

**Application for Four Variances
Each subject to Three Conditions
Respecting One Third Party Electronic Ground Sign**

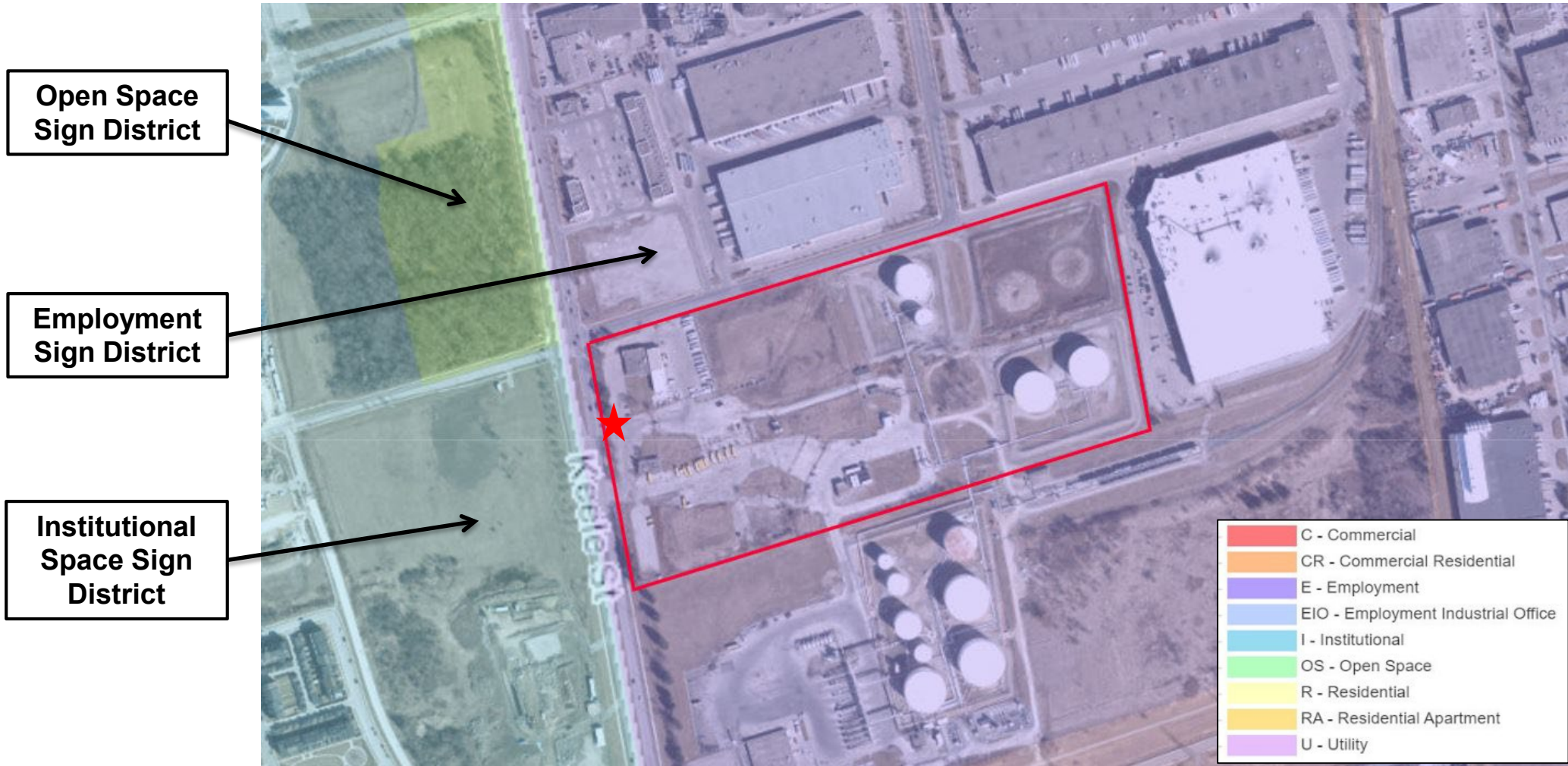
3985 Keele Street

March 31, 2023

Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	One sign face
Sign Location	West frontage
Face Orientation	South- Westerly
Sign Face Dimensions (width x length)	6.10 metres x 3.05 metres
Sign Face Area / height	18.61 square metres / 7.65 metres

