

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

North of Sheppard Avenue West, East of 2300 Sheppard Avenue West

May 5, 2023

Proposed Sign Description

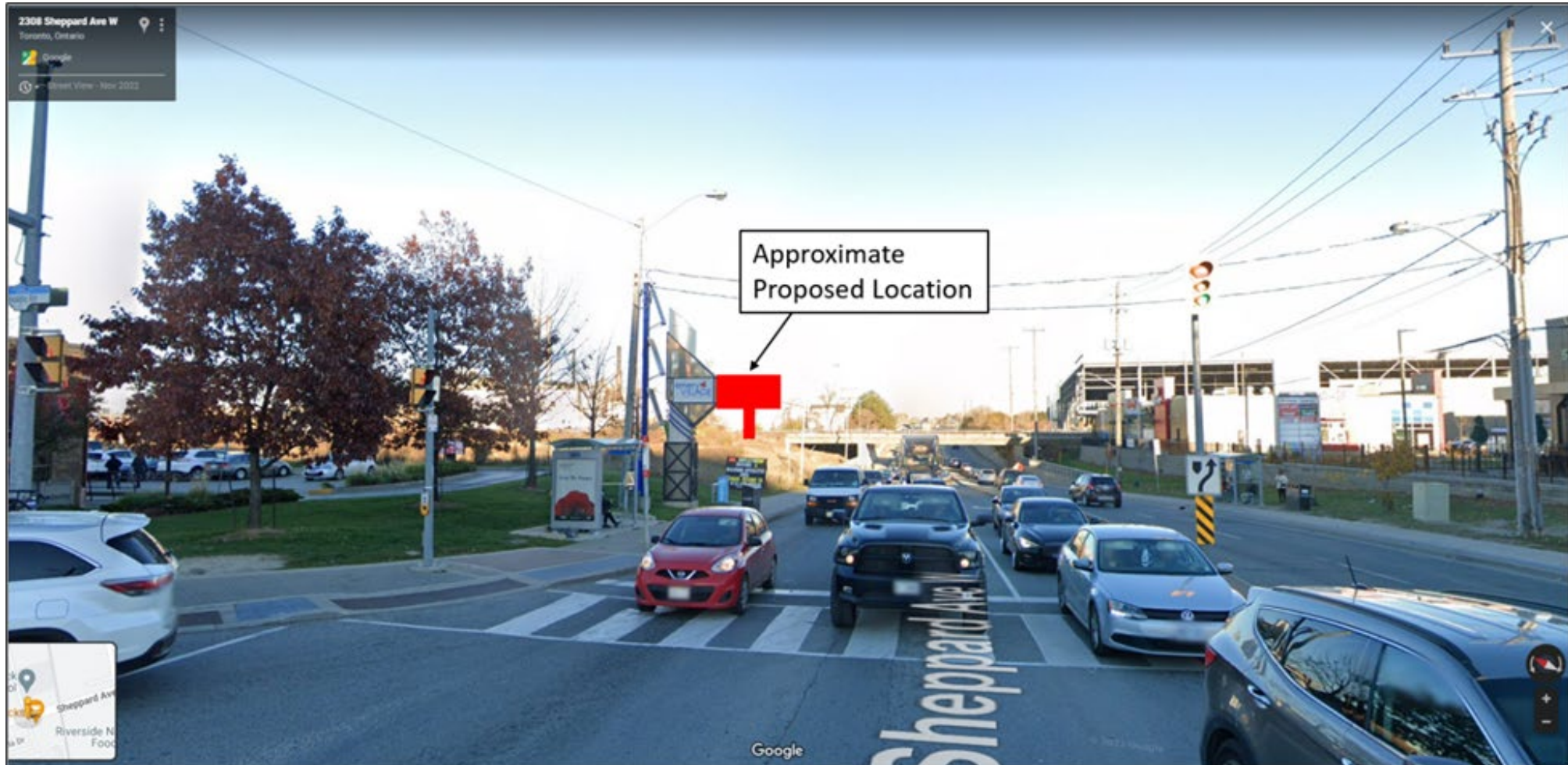
Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	One sign face
Sign Location	North of Sheppard Avenue West, East of 2300 Sheppard Avenue West
Face Orientation	West along Sheppard Avenue
Sign Face Dimensions (width x length)	6.10 metres x 3.05 metres
Sign Face Area / height	18.6 square metres / 10.0 metres

