

Application for Four Variances each subject to Three Conditions, Respecting One Third Party Electronic Ground Sign at 2300 Finch Avenue West

Date: August 23, 2023

To: Sign Variance Committee

From: Manager, Citywide Priorities, Toronto Building

Wards: Humber River - Black Creek (7)

SUMMARY

Pattison (the "Applicant") have stated that they are authorized to make an application for four variances required to allow the erection and display of a single-sided third party electronic ground sign displaying electronic static copy (the "Proposed Sign") to be located in an Employment ("E") Sign District, which is, immediately to the north of Finch Avenue West, and immediately east of Weston Road at the premises municipally known as 2300 Finch Avenue West (the "Subject Premises").

The Proposed Sign would have a maximum height of 10.00 metres, and would contain one rectangular sign face, facing east, with a maximum horizontal dimensions (centre line) of 6.10 metres; maximum vertical dimension (bisecting line) of 3.05 metres; and a maximum sign face area of 18.60 square metres. The Proposed Sign is further described in Attachment 1 to this report. The Proposed Sign would require four variances to Chapter 694, to allow the Chief Building Official ("CBO") to issue the sign permit.

The four requirements of Chapter 694 which have been requested to be varied, and the proposed new requirements are summarized below:

Existing Requirement 1: § 694-25C(2)(g)(i)- An E – Employment Sign District may contain a third-party electronic ground sign, provided the sign be located a minimum of 500.0 metres from any other third-party electronic sign located on the same street

Proposed New Requirement: The Proposed Sign would be erected no closer than 480.0 metres from an existing third-party electronic ground sign located at the property east of Arrow Road to the east.

Existing Requirement 2: § 694-25C(2)(d)- An E – Employment Sign District may contain a third-party electronic ground sign, provided the sign shall not be erected within

any required setback of a building from a street as regulated by the City's applicable Zoning By-law.

Proposed New Requirement: The Proposed Sign would be as regulated by the City's applicable Zoning By-law, which requires a setback of 9.0 metres, but would have a minimum setback of 3.0 metres from a street.

Existing Requirement 3: § 694-25C(2)(e)- An E – Employment 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.

Proposed New Requirement: The Proposed Sign would be located no closer than 40.0 metres north of a premises in a CR Sign District to the south.

Existing Requirement 4: § 694-25C(2)(f)- An E – Employment Sign District may contain a third-party electronic ground sign, provided where a sign is located within 250.0 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.

Proposed New Requirement: The Proposed Sign would be located within and face CR Sign Districts located no closer than 40.0 metres to the Proposed Sign.

The Applicant has made an application seeking that each of the required variances would be subject to the following three conditions:

- 1) That the Proposed Sign be operated at a maximum brightness level of 150 nits between sunrise and sunset;
- 2) That a physical barrier be installed and maintained along the southern edge of the sign face, which shall sufficiently block illumination from the sign to the satisfaction of the Chief Building Official; and,
- 3) The Proposed Sign shall face in an easterly direction and be located within the area noted in the diagram titled 'Diagram 1: Location of Proposed Sign' in Attachment 1 to this report.

After reviewing the Applicant's submissions and the additional information provided by City staff, the CBO determined that there are sufficient reasons to conclude that the nine required criteria in §694-30A of the Sign By-law have been established with respect to the four variances, each subject to three conditions, as described in Attachment 1 to this report.

RECOMMENDATIONS

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

1. The Sign Variance Committee grant the requested variances to sections 694-25C(2)(g)(i), 694-25C(2)(d), 694-25C(2)(e) and 694-25C(2)(f) each subject to three conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign, as further described in Appendix 1 to this report.

FINANCIAL IMPACT

There are no current or known financial implications associated with the recommendations contained in this report.

DECISION HISTORY

There have been no previous decisions by the Sign Variance Committee or Council directly relevant to this request.

ISSUE BACKGROUND

Table 1- Summary of Requested Variances:

Section	Requirement	Requested Variances
§ 694-25C(2)(g)(i)	An Employment Sign District may contain a third-party electronic ground sign, provided the sign be located a minimum of 500.0 metres from any other third-party electronic sign located on the same street.	The Proposed Sign to be erected no closer than approximately 490.0 metres from an existing third-party electronic ground sign located at the premises municipally known as {address} (east of Arrow Road).
§ 694-25C(2)(d)	An Employment Sign District may contain a third-party electronic ground sign, provided the sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law.	The Proposed Sign to have a setback of 3.0 metres, rather than the setback of 9.0 metres required by the applicable Zoning By-law
§ 694-25C(2)(e)	An Employment 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 would be located no closer than 40.0 metres north of a premises in a CR Sign District to the south.

