

**Multiple Applications Respecting One Third Party
Electronic Ground Sign requiring Five Variances and
another One Third Party Electronic Ground Sign
requiring Nine Variances**

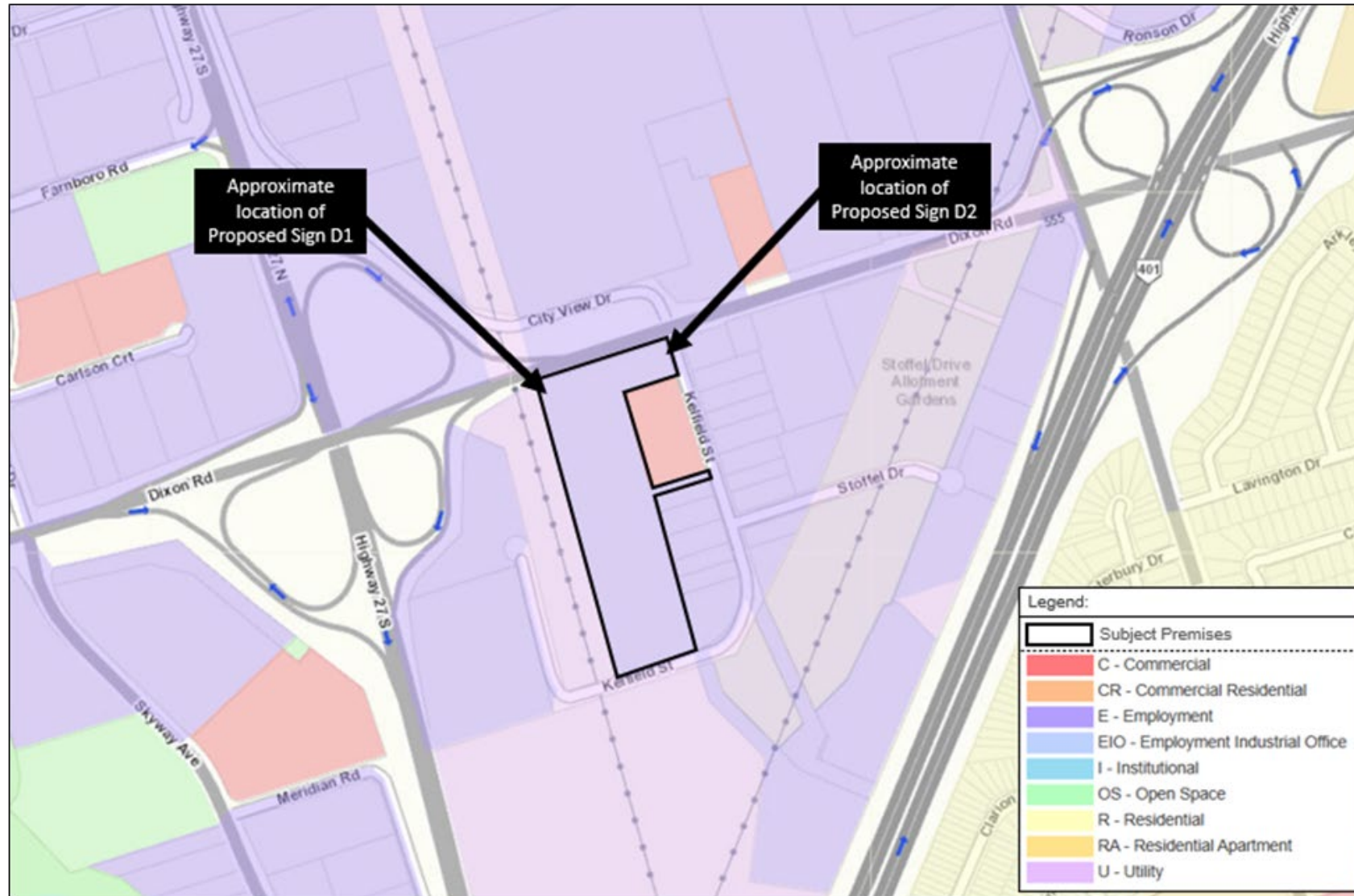
655 Dixon Road

November 3, 2023

Proposed Sign Descriptions

	Sign D1	Sign D2
Sign Type	Electronic Ground Sign	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy	Electronic Static Copy
# of Sign Faces	One sign face	One sign face
Sign Location	West side of 655 Dixon Road	East side of 655 Dixon Road
Face Orientation	West along Dixon Road toward Hwy 27	East along Dixon Road toward Hwy 401
Sign Face Dimensions (width x length)	7.0 metres x 7.0 metres	7.0 metres x 7.0 metres
Sign Face Area / height	49.0 square metres / 17.0 metres	49.0 square metres / 17.0 metres