Sign District Designation

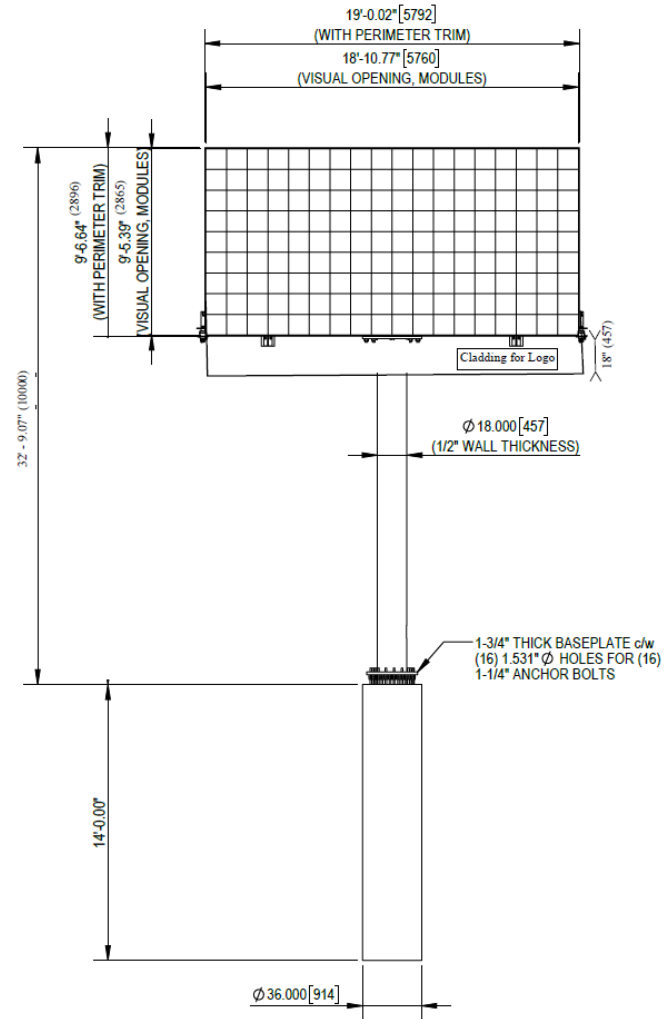


Sign Location

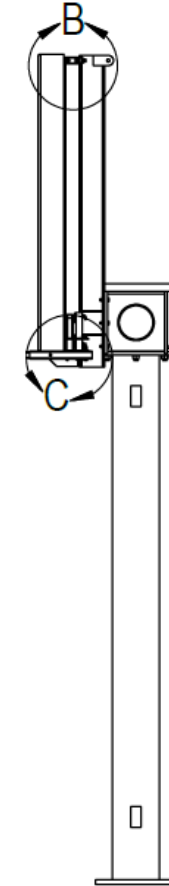
Looking east from Sheppard Avenue West towards the Proposed Sign:



Proposed Sign Description



View from the Front of the Proposed Sign



View from the Side of the Proposed Sign

Requested Variances – Proposed Sign

Section	Requirement	Requested Variances
§ 694-22E	A third party electronic sign shall not be erected within 150.00 metres of any other lawful third party sign whether or not erected;	The Proposed Sign will be erected 140.00 meters west of an existing third party sign on 2256 Sheppard Avenue West
§ 694-25D(3)(e)	The sign shall not be erected within 60.00 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 located 35.00 meters north of a premises designated as CR Sign District.
§ 694-25D(3)(f)	Where a sign is located within 250.00 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 will be located within 180.00 metres, and face the CR Sign District to the south; and will be located within 180.00 metres, and face the R located to the west.

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 694-22E, 694-25D (3)(e) and 694-25D (3)(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 the report dated April 21, 2023 from the Project Director, Business Transformation, Toronto Building.

Sign Variance Criteria – Recommendation and Conditions

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

If granted, staff recommend that each of the three requested variances should be subject to the following three conditions:

1. The maximum brightness of the Proposed Sign not to exceed 150 NITS at dusk to 11:00 PM; and
2. The Proposed Sign's sign face be orientated facing westerly and in such a manner so that the centre line of the sign face, if projected to the street line separating the premises from Sheppard Avenue West, would possess an internal angle with the street line separating the premises from Sheppard Avenue West of no less than 105° and no greater than 115°; and,
3. The Proposed Sign be located within the Proposed Location that is substantially in accordance with the specific location within the Proposed Location indicated as the location of the Proposed Sign as noted in Diagram 1: Location of Proposed Sign, as attached as Appendix 1 to the report dated April 21, 2023 from the Project Director, Business Transformation, Toronto Building.