§ 694-25C(2)(f)	An Employment Sign District may contain a third-party electronic ground sign, provided where a sign is located within 250.0 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 would be facing a CR Sign District located no closer than 40.0 metres to the Proposed Sign
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Sign Attributes and Site Context:

The subject premises is an E Sign District in Ward 7 – Humber River-Black Creek. The Proposed Sign is north of Finch Avenue West and has one easterly-facing sign face that is roughly perpendicular to Finch Avenue West. It aims to attract westbound traffic. The Proposed Sign is also west of the rail corridor and north of Finch Avenue West in Ward 7 – Humber River-Black Creek. The Proposed Sign faces premises in E and Commercial Residential (CR) Sign Districts to the west, E and Utility (U) Sign Districts to the north, and CR Sign Districts to the south, as defined by the City's Sign By-law.

According to the City's Sign By-law, a sign "faces" a premises if any part of the premises is within the "display zone". The "display zone" is a semicircle that extends from the sign face midpoint on the surface with the sign copy. The baseline of the semicircle is parallel to the center line of the sign face. The radius of the semicircle depends on the size and shape of the sign face, as specified by the Sign By-law.

Therefore, the Proposed Sign is close to but does not face the CR Sign Districts to the west, which are almost 200 metres away. However, the Proposed Sign does face a CR Sign District about 40 metres to the south (see Figure 1).

Surrounding premises:

North: Utility Sign District (rail corridor), Employment Sign District (Employment/Industrial Uses)

East: Employment Sign District (Employment/Industrial), church.

West: Employment Sign District (Employment/Commercial Uses), gas station; Commercial- Residential Sign District (Commercial and residential Uses) gas station,

South: Commercial- Residential Sign District, (a new residential development has been approved to be constructed).

Figure 1- Location of the Proposed Sign and the Surrounding Area on Sign District Map