Sign District Designation



Rendering of Proposed Signs



Requested Variances – Proposed Sign D1

Section	Requirement	Proposal
694-24.A(10)	A third party sign shall not be erected or displayed or caused to be erected or displayed in whole or in part within 400 metres of any limit of Hwy 27 from Hwy 401 to Steeles Avenue, transferred from the Province by Order in Council 535/97.	The Proposed Sign D1 would be located approximately 40 metres from Highway 27 access ramp.
694-25.C(2)(a)	An Employment "E" Sign District may contain a third party electronic ground sign, provided the sign face area shall not exceed 20.0 square metres.	The Proposed Sign D1 would have a sign face area of 49.0 square metres.
694-25.C(2)(b)	An Employment "E" Sign District may contain a third party electronic ground sign, provided the height shall not exceed 10.0 metres.	The Proposed Sign D1 would have a height of 17.0 metres.
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 D1 would be located approximately 155 metres from an existing third party electronic sign located on the same street (Proposed Sign D2).
694-25.C(2)(h)	An Employment "E" Sign District may contain a third party electronic ground sign, provided there shall be no more than one ground sign or electronic ground sign erected on the premises.	The Subject Premises already contains three first party ground signs.

Requested Variances – Proposed Sign D2

Section	Requirement	Proposal
694-22.D	A third party electronic sign shall not be erected within 150.0 metres of any other lawful third party sign whether or not erected.	The Proposed Sign D2 would be located approximately 100 metres from an existing third party sign located further east on 621 Dixon Road.
694-24.A(10)	A third party sign shall not be erected or displayed or caused to be erected or displayed in whole or in part within 400 metres of any limit of Highway 27 from Highway 401 to Steeles Avenue, transferred from the Province by Order in Council 535/97.	The Proposed Sign D2 would be located approximately 180 metres from Highway 27 access ramp.
694-24.A(14)	A third party sign shall not be erected or displayed or caused to be erected or displayed in whole or in part within 400 metres of any limit of any portion of Highway 401 contained within the municipal boundaries of the City.	The Proposed Sign D2 would be located approximately 360 metres from Highway 401 off ramp
694- 25.C(2)(a) 	An Employment "E" Sign District may contain a third party electronic ground sign, provided the sign face area shall not exceed 20.0 square metres.	The Proposed Sign D2 would have a sign face area of 49.0 square metres.

Requested Variances – Proposed Sign D2 cont...

Section	Requirement	Proposal
694- 25.C(2)(b)	An Employment "E" Sign District may contain a third party electronic ground sign, provided the height shall not exceed 10.0 metres.	The Proposed Sign D2 would have a height of 17.0 metres.
694- 25.C(2)(c)	An Employment "E" Sign District may contain a third party electronic ground sign, provided sign shall not be erected within 30.0 metres of the intersection of a major street with any other street.	The Proposed Sign D2 would be located approximately 13.0 metres of the intersection of Dixon Road and Kelfield Street.
694- 25.C(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.	The Proposed Sign D2 would be located 7.0 metres from the lot line abutting Kelfield Street, whereas the Zoning By-law requires 9.0 metres setback from a lot line that abuts street.
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 D2 would be located approximately 155 metres from a third party electronic sign located on the same street (Proposed Sign D1).
694- 25.C(2)(h) 	An Employment "E" Sign District may contain a third party electronic ground sign, provided there shall be no more than one ground sign or electronic ground sign erected on the premises	The Subject Premises already contains three first party ground signs.