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 a Utility 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 Utility 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.

- The sign face area of 18.6 square metres with a maximum height of 10 metres complies with requirements applicable to Utility Sign Districts.
- The sign will face west towards an Employment Sign District, which permits signs of the same type, class, size, and height as the Utility Sign District.
- The view of the Proposed Sign from the residential dwellings will be almost entirely obstructed by trees, buildings, and at least three existing first-party ground signs located between the Proposed Sign and the residential dwellings.
- The view of the Proposed Sign from the townhouse development will be partially obscured by the retail plaza and other visual obstructions between the Proposed Sign and the townhouse development.

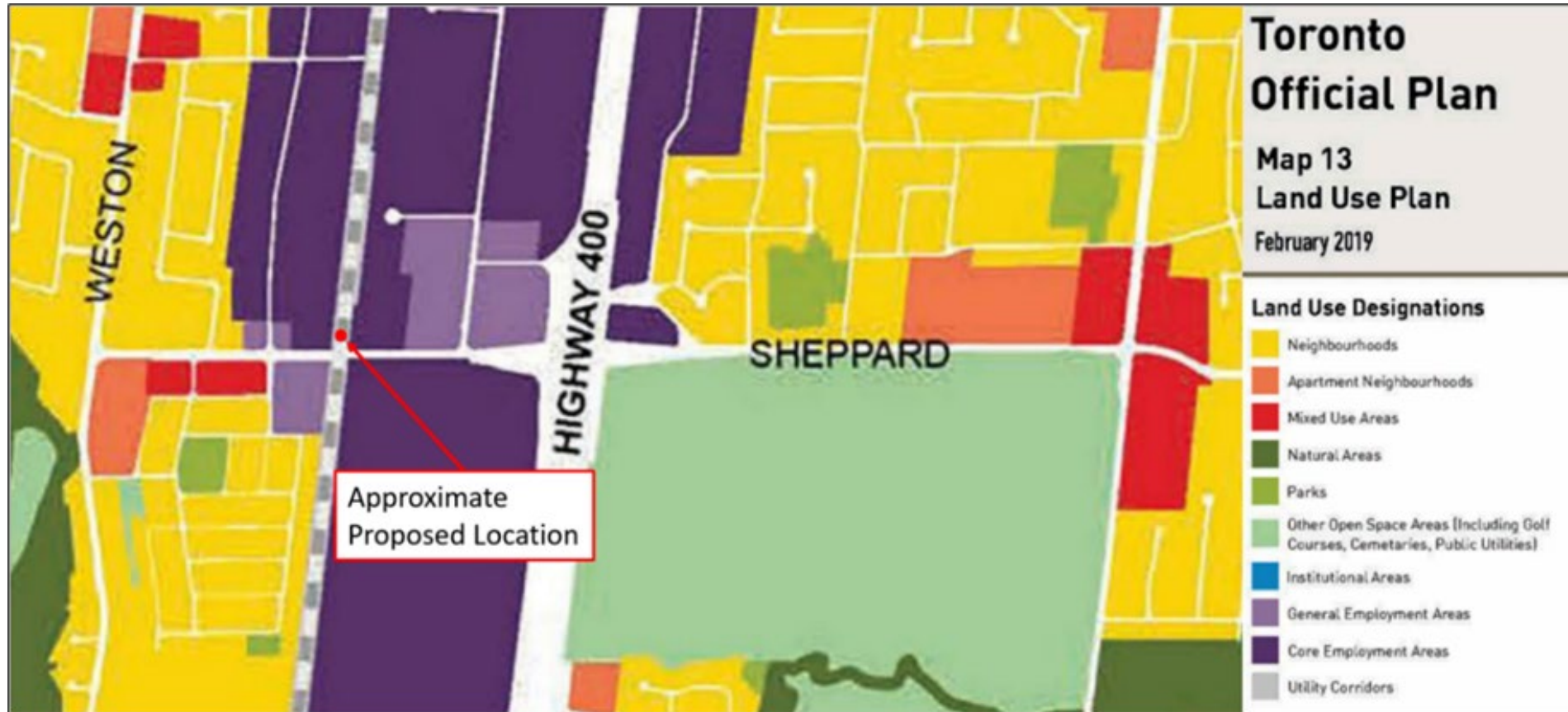
Sign Variance Criteria – Established Criteria