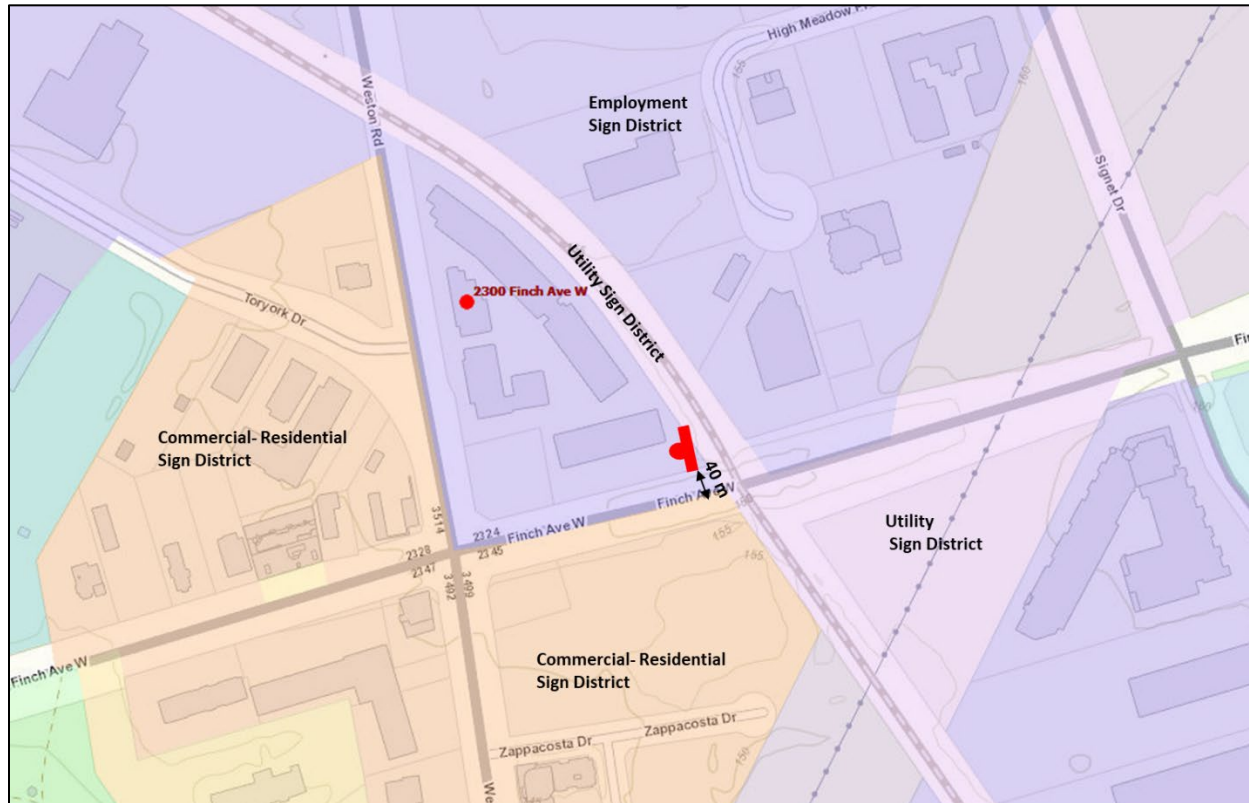


Figure 2- Looking west along Finch Avenue W. towards the Proposed Sign



COMMENTS

Applicant Information:

The Applicant has stated that they have been authorized to apply for four variances, each subject to three conditions, required to allow for a permit to be issued for one third party electronic ground sign with one sign face, displaying electronic static copy at 2300 Finch Avenue West.

Application Background:

The Proposed Sign would have a height of 10.0 metres, and would contain one rectangular sign face, facing to the east with a maximum centre line of 6.10 metres; maximum bisecting line of 3.05 metres; and a maximum sign face area of 18.60 square metres.

Community Consultation:

The CBO has adopted a practice of engaging in an enhanced consultation process concerning variance applications for electronic signs. Notice required by the City's Sign By-law was provided to premises within a 250 metre radius of the Subject Premises. As of the date of this report, no comments have been received from the public.

Criteria Established by §694-30A of The Sign By-law

The Sign By-law has nine mandatory criteria for evaluating a sign variance application. According to §694-30A, the Proposed Sign must meet all nine criteria to have a variance from the Sign By-law approved. The Sign Variance Committee must assess the Proposed Sign based on the information from the parties before it and decide if it meets all nine criteria.

The CBO has determined that, based on the information from the Applicant and investigation by City staff, the Proposed Sign meets all nine criteria in §694-30A of the Sign By-law, subject to all three conditions discussed in this report.

Applying the Established Criteria

Section 694-30A(1): The Proposed Sign belongs to a sign class permitted in the Sign District where the premises is located

City staff have confirmed that the subject premises is an Employment Sign District that allows third party signs. The CBO has also confirmed, based on the Applicant's submission materials, that the Proposed Sign is a third party sign, as it would advertise, promote, or direct attention to things that are not available or related to the premises where the Proposed Sign would be installed. Therefore, the CBO believes that this criterion has been met.

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

City staff have confirmed that the subject premises is an Employment Sign District. According to 694-25(E)(2), E Sign Districts permit electronic ground signs. The Applicant's submission materials show that the Proposed Sign is an electronic ground sign, which is a permitted type in E Sign Districts. Therefore, the CBO believes that this criterion has been met.

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

The Proposed Sign is a third party electronic ground sign, which is a permitted sign class and type in E Sign Districts. The Sign By-law allows a maximum sign face area of 20 square metres and a maximum height of 10 metres for such signs in E Sign Districts. The Proposed Sign has a sign face area of 18.6 square metres and a height of 10 metres, which meets the Sign By-law requirements.

Staff investigation found that U and E Sign Districts are east of the Proposed Sign. Third party electronic signs are allowed in U and E Sign Districts. The U Sign District east of the Proposed Sign is a rail corridor and the E Sign District further to the east has industrial uses and a place of worship - the only non-industrial use in this area. A large industrial building and several trees block the view of the Proposed Sign from the place of worship.

Figure 3- Location of the Proposed Sign in relation to the new residential development



Some premises west of the Proposed Sign are in a CR Sign District. They are mostly commercial plazas with fast-food restaurants, gas stations, and other retail businesses. These businesses have many taller existing first party signs and other structures (canopies, streetlights, etc.). The Proposed Sign has only one sign face which will face east, so it would have little or no impact on premises west of it. The existing uses, building types, and intervening structures further reduce or eliminate any impacts the Proposed Sign may have on the premises to the west.

There are several premises in a CR Sign District about 40 metres south of the Proposed Sign. These premises previously contained a large commercial use 'The Finch West Mall', which has been demolished and is being replaced with a new development of five rental residential buildings is under construction on these premises. The buildings in this CR Sign District will be between 20 and 55 storeys with 2,240 rental units, 1,202 square metres of retail space, and a 1,061 square metre public park (see Figure 3). As mentioned above, the Proposed Sign would face parts of this CR Sign District, as defined by the City's Sign By-law. Therefore, the Proposed Sign would not be compatible with the development of the surrounding area without the conditions discussed below.