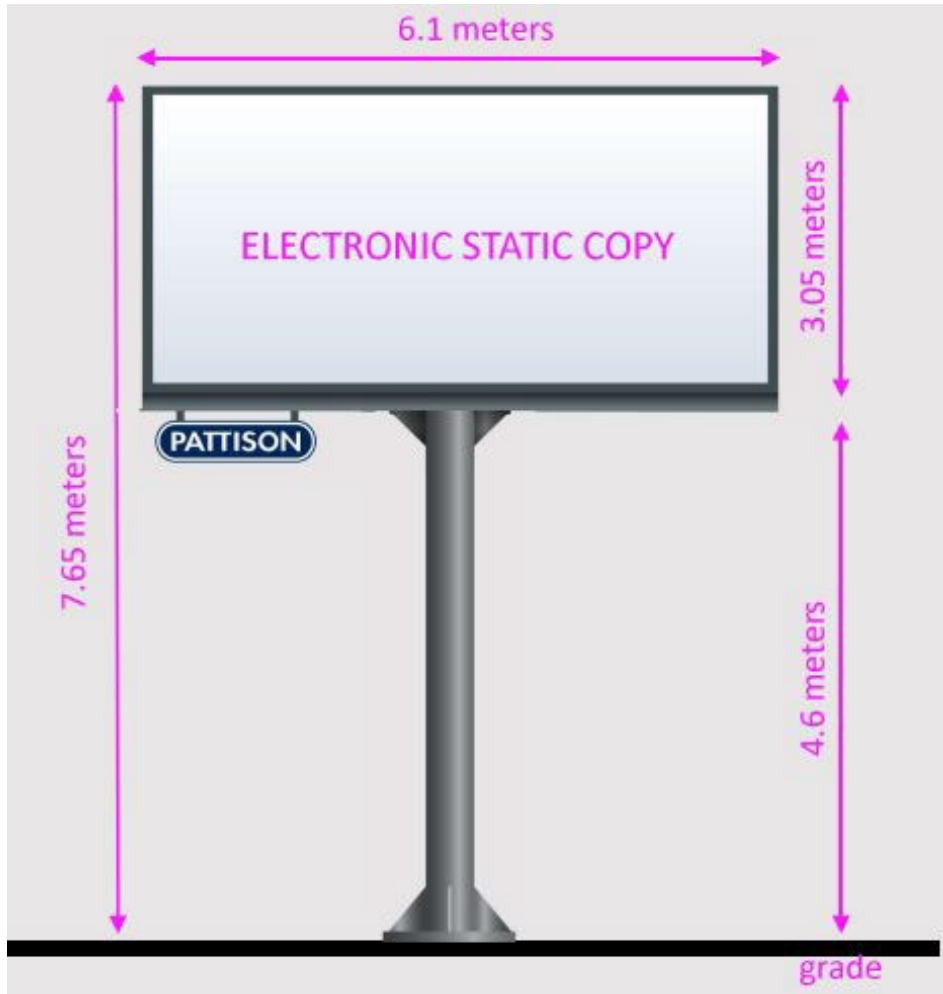
Sign District Designation



Sign Location



Proposed Sign Description



Proposed sign Elevation



Requested Variances – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694- 25C(2)(d)	An Employment "E" 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, which requires a minimum 9 metres setback;	The Proposed Sign will have a 3 metres setback from the street.
§ 694-25C(2)(e)	An Employment "E" Sign District may contain a third-party electronic ground sign provided, the sign 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 district;	The Proposed Sign will be erected within approximately 50 metres of the premises located in an I sign district.
§ 694-25C(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 face cannot face any premise in the R, RA, CR, I or OS sign district;	The Proposed Sign will be located approximately 110 metres from an OS and 50 metres from an I sign district and the sign face will face to a premises in an I sign district.
§ 694-25C(2)(h)	An E – Employment Sign District may contain a third-party electronic ground sign, provided there shall be no more than one ground sign or electronic ground sign on the premises.	The Proposed Sign would be the second ground sign on the premises.

