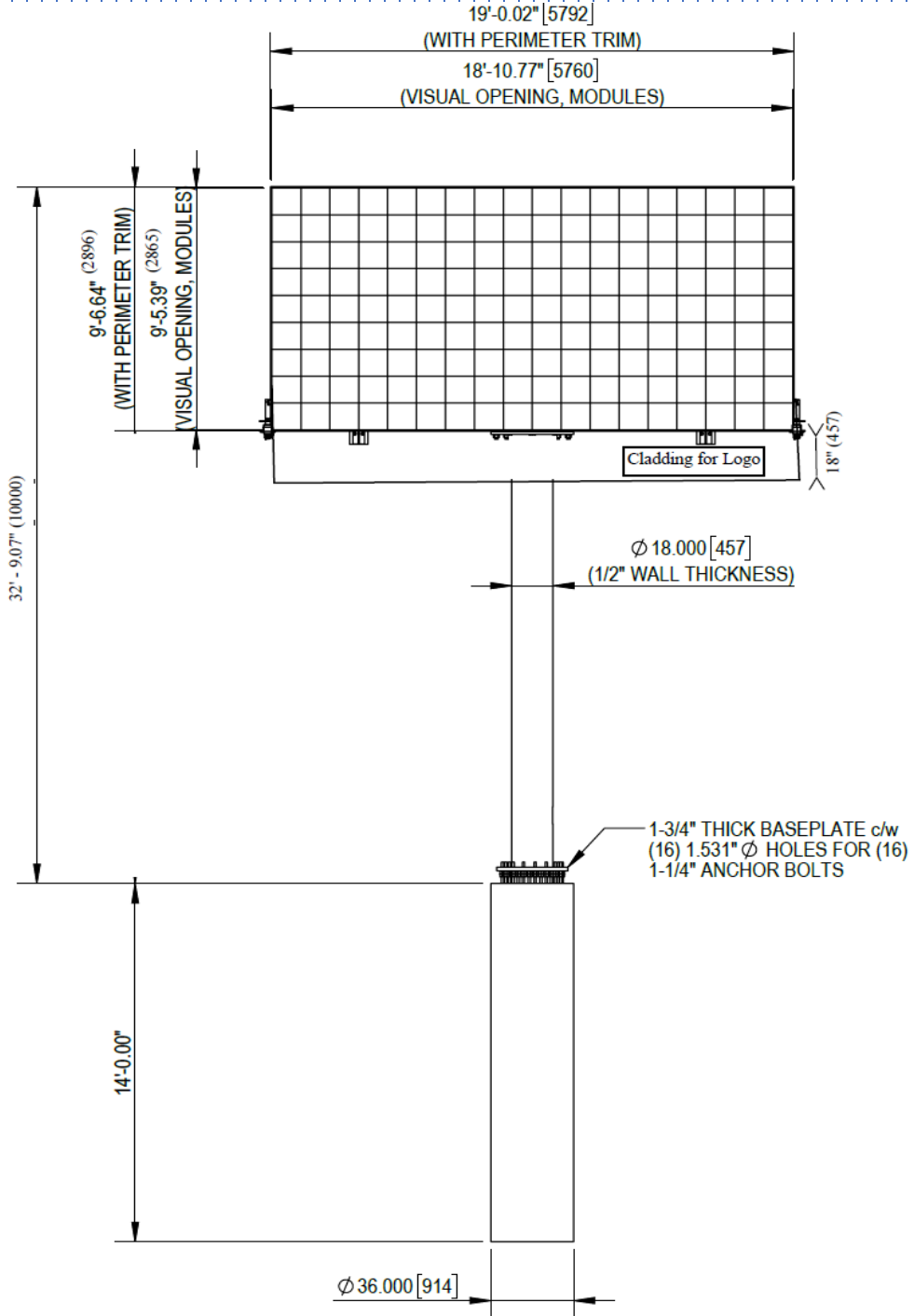




VANHORNE OUTDOOR

May 5, 2023, Sign Variance Committee Item
SB2.1



FIGURE 1: SIGN DISTRICT MAP EXCERPT – RED DOT DENOTES APPROXIMATE LOCATION OF PROPOSED SIGN

**Requesting three minor variances on the Mactier Railway
Subdivision, on the north side of Sheppard Ave West east
of Weston Road**

We worked with City Staff extensively through this application process where it was agreed that the nine criteria have been met which is indexed by their recommendation to grant the requested variances.

**694-30A(1): The Proposed Sign belongs to a sign class
permitted in the Sign District**

Sign District is Utility (U) which permits the Third-Party Electronic
Ground Sign sought to be approved.