The Applicant has proposed a condition of approval that a physical barrier be attached to the south side of the Proposed Sign. This should prevent any visibility of the Proposed Sign face from the properties in the CR Sign District to the south, significantly reducing or eliminating the impact of the Proposed Sign on the new residential buildings (see Figure 4).

The second condition proposed by the Applicant restricts the illumination levels of the Proposed Sign, which along with the conditions that require shielding and the third condition specifying the location and orientation of the single sign face of the Proposed Sign, should significantly reduce any potential impacts that the Proposed Sign may have on the CR Sign District to the south.

According to the Applicant's submission, the Proposed Sign would be approximately 487 metres east of an existing third party electronic ground sign on the south-west of Arrow Road and Finch Avenue West ("Existing Finch Sign") (see Figure 5).

Figure 4 – An example of a physical barrier to be installed on the south side of the Proposed Sign

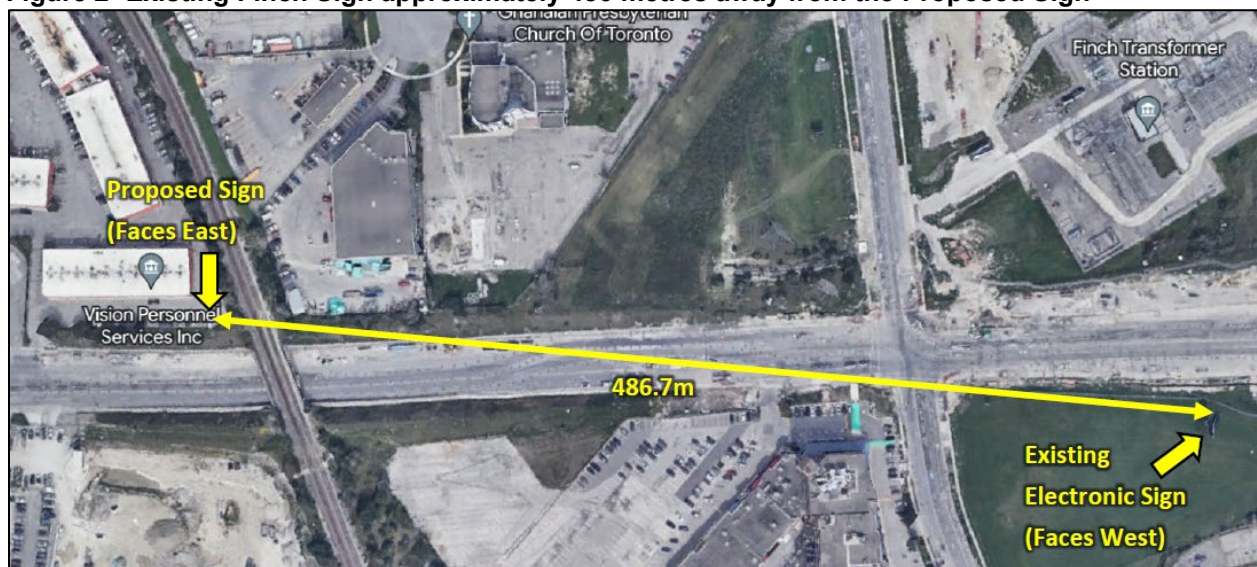


The Applicant has requested a variance to allow the Proposed Sign to be no closer than 490 metres from the Existing Finch Sign, instead of the minimum 500 metres.

The Proposed Sign and the Existing Finch Sign would face each other. The combined impact of the illumination from the two signs could impact the premises in the overlapping “display zones” for both signs as these premises would have more illumination and other “visual noise” than the City Sign By-law’s intended maximum level from surrounding electronic signs. This is because the two signs are about 13.3 metres closer than the minimum mandatory separation of 500 metres required by Chapter 694.

However, the CBO believes that this impact would be limited by the condition that the Proposed Sign have a reduced illumination level, as well as the location of the Proposed Sign to the west of the railway overpass for Finch Avenue, the different elevations, and other structures (“Hydro towers”, etc.) between the two signs.

Figure 2- Existing Finch Sign approximately 486 metres away from the Proposed Sign



Based on the Applicant’s submission materials and staff investigation, the CBO is satisfied that the Proposed Sign, with the three specified conditions, would be compatible with the development of the premises and surrounding area and that this criterion has been met.