Sign Variance Criteria – Recommendation and Conditions

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

The Sign Variance Committee **grant** the requested variances to sections 694- 25C(2)(d), 694-25C(2)(e), 694-25C(2)(f) and 694-25C(2)(h), each subject to three conditions, required to allow for the issuance of a permit for the erection and display of one third party electronic ground sign at the property municipally known as 3985 Keele Street, as described in Attachment 1 to this report. If granted, staff recommend that each of the four requested variances should be subject to the following three conditions:

- **Condition 1:** All existing third party ground signs located at the west frontage of the premises municipally known as 3985 Keele Street shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign.
- **Condition 2:** The Proposed Sign shall contain sufficient physical barriers on the sign face to minimize the visibility of the sign copy from the I and OS Sign Districts to the west on Keele Street to the satisfaction of the Chief Building Official acting reasonably; and,
- **Condition 3:** The Proposed Sign's sign face shall be orientated in a south-westerly direction.

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 an 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 Districts.

Sign Variance Criteria – Established Criteria

694-30A(3) - The Proposed Sign will be compatible with the development of the premises and surrounding area.

- Subject Premises is an E Sign District allowing third-party electronic ground signs at a height and size consistent with the Proposed Sign.
- The area bounded by Steeles Ave W, Keele St, Finch Ave W, and Dufferin St is entirely composed of E and U Sign Districts.
- No third-party electronic signs are within 500m of the Proposed Sign.
- No third-party signs are within 150m of the Proposed Sign provided that the existing third-party sign on the Subject Premises is removed.
- There are no active development applications for the properties in the I Sign District.

Sign Variance Criteria – Established Criteria

694-30A(3) - The Proposed Sign will be compatible with the development of the premises and surrounding area.

- The recommended condition is to have physical barriers on the sign face to minimize its visibility from the I Sign District and reduce its impacts on properties on the west side of Keele Street.
- The Proposed Sign's location at a 3.0m setback for the Proposed Sign is in line with the Harmonized Zoning By-law and the Subject Premises' new Zoning By-law, which requires a 3.0m setback.
- The Proposed Sign would be located 64.5m south of an existing first-party ground sign for "Frew Energy," with mature trees and a transit shelter between them that minimize their visibility.
- Subject to the removal of the existing third-party ground sign, staff believe that the Proposed Sign is compatible with the surrounding area's development.

Sign Variance Criteria – Established Criteria

694-30A(4) - The Proposed Sign will support Official Plan objectives for the Subject Premises and surrounding area

- West portion of the Subject Premises is a General Employment Area.
 - General Employment Areas are on major roads for visibility and transit access.
- East portion of the Subject Premises is a Core Employment Area.
 - Employment Areas are for business and economic activity.
- York University Secondary Plan includes properties along west side of Keele St between Finch Ave W and Steeles Ave.
 - South Keele Street Precinct of the Secondary Plan is across from Proposed Sign.
 - Precinct planned as a high-density, mixed-use corridor.

Sign Variance Criteria – Established Criteria

694-30A(4) - The Proposed Sign will support Official Plan objectives for the Subject Premises and surrounding area

- Proposed Sign supports policy 7(k) in the Official Plan by providing a buffer and/or mitigating adverse effects to neighborhoods and mixed-use areas.
 - Proposed Sign will contain physical barriers to minimize visibility from the I and OS Sign Districts to the west on Keele St.
- Former North York Zoning By-law No. 7625 applies to portion of Subject Premises where Proposed Sign is located.
 - Required setback for Proposed Sign from street in the Zoning By-law 7625 is 9m, but the setback of the Proposed Sign from the street is 3m.
 - Despite this setback requirement, the former North York Sign By-law (Bylaw 30788), which worked in concert with the requirements of Zoning Bylaw 7625, did not have any setback requirements for ground signs on Industrial properties