**694-30A(2): In the case of a Third-Party Sign, the
Proposed Sign is of a sign type permitted in the Sign
District**

Third-Party Electronic Ground Signs are a sign type permitted in
Utility (U) Sign Districts.

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

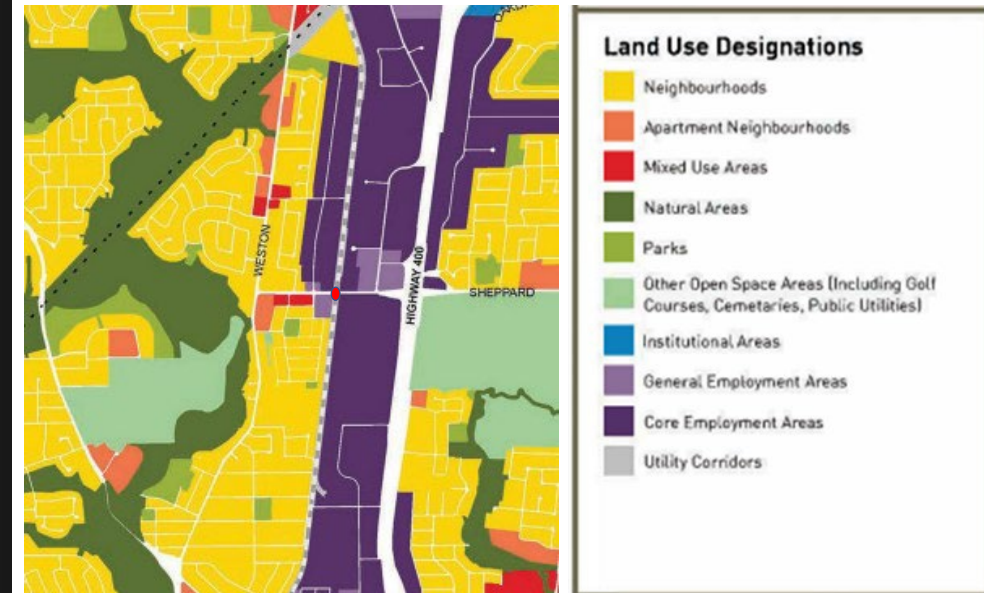
The subject property is a railway corridor designated as a U-Utility Sign District, which permits third party electronic ground signs – the proposed sign in this application is of a class, type, size, height, and method of copy display that is permitted by By-law regulations.

Furthermore, reducing the daily evening illumination to **50% of what is required in the Sign By-law**, ensures the proposed sign is compatible with the development of the premises and surrounding area.

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

Official Plan land designation for the premises is “Utility Corridors which are used primarily for the movement and transmission of energy, information, people and goods”.

Sign will not hinder the use of the utility corridor as a rail corridor and will continue to provide for the movement of people, information, and goods.



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

Utility Sign District permits a Third-Party Electronic Ground Sign at a height and sign face area consistent with our proposal.

Visibility from residential areas to the proposed sign is blocked by *Employment Areas*, consisting of a retail plaza on the south side of Sheppard with a Wendy's, Starbucks, Mary Brown's Chicken, and the Sunset Grill, and a large employment zone on the north side of Sheppard consisting of the CLI College of Business, Health, and Technology, a Tim Hortons, and Metro Motors.



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

The proposed sign, containing one sign face and facing west, is more than 150m from the intersection at Rivalda Road and does not interfere with any traffic signal infrastructure. On that basis, it poses no public safety concern. Also, there is no cycling infrastructure on the high-volume four-lane Sheppard Avenue.

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

Criteria has been established because the sign is not prohibited

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

The premises and surrounding area are characterized by railway and bridge infrastructure encompassed by employment uses, including a large commercial retail plaza directly adjacent to the subject site. The proposed sign is consistent with the predominant character and function of other *Utility Corridor* uses, and related uses of the immediate surrounding *Core Employment Areas* and *General Employment Areas*, as designated in the Official Plan.

§694-19 of the Sign By-law likewise designates this premises as a U-Utility Sign District. The sign class and sign type being proposed are recognized and permitted in the U-Utility Sign District and the method of copy display, electronic static copy, is found in such a district throughout the city.

The proposed sign is therefore compatible with and will not alter the character of the premises or surrounding area.

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

Proposed sign complies with the Sign Bylaw in terms of height, size, function, setbacks from property lines and intersections, as well as requirement for use of renewable energy, message duration and transition between messages, time of day restrictions, and we are proposing to improve the illumination regulation by operating at 50% less than the bylaw requirement for night-time brightness.

THANK YOU

The logo is contained within a white hexagon with a thick red border. The background of the slide features a dark grey triangle in the top right and a red triangle in the bottom right, meeting at a diagonal line.

VANHORNE
OUTDOOR