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

- There are two existing ground signs on the property frontage along Sheppard Avenue West which is likely to prevent displaying any third-party ground signs on the premises.
- The maximum brightness of the Proposed Sign should not exceed 150 NITS.
- The Proposed Sign should be compatible with the development of the premises and surrounding area, given the sign district where it is located and will be facing, physical obstructions between the sign and nearby properties, and the condition of the maximum brightness level of the Proposed Sign.

Sign Variance Criteria – Established Criteria

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



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's location is a Utility Corridor as designated in Toronto's Official Plan
- Utility corridors play a vital role in the city as corridors for transmission of energy, communication, and movement of people and goods
- Policy 4.4.1 of the Official Plan states that Utility Corridors are hydro and rail corridors primarily used for the movement and transmission of energy, information, people, and goods
- Proposed Sign is consistent with the purpose and intent of this designation and related policies

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 will not impact or hinder the use of the utility corridor where it is located
- Proposed Sign is surrounded in all directions by lands designated as General Employment Areas and Core Employment Areas
- These areas are places of business and economic activities within the city
- Proposed Sign should not detract from the planned function of the surrounding Core Employment Areas and Employment Areas

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign is located in a railway corridor designated as a Utility Sign District.
- The premises immediately north and southwest are designated as an Employment Sign District which permits the same class, type, size and height as the Proposed Sign.
- The Proposed Sign will be single-sided and facing west on Sheppard Avenue West.
- The premise to the west of the railway, south of Sheppard Avenue West, is designated as Commercial Residential Sign District and currently contains a retail plaza with no sensitive land uses.

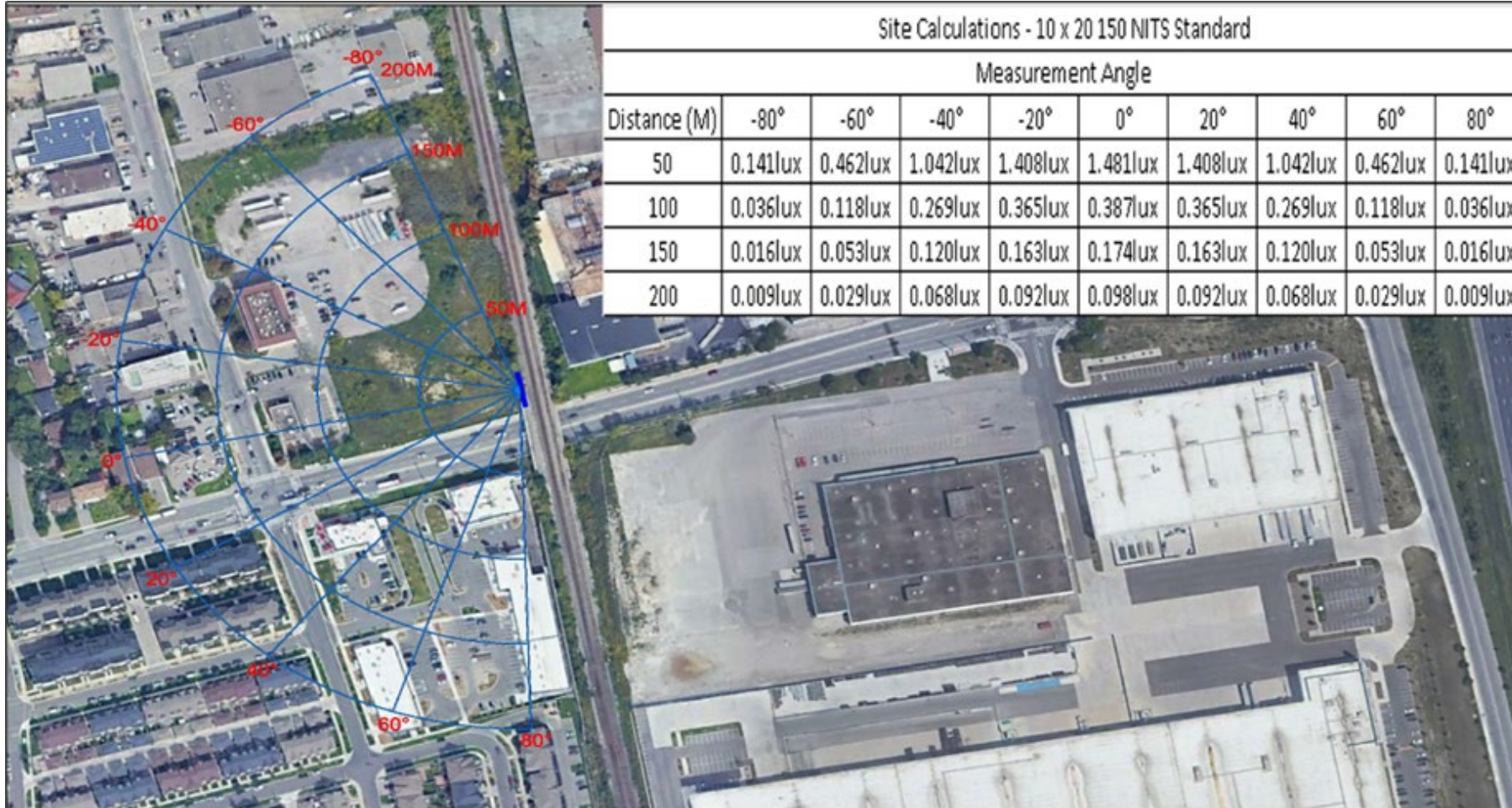
Sign Variance Criteria – Established Criteria