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

The property at 2300 Finch Avenue West is designated as a General Employment Area within the Official Plan (See Figure 6). Employment Areas are places of business and economic activity and include a wide array of uses such as manufacturing, warehousing, distribution, research and development facilities, utilities, media facilities, parks, hotels, retail outlets, restaurants and small-scale stores and services that serve these businesses and workers.

The Applicant's submission states that the Proposed Sign would help support the Official Plan objectives for a healthy and vibrant Employment Area by providing a

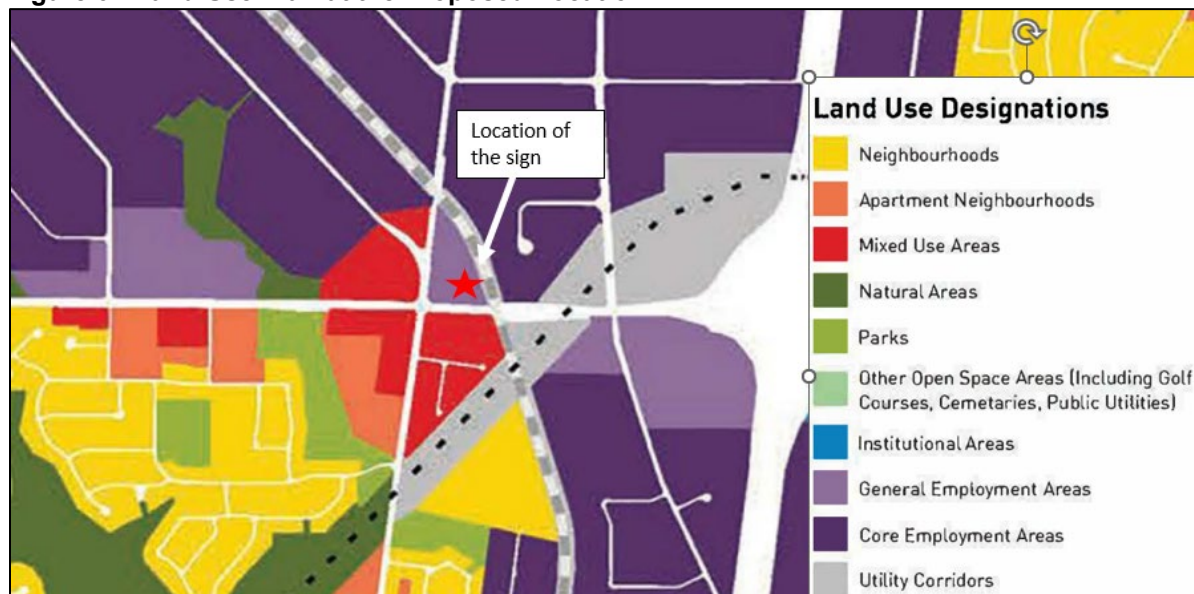
medium for both local and national businesses to promote themselves and advertise their goods and services, contributing to future economic growth.

The Applicant further states that as the Proposed Sign will promote businesses and services to the public, the General Employment Area designation is appropriate for the Proposed Sign and there are no Official Plan objectives that would be compromised or contradicted by approving a variance to allow the Proposed Sign to be located at 486.7 metres from another third party electronic sign, rather than 500 metres away, or to allow the Proposed Sign to be slightly closer to a CR Sign District, given the Conditions of Approval.

The CBO agrees that this supports Policy Statement 2.2.4 2 b) in Chapter 2 of the Official Plan which states that:

Employment Areas will be used exclusively for business and economic activities in order to: ... b) protect and preserve Employment Areas for current and future business and economic activities

Figure 6 - Land Use Plan at the Proposed Location



The CBO agrees that the location of the Proposed Sign and the condition that the Proposed Sign contain physical barriers on the sign face to minimize the visibility of the sign copy from CR Sign Districts to the south of Finch Avenue West, which will significantly reduce or eliminate the impacts that the Proposed Sign may have on the mixed use properties and supports Policy 7(k) in section 4.6 of the Official Plan which states that:

7. Development will contribute to the creation of competitive, attractive, highly functional Employment Areas by ... k) providing a buffer and/or mitigating adverse effects, where appropriate, to Neighbourhoods, Apartment Neighbourhoods and Mixed Use Areas

The Applicant's submission materials in addition to staff investigation provide sufficient information to confirm that the Proposed Sign supports several of the Official Plan

objectives for 2300 Finch Avenue West and the surrounding area. As such, the CBO is of the opinion that this criterion has been established.

