

Application for One Variance Respecting One Third Party Electronic Ground Sign

821 Kipling Avenue

November 4, 2022

Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two rectangular sign faces
Sign Location	West frontage
Face Orientation	Northerly-Southerly
Sign Face Dimensions (width x length)	6.10 metres x 3.05 metres
Sign Face Area / height	18.60 square metres / 10.0 metres

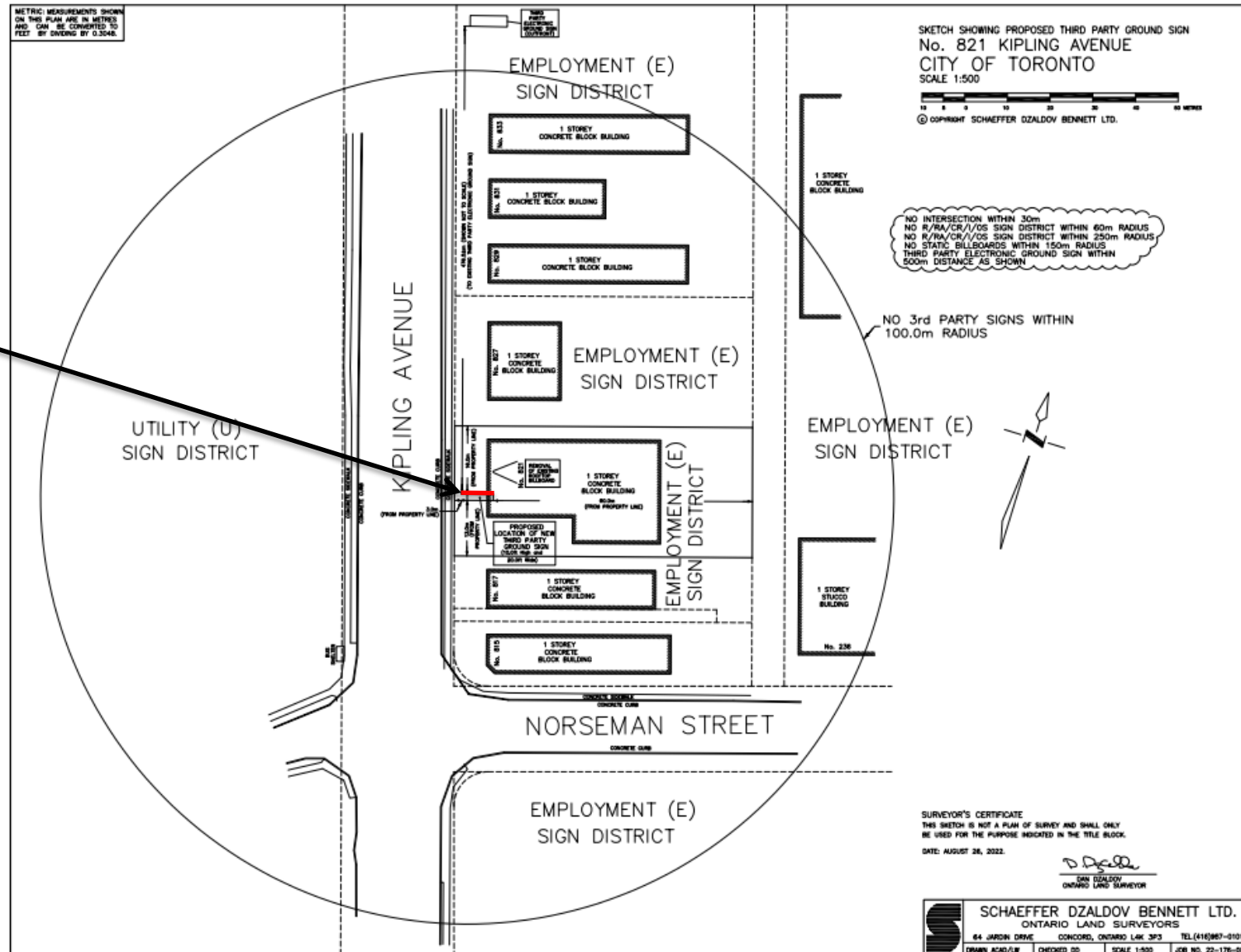
Sign District Designation

Employment
Sign District

Utility
Sign District



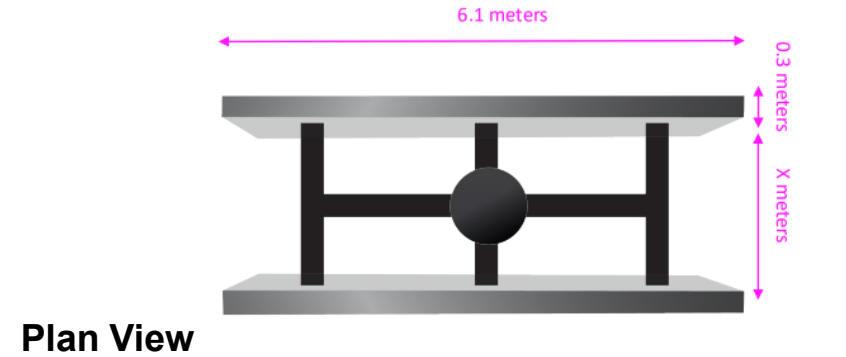
Sign Location



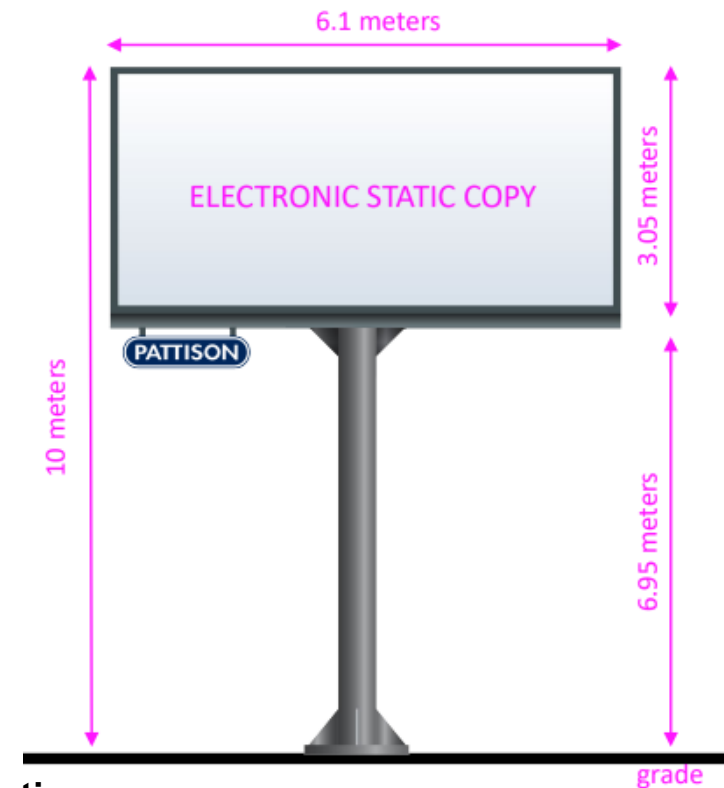
Proposed Sign Description



3D View



Plan View



Elevation

Requested Variance – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694- 25.C(2)(g)[1]	An Employment "E" Sign District may contain a third party electronic ground sign, provided the sign be located a minimum of 500 metres from any other third party electronic sign located on the same street	The Proposed Sign will be located approximately 486.7 metres from a third party electronic sign located on the same street.

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 (“E”) 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.

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

- The subject Premises is in an E Sign District.
- E Sign Districts largely contain commercial and employment uses.
- The size and height of Proposed Sign meets the requirements for electronic ground signs where permitted in an E Sign District.
- There is one existing third party roof sign is located at 821 Kipling Avenue
 - As a condition for the approval, the existing third party roof sign at the premises shall be removed and any and all associated sign and building permits shall be revoked.
 - Removing the existing roof sign will prevent sign clutter on the Subject Premises and will help to make the Subject Premises and surrounding area more in line with Council's vision for third party signs in E Sign Districts.
- There are no existing third party signs within a 150 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:

- There is an existing third party electronic sign 486.7m to the north from the Proposed Sign location
- There are a number of visual obstructions between the proposed sign and the existing electronic ground sign.
 - Staff are of the opinion that the two signs will have very little visibility from one another.
- If located west of the Subject Premises:
 - Properties west of Kipling Avenue contain a treed landscaped strip and/or first party ground signs.
 - Possibly result in removing one or more trees.
 - Variance would be required for an additional ground sign at the premises.



Sign Variance Criteria – Established Criteria

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

- If located to the south of the Subject Premises:
 - Immediately south on the east side of Kipling Avenue, variance would be required due to the proximity with the intersection of Norseman Street and Kipling Avenue and could impact safety.
 - Other properties to the south contain parking areas at Kipling Avenue frontages, a ground sign could interfere with the parking.
 - There are three third party static signs around the intersection of Jutland Road and Kipling Avenue, moving the sign further to the south could result in sign clutter.
 - Staff believe the location of the Proposed Sign at the Subject Premises is compatible with the surrounding area.