Sign Variance Criteria – Recommendations

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

1. The Sign Variance Committee **refuse** the requested variances to sections 694-24.A(10), 694-25.C(2)(a), 694-25.C(2)(b), 694-25.C(2)(g)[1], and 694-25.C(2)(h), as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign D1, as further described in Attachment 1 to the report dated October 19, 2023 from the Manager, Citywide Priorities, Toronto Building.
2. The Sign Variance Committee **refuse** the requested variances to sections 694-22.D, 694-24.A(10), 694-24.A(14), 694-25.C(2)(a), 694-25.C(2)(b), 694-25.C(2)(c), 694-25.C(2)(d), 694-25.C(2)(g)[1], and 694-25.C(2)(h), as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign D2, as further described in Attachment 2 to the report dated October 19, 2023 from the Manager, Citywide Priorities, 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 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

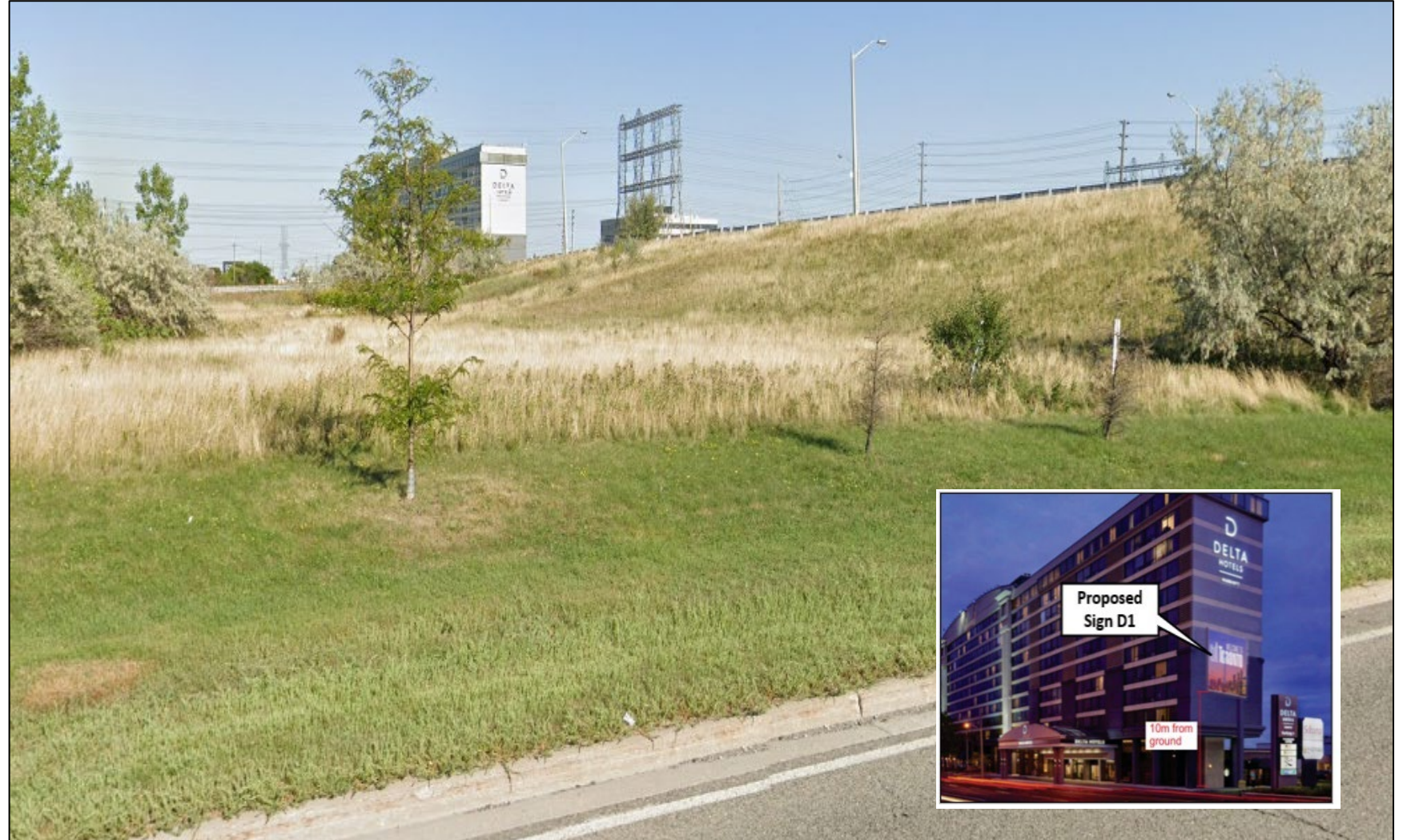
694-30A(3) - The Proposed Sign will be compatible with the development of the premises and surrounding area.