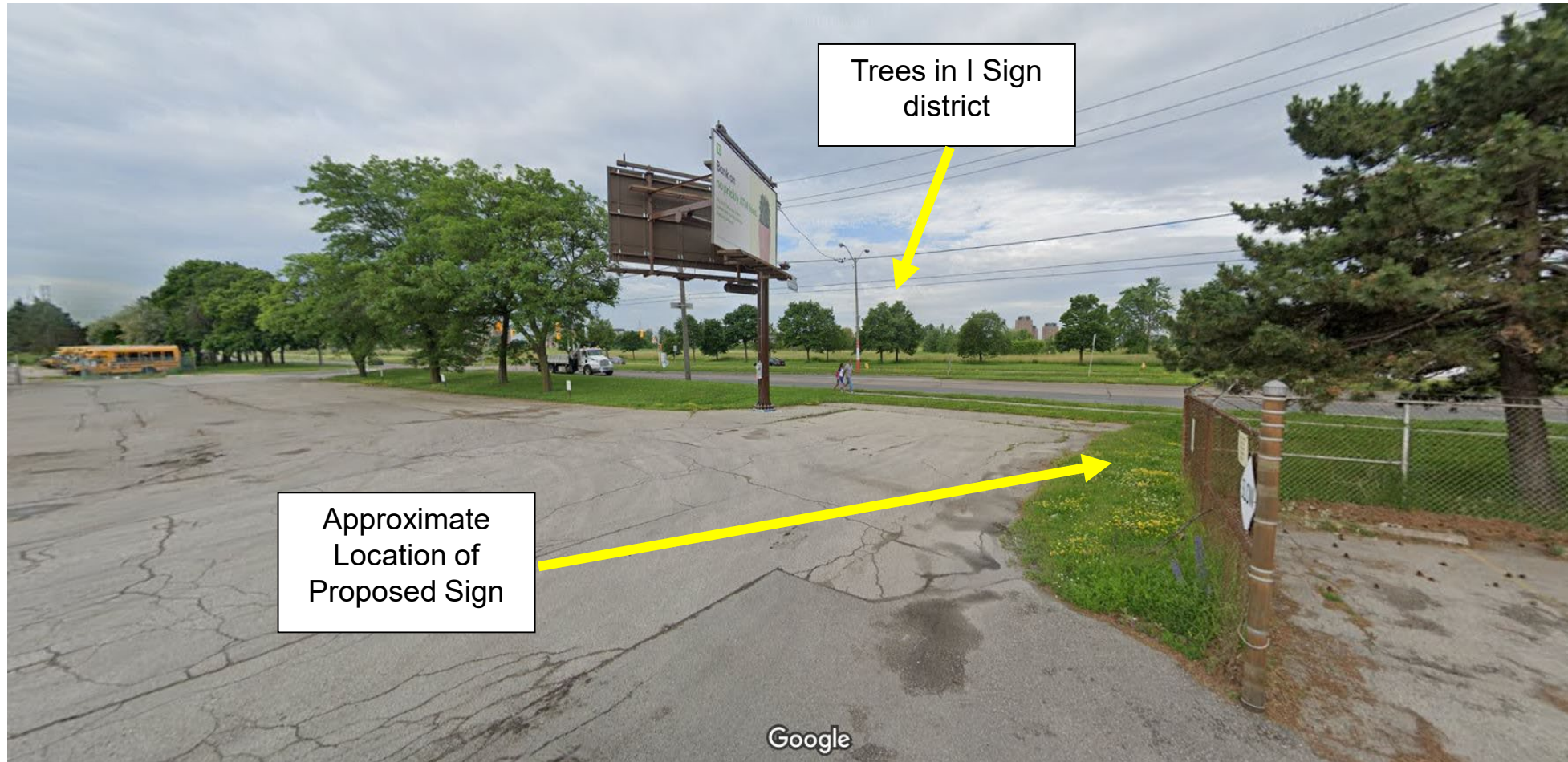
Sign Variance Criteria – Established Criteria

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

- Property at 3985 Keele Street is designated as an E Sign District
- Proposed Sign complies with size and height requirements of Sign By-law
- Proposed Sign meets requirement setback from intersection
- Subject Premises surrounded by E Sign Districts to north, east, and south
- Institutional Sign District to the west is obstructed by tree line
- The recommended condition is to have physical barriers on the sign face to minimize its visibility from the I Sign District and reduce its impacts on properties on the west side of Keele Street.