Sign Variance Criteria – Established Criteria

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

- 821 Kipling Avenue 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 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 Subject Premises is surrounded by E Sign Districts to the immediate north, east and south, and by a Utility (“U”) Sign District to the west. Third party electronic ground signs such as the Proposed Sign are permitted in both E and U Sign Districts.
- The land uses of the adjacent premises are similar to that of the Subject Premises.
- There are no sensitive land uses, such as residential or institutional, within 250 metres of the proposed sign.
- The nearest OS Sign District more than 550 metres away, and the nearest CR and R Sign Districts over 700 metres away, which exceeds the Sign By-law distance requirements.

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 that are designed to help protect public safety:

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

- There are existing third party ground signs along Kipling Avenue which is consistent with the Sign By-law provisions for the area.
- There is one existing third party electronic ground sign 487 metres from the Proposed Sign.
- There are a number of visual obstructions between the proposed sign and the existing electronic ground sign.
- Staff' opinion is that there is little relationship between the Proposed Sign and the existing third party electronic ground sign.

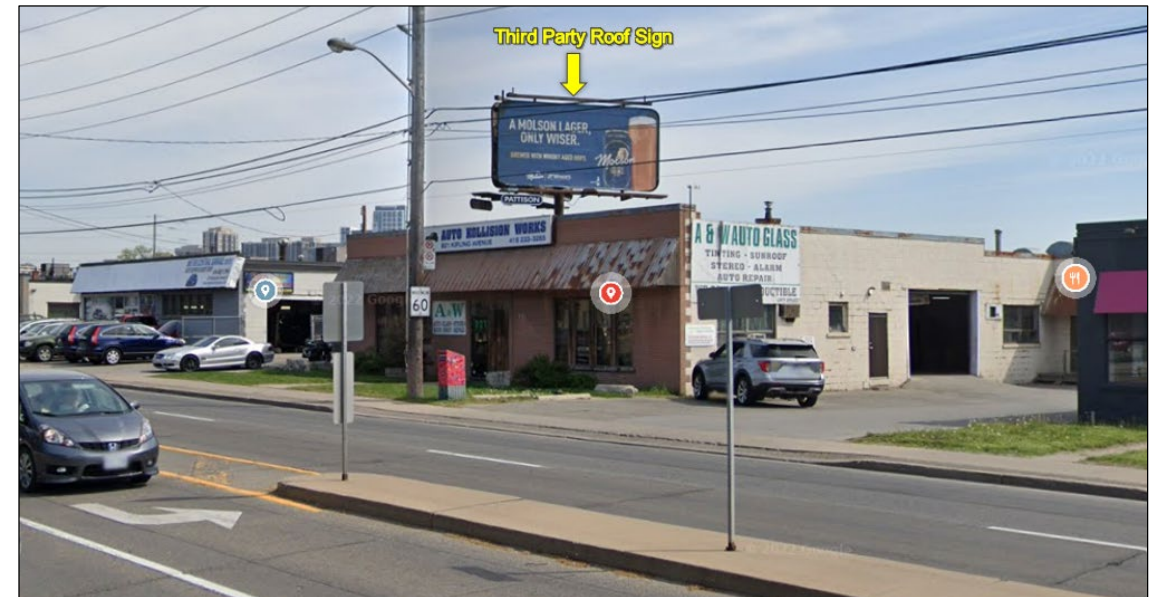


Sign Variance Criteria – Established Criteria

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

821 Kipling Avenue currently contains one double-sided third party roof sign displaying static copy.

- As a condition for the approval, the existing third party roof sign at the premises will be removed and any and all associated sign and building permits will be revoked.
- The proposed sign will not be introducing a sign class or sign type that is not currently found on the premises or surrounding area and will not alter the character of the premises and surrounding area.



Sign Variance Criteria – Established Criteria

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

- 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, height, 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 Proposed Sign would be allowed to be erected less than 500 metres from an existing other third party electronic sign located on the same street, however:
 - The separation between the existing sign and the Proposed Sign achieves 97.4% of the separation required by the Sign By-law.
 - There are a number of physical obstructions in between the existing electronic ground sign and the Proposed Sign.
 - There is little, if any, relationship between these two signs.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign will not be introducing a sign class or sign type that is not currently found in the area surrounding the Subject Premises.
- None of the adjacent properties contain uses which would be considered of sensitive nature.
- The presence of third party signs along this portion of Kipling Avenue is consistent with the Sign By-law provisions for areas designated as E and U Sign Districts.
- As a condition of approval, the existing third party roof sign at the Subject Premises will be removed prior to the issuance of the sign permit for the Proposed Sign, and any and all associated sign and building permits shall be revoked.
 - Removing the existing roof sign helps to make the Subject Premises and surrounding area more in line with Council's vision for third party signs in E Sign Districts and will prevent sign clutter in the area.

Conclusion and CBO Recommendation

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

- The Sign Variance Committee **approve** the requested variance to the Sign By-Law subject to one condition, 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 821 Kipling Avenue.

QUESTIONS?