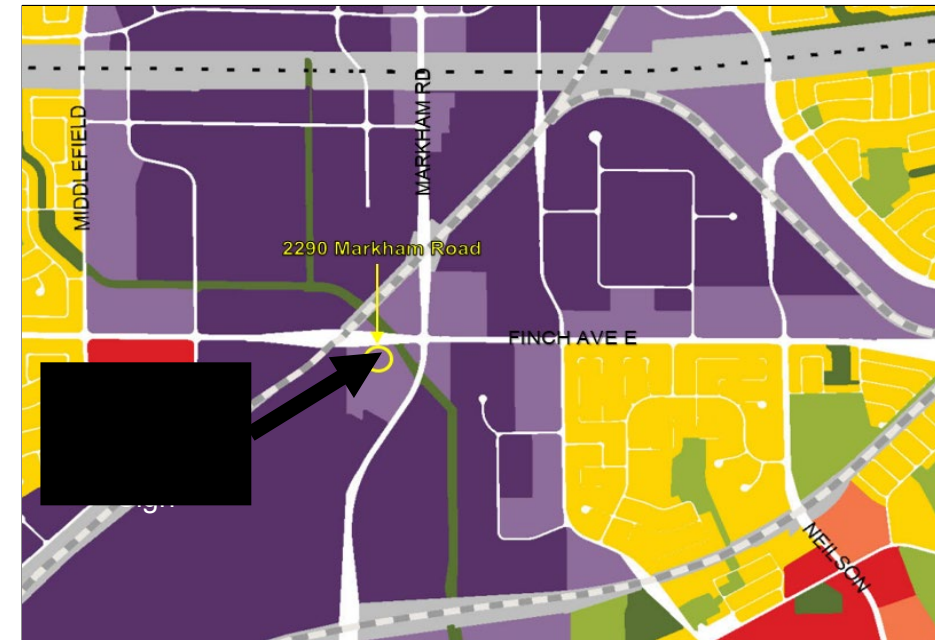
694-30A(3): The Proposed Sign is compatible with the development of the premises and surrounding area:

- The distance to the OS Sign District is 6 metres to the north and 20 metres to the east (approx.)
- The Proposed Sign's electronic display will not be facing to the east, where the ravine and natural vegetation is situated.
- The Natural Heritage Impact Study prepared by WSP confirms that the Proposed Sign will occur in an area that has low ecological sensitivity and concern for potential effects.
- There are no sensitive land uses, such as residential or institutional, within 250 metres of the proposed sign.
 - Staff believes that the impact of the Sign illumination on the OS Sign District will be minimum.

Sign Variance Criteria – Established Criteria

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

- 2290 Markham Road 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 Official Plan states that Natural Areas should be maintained primarily in a natural state, allowing for some uses that are designed to have only minimal adverse impacts on natural features and functions
 - The environmental study provided with the applicant's submission shows that the ravine will not be negatively affected by the Proposed Sign
- The Proposed Sign is compliant with the setbacks required by the City's applicable Zoning By-Law



Toronto Official Plan Map

Sign Variance Criteria – Established Criteria

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

- The sign is located 6 metres and 20 metres from OS Sign Districts to the north and to the east and faces the OS Sign Districts.
- Natural Heritage Impact Study prepared by WSP confirms that the Proposed Sign will occur in an area that has low ecological sensitivity and concern for potential effects
 - To further reduce any light emissions into the OS Sign District the Applicant has proposed to operate the sign with maximum brightness of 150 NITS between sunrise and sunset (50% of the maximum brightness permitted by the Sign By-law).
- Applicant confirmed that TRCA has no objection to the proposed sign.
- There are no sensitive land uses, such as residential or institutional, within 250 metres of the proposed sign.
 - Staff believes that the impact of the Sign illumination on the OS Sign District and adjacent areas will be minimum.

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 meets the Sign Bylaw requirements:
 - Located more than 30 metres from the closest traffic controlled intersection.
 - Does not obstruct any sight triangles for vehicular traffic.
 - Not located within the visibility zone.
 - Exceeds minimum required clearance.
 - Message duration and transition.

Sign Variance Criteria – Established Criteria

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 – Established Criteria

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

- One existing first party ground sign is located at 2290 Markham Road.
- The first party ground sign is located perpendicular to Markham Road frontage, while the Proposed Sign would be located along Finch Avenue East.
- The Premises currently contains double-sided first party ground sign and a double-sided third party ground sign along the Finch Avenue frontage
- The Proposed Sign and the existing first party ground sign will be located more than 130 metres apart.
 - Staff agrees there is little relationship between the Proposed Sign and the existing first party ground sign.

Sign Variance Criteria – Established Criteria

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



Sign Variance Criteria – Established Criteria

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

Staff believe that the Proposed Sign is not contrary to the public interest due to:

- The Proposed Sign will comply with the provisions set out in the Sign By-law for third party electronic ground signs in an Employment Sign Districts in terms of: size, setbacks from the property and from an intersection, requirement for use of renewable energy, message duration and transition, illumination and time-of-day regulations.
- The Variance to Section 694-25C (2)(b), permitting the Proposed Sign to be erected at a height of 12.0 metres:
 - Finch Ave E is elevated in relation to the premises where the proposed sign is to be erected, therefore, in relation to the street the sign will not appear to be more than 10.0 metres.
 - The Proposed Sign is at a scale that is consistent with the surrounding land uses and built form.

Sign Variance Criteria – Established Criteria

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

- The Variance to Sections 694-25C (2)(e) and 694-25C (2)(f), permitting the Proposed Sign to be located and facing a OS Sign District located within 250.0 metres:
 - Environmental Report validates that the impacts of the sign on the OS Sign District are negligible.
 - TRCA had no objection to the Proposed Sign.
 - Variance subject to the condition that the Proposed Sign shall operate at a maximum level of illumination of 150 NITS during the period between sunset and sunrise.
- The Variance to the Section 694-25.C(2)(h), permitting to be erected on premises containing one first party ground sign:
 - The distance between these two signs, and the fact that they are on different property frontages demonstrates there is little relationship between these two signs.
 - The Proposed Sign will not be introducing any sign type that is not currently found on the premises.

Conclusion and CBO Recommendation

The Chief Building Official and Executive Director, Toronto Building, recommends that:

- The Sign Variance Committee **approve** 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 2290 Markham Road.

QUESTIONS?