- 655 Dixon Road is designated as an E Sign District, permitting electronic ground signs and is surrounded by various sign districts (E, U, and C), each with different permissions for third party electronic signs.
- The Applicant is proposing to add two electronic ground signs at the Subject Premises, which already has three first-party ground signs.
- The proposed signs would be two and a half times larger and seven meters taller than typically permitted in E Sign Districts.
- The size, height, and number of the proposed signs contradict the provisions of the Sign By-law, which aims to reduce sign clutter by permitting only one ground sign per property.
- The proposed signs would be located less than 500 meters apart, contravening the Sign By-law's separation requirements for third party electronic ground signs. The Applicant has not provided evidence to demonstrate compatibility with the Subject Premises and vicinity.

Sign Variance Criteria – Established Criteria

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

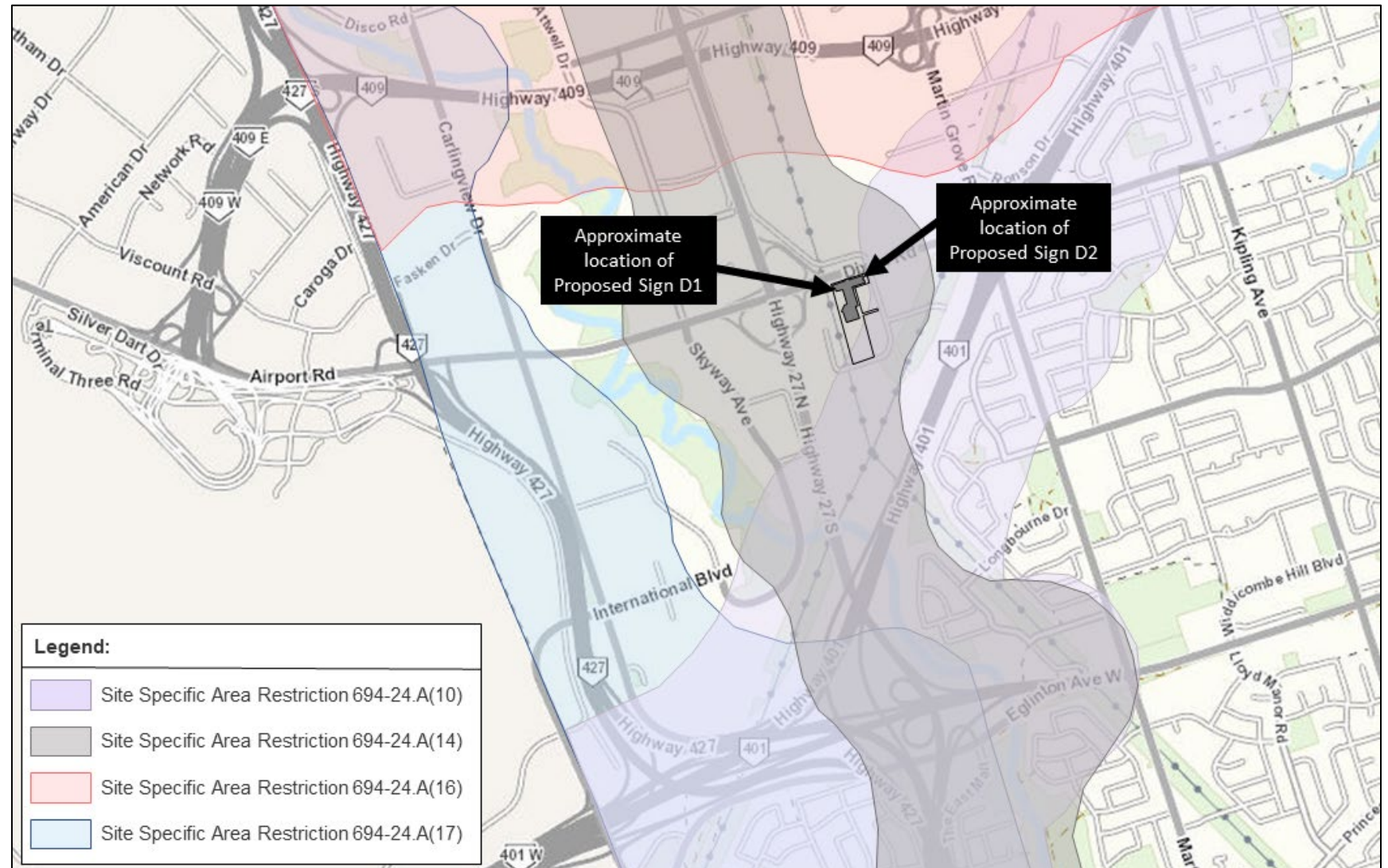
Based on renderings provided by the applicant, it is