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

The property at 2300 Finch Avenue West is in an E Sign District, which allows third party electronic ground signs with the same size and height as the Proposed Sign. Staff have confirmed that the property is surrounded by a U Sign District to the immediate north and east, and E Sign Districts to the immediate north, east, and west.

The Proposed Sign will have a single sign face, which will be required to face westbound traffic on Finch Avenue West as a condition of approval. As a result, the variances sought should not harm the premises west of the property.

The Applicant has requested variances to allow the Proposed Sign to have a setback of 3 metres, instead of the 9 metre setback required by the City's applicable Zoning By-law. A review of the surrounding area shows that the setback required by the City's applicable Zoning By-law for the property is unusual for the requirements and built form for the other premises along the north side of Finch Avenue West near the Proposed Sign. These other premises have different setback requirements from Finch Avenue West.

For example, the CR Sign District to the west would have a maximum setback of 3 metres under the applicable Zoning By-law. To the immediate west, although premises had the same Zoning By-law requirement, they received a minor variance to allow a building (gas station) with a setback of 6.4 metres from Finch Avenue West. To the east, the premises are in a "UT zone" that does not have any specific setback criteria from Finch Avenue West.

As Figure 7 shows, the east lot line of the property has an angle. A larger setback from the Proposed Sign to Finch Avenue West would not be possible without moving the Proposed Sign further west. This would crowd the Proposed Sign with the building on the property and could affect traffic flow for users of the Subject Premises. Therefore, because of the unique shape of the property, the requirements of the existing built form, and the general relationship of structures in the surrounding area along the north side of Finch Avenue West, it seems that the Proposed Sign's location would not adversely affect adjacent premises.

The premises south of Finch Avenue West are in a CR Sign District, with a new residential development under construction. The condition that the Proposed Sign does not exceed a maximum brightness of 150 NITS and a lighting analysis prepared as part of the Applicant's submission show that the planned residential uses in the CR Sign District to the south would only see a light increase of 0.036 lux above current light levels in the area (for reference, 0.3 lux is like the light from a full moon). This is because the planned residential buildings would be about 100 metres away and at an about 80-degree angle from the Proposed Sign.

As well, the location of the Proposed Sign within the property (which would be allowed by one of the variances sought) should help to avoid harmful impacts on this sensitive Third Party Electronic Ground Sign at 2300 Finch Avenue West, Four Variances, Three Conditions

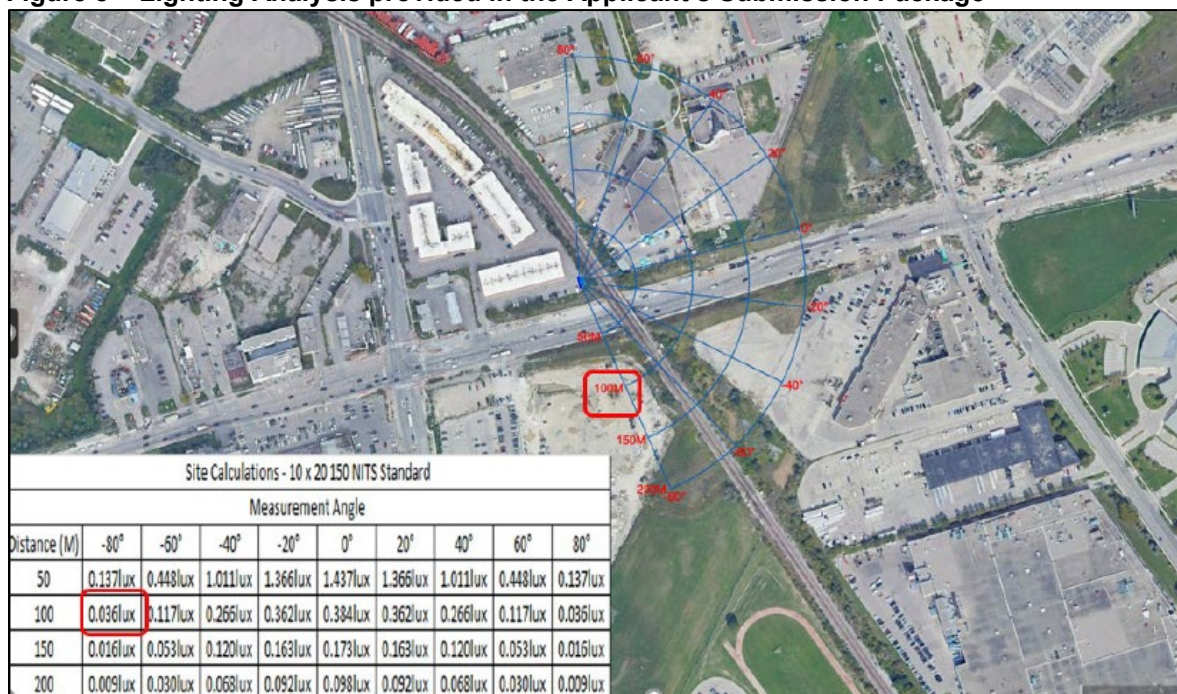
land use to the south. The conditions that require reduced illumination levels, sign face orientation, and adding a physical barrier at the side of the sign face to block illumination will further reduce any potential impacts of the Proposed Sign on the future residential towers at the CR Sign District to the south of the Subject Premises.