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

- Operation hours will be limited to 7:00 AM to 11:00 PM, and the maximum illumination level will be reduced to 150 NITS, 50% of what is currently permitted in the Sign By-Law.
- A light analysis conducted by Media Resources Inc. found that the Proposed Sign would have minimal or no impact on nearby residential areas.

Sign Variance Criteria – Established Criteria

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



Sign Variance Criteria – Established Criteria

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

- The Sign By-law regulations aim to prevent adverse impacts on public safety for signs that meet the requirements.
- The Proposed Sign is located outside the prohibited zone for signs and will be professionally designed and installed according to Ontario Building Code requirements.
- There are existing regulations in place to address driver distraction, setback from intersections, distance from street lines, and pedestrian triangles, and the Proposed Sign meets these requirements.

Sign Variance Criteria – Established Criteria

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

- The message duration between changes in copy complies with the Sign By-law provisions, which aim to reduce the potential for driver distraction to a reasonable level.
- City staff conducted a review of the Proposed Sign and concluded that there is no reasonable basis for any concern regarding public safety arising from the sign.

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.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign is located in Utility Sign District, which permits third party electronic ground signs.
- The Proposed Sign is consistent with the predominant character and function of other uses in the area.
- Multiple third party signs are located along Sheppard Avenue West, demonstrating that the Proposed Sign will not introduce a new sign class to the area.
- Three previous third party ground signs on the western side of the railway corridor were removed in 2018 and 2019 and did not comply with the provisions of the current sign by-law.

 The Proposed Sign will be in close proximity to the previous sign locations.

Sign Variance Criteria – Established Criteria

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



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 complies with many mandatory requirements of the Sign Bylaw for third party electronic ground signs in Utility Sign Districts
- The Proposed Sign will be erected 140 meters west of an existing third party sign on 2256 Sheppard Avenue West, which does not meet the minimum spacing requirement, but due to high foliage and specific conditions, there will be limited relationship between these two signs
- The Proposed Sign will be located 35 meters north of a Commercial Residential Sign District, but due to specific conditions concerning maximum illumination, there should be no impact on this premise

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 face the Residential and Commercial Residential Sign Districts located less than 250 meters to the south and west, but the illumination from the Proposed Sign would appear no brighter than the light from a 60-watt incandescent light bulb at 13 meters away and will not operate from 11:00 PM until 7:00 AM
- The property at 2300 Sheppard Avenue West contains two existing ground signs that would prevent the property from displaying any third party ground signs without obtaining a variance from the Sign Bylaw

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 North of Sheppard Avenue West, East of 2300 Sheppard Avenue West

QUESTIONS