Sign Variance Criteria – Established Criteria

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



Sign Variance Criteria – Established Criteria

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

- The Proposed Sign not located within 250m of R, RA, or CR Sign Districts
- The reduced setback from western property line should not impact Keele Street
- The Proposed Sign has a single sign face and faces in a southwesterly direction which faces away from the OS Sign District to the north
- The Existing third party ground sign will be removed as a condition of approval addressing any concerns of sign clutter in the immediate area

Sign Variance Criteria – Established Criteria

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



Distance from Proposed Sign to nearest Residential Buildings

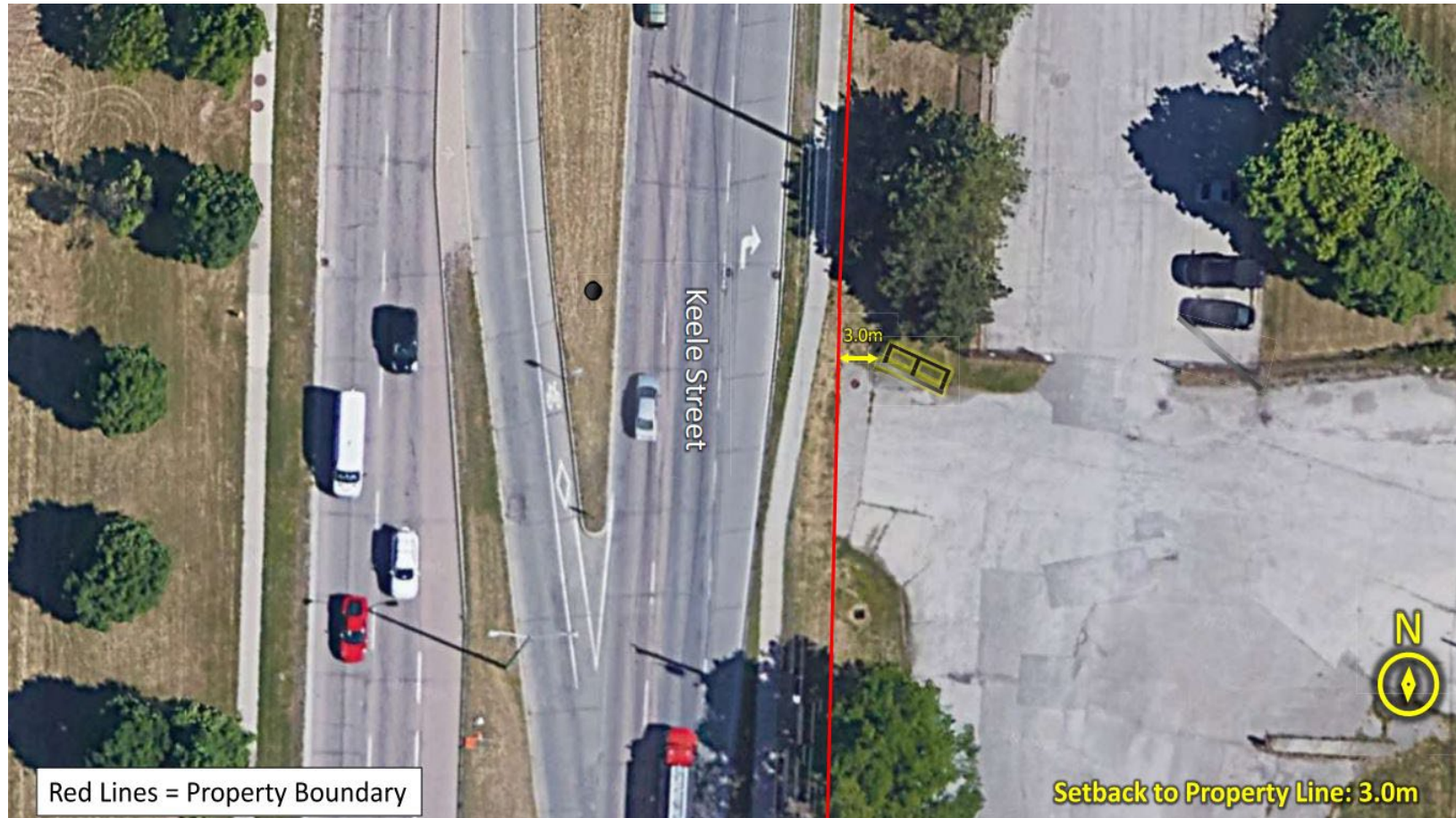
Sign Variance Criteria – Established Criteria