Figure 3– Setback of the Proposed Sign



The Applicant has not requested any modification to the operating hours of the sign, which would be limited to 7:00 AM to 11:00 PM as per the Sign By-law requirements. As such, the illumination from the Proposed Sign should have minimal or no impact on adjacent premises.

Figure 8 – Lighting Analysis provided in the Applicant's Submission Package



With respect to any potential impacts from the Proposed Sign on Finch Avenue West and the reduced setback; as can be seen in Figure 2, the Proposed Sign will be located on a rail overpass, this further increases the distance of the sign face from the street by several metres and should, along with condition of the reduced illumination, mitigate any impacts that the sign will have on this portion of Finch Avenue West.

Based on the information provided in the Applicant's Submission materials and staff investigation, there is sufficient evidence to confirm that the Proposed Sign should have no adverse effects on adjacent premises, therefore the CBO is of the opinion that this criterion has been established.

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

The City's Sign By-law regulations aim to prevent adverse impacts on public safety for signs that meet the requirements. These regulations work with other regulations that also apply to signs. The current criterion tries to prevent variances that would result in signs that may harm public safety.

The Proposed Sign will be professionally designed and installed following Ontario Building Code requirements. As such, staff do not believe that any public safety issues are likely with the construction of the Proposed Sign.

The Sign By-law does not allow signs to be in a "Visibility Zone" - the area within three metres of the farthest points of a vehicle entrance or exit of a property where it meets a street. The Proposed Sign will be completely outside this zone for signs.

Although there are concerns about driver distraction, the City has existing regulations to deal with the potential for adverse safety (setback from intersections, distance from street lines, and pedestrian triangles) impacts for all signs, including signs with electronic static copy. The Proposed Sign meets the setback requirements in Chapter 694 of the Toronto Municipal Code; it is more than 30 metres away from the nearest traffic controlled intersection and it does not block any sight triangles for vehicle traffic.

The Proposed Sign's location, from the smaller minimum setback, should not affect the function of the road or sidewalk or cause any safety issues. This is because, as noted above, other structures in the immediate area are also close to parts of Finch Avenue West used for pedestrian and vehicle traffic. As well, the Proposed Sign's location on the rail overpass increases the distance of the sign face from the street by several metres. This should further reduce any safety impacts that the Proposed Sign may have on this part of Finch Avenue West.

With electronic signs that change messages, shorter message durations may make drivers more likely to see a change in the message and look at it longer. The Proposed Sign would follow the Sign By-law provisions for a message duration of 10 seconds between copy changes. This regulation is intended to do a number of things, including lowering the potential for driver distraction to a reasonable level.

Based on this review of the Proposed Sign, the requested variances from the mandatory requirements of the Sign By-law in the context of the Proposed Sign, and the specific location of the Proposed Sign within the property, staff do not believe that there is a reasonable basis for any public safety concerns from the Proposed Sign.

It is the opinion of staff that, based on this review the Proposed Sign does not raise a reasonable basis for any concern around public safety arising from the Proposed Sign. As such, the CBO is of the opinion that this criterion has been established.

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

Staff confirmed that the submitted materials and drawings contain enough information to indicate that the Proposed Sign is not prohibited as described in 694-15. As such, the CBO is of the opinion that this criterion has been established.

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

The Applicant's submitted materials and City staff investigation show that the Proposed Sign is in E Sign District, which allows third party electronic ground signs. The U Sign District, next to the Proposed Sign, also allows third party electronic ground signs.

The Proposed Sign is a third party electronic ground sign that matches the main character and function of other uses in the area. There are and have been several third party ground signs and electronic ground signs along Finch Avenue West between Weston Road and Highway 400 since at least 2009. (See Figures 9 and 10 below).