694-30A(6) - The Proposed Sign will adversely affect public safety, including traffic and pedestrian safety

- Proposed sign has a 3.0 metre setback to ensure it does not interfere with vehicular traffic along Keele Street
- Sign meets required setback from controlled intersection and is outside of visibility zone
- Compliance with a 9.0 metre setback would place the sign over the traveled area towards the parking area and office building
- Proposed sign will not be placed directly over the traveled area towards the parking area and office building
- A 3.0 metre setback from the western property line should be sufficient to reduce or eliminate potential safety concerns along Keele Street

Sign Variance Criteria – Established Criteria

694-30A(6) - The Proposed Sign will adversely affect public safety, including traffic and pedestrian safety



Sign Variance Criteria – Established Criteria

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

- According to staff review, the Applicant's documents and drawings contains sufficient information to confirm that Proposed Sign does not meet the description of any of the signs which are specifically prohibited by §694-15B. As such, the CBO is of the opinion that this criteria has been established.

Sign Variance Criteria – Established Criteria

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

- 3985 Keele Street is designated as an E Sign District and is surrounded by E Sign Districts to the north, east, and south.
- The Proposed Sign is consistent with the size and height permitted in the E Sign District.
- Existing third party signs in the area have sign faces measuring approximately 18.60 square metres, which is consistent with the Proposed Sign.
- The Proposed Sign will have a height of 7.65 metres, which is consistent with the existing third party ground sign on the Subject Premises.

Sign Variance Criteria – Established Criteria

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

- There are multiple third party signs located along Keele Street between Sheppard Avenue and Steeles Avenue West, including one on the Subject Property.
- Third party signs (static and electronic) are also located along Finch Avenue West, south of the Proposed Sign.
- The Proposed Sign will not introduce a new sign class or sign type to the area.
- Removing the existing third party sign on the Subject Premises will reduce the total number of sign faces from two down to one.
 - This will help reduce sign clutter in the area, which is a goal of the Sign By-law.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign will comply with many requirements for third party electronic ground signs in E Sign Districts.
 - It will comply with size, height, setback, number of signs per property, configuration, and method of copy displayed.
 - It will also comply with illumination provisions, transition and message duration for electronic static copy, and renewable energy requirements.
- The Proposed Sign would be located 64.5 metres to the south of an existing first party ground sign for "Frew Energy".
 - The tree line along this frontage will block visibility of both signs from the same viewpoint.
 - A transit shelter located between the Proposed Sign and the existing sign minimizes any relationship between the two signs.

Sign Variance Criteria – Established Criteria

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

- A variance is required for the setback from the front yard of 9.0 metres, but granting the variance will allow the sign to be placed within the grassy area.
 - Placing the sign at the required 9 metres setback could create an unsafe condition.
 - The Proposed Sign would have sufficient distance from the sidewalk and the road.
- The existing tree-line along Keele Street and the requirement for physical barriers will obscure the view of the Proposed Sign from the I Sign District to the west.
 - The condition that the sign be oriented in a south-westerly direction will ensure that it does not impact the OS Sign District to the north-west.
- Subject to the removal of the existing third party ground sign, the provision of physical barriers blocking illumination of the sign to the west and orientation of the Proposed Sign, it is CBO's opinion that the Proposed Sign is not contrary to public interest.

Conclusion and CBO Recommendation

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

- The Sign Variance Committee **grant** the requested variances subject to the conditions 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 3985 Keele Street.

QUESTIONS