Before 2020, there were three third party ground signs in the surrounding area, in the railway corridor, north and south of Finch Avenue West. This cluttering of third party signs did not fit the character of the city that City Council envisioned in the City's Sign By-law. These three signs were removed in 2019 and 2020. The CBO has looked at the surrounding area and believes that the small change to the deviations sought and resulting increase in sign density – the Proposed Sign, which would be at most 10 metres closer to another third party electronic sign (the Existing Finch Sign) 490 metres away - would not change the character of the property or surrounding area.

The CBO's opinion, based on staff investigation and Applicant's submitted materials, is that the Proposed Sign does not introduce a sign class or sign type that the Sign By-law does not allow or intend to allow in the surrounding area. The review of the types of structures in the area and how they relate to Finch Avenue West shows that the Proposed Sign would also not change the character of the area by "crowding" the streetscape with its proximity to Finch Avenue West.

Figure 9- Third Party Sign at along Finch Ave west – 480m to the east of the Proposed Sign



Figure 10- Previously existing third party signs at the area (removed in 2019 and 2020)



As such, it is the CBO's opinion, that the Proposed Sign would not alter the character of the premises (the Subject Premises) and surrounding area, therefore the CBO is of the opinion that this criterion has been established.

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

The Proposed Sign will follow many of the mandatory requirements of the Sign By-law that apply to all third party electronic ground signs in E Sign Districts, especially in terms of: the maximum height, maximum sign face area, configuration, setback from an intersection, and the requirement for use of renewable energy, message duration and

Third Party Electronic Ground Sign at 2300 Finch Avenue West, Four Variances, Three Conditions

transition (i.e. no distracting visual effects such as scrolling, flashing, blinking or full-motion video), illumination and time-of-day regulations.

With respect to the requested variance to 694-25C(2)(g)[1], the Proposed Sign would be no closer than 490 metres east of an existing electronic third party sign along Finch Avenue West. While this does not meet the minimum requirement of 500 metres for the spacing of third party electronic ground signs and the potential impacts on the surrounding area, the conditions imposed should reduce the impacts associated with these two electronic signs being located within 500 metres of one another.

With respect to the requested variance to 694-25C(2)(d), the Proposed Sign would have a minimum 3.0 metres setback from the Finch Avenue West frontage. As mentioned before, the sign will be on an overpass several metres above the travelled part of Finch Avenue West and the sidewalk. The Proposed Sign will also be in a location that fits the unique relationship of structures to Finch Avenue West due to the built form of the surrounding area. Therefore, staff do not believe that it will be contrary to the public interest.

With respect to the requested variances to 694-25C(2)(e) and 2(f), the Proposed Sign is located so that multiple CR Sign Districts are in the display zone, in particular the CR Sign District 40 metres to the south. The properties in the CR Sign District to the south will have land uses that could be affected by the Proposed Sign. However, with the requested conditions around the orientation of the sign to the east, away from the CR Sign District to the west and southwest; a maximum brightness of 150 NITS, which will lower the impact of the Proposed Sign in the display zone; and the installation of a physical barrier on the Proposed Sign to block any light that would go towards the southern part of the display zone including the CR Sign District to the south. These conditions sufficiently reduce the impacts of the Proposed Sign on the CR Sign District, and with this reduction, staff do not believe that Proposed Sign will be contrary to the public interest.

It is therefore the CBO's opinion that the Applicant's Submission and City staff research provides sufficient information to confirm that the Proposed Sign, subject to the three conditions detailed in this report will not be contrary to the public interest and that this criterion has been established.

CONCLUSION

The Proposed Sign would follow many of the mandatory requirements of Chapter 694, except for three variances related to the spacing from another electronic sign, the setback from Finch Avenue West, and the display zone that includes multiple CR Sign Districts. The report has considered the Applicant's submitted materials and the City staff investigation and research to assess whether the Proposed Sign meets the nine criteria for approval of the requested variances.

The report has found that the Proposed Sign, subject to a maximum brightness of 150 nits between sunrise and sunset, which is half of the current requirement; a physical barrier on the sign to block any light towards the south; and a requirement that the sign

face on the Proposed Sign be orientated to the east, meets all nine criteria for approval of the requested variances.

Therefore, the report supports the Sign Variance Committee granting the requested variances, each subject to all of the specified conditions.

CONTACT

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SIGNATURE

Ted Van Vliet
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Toronto Building

ATTACHMENTS

Attachment 1 – Description of the Proposed Sign, Requested Variances and Conditions

Attachment 2 – Applicant's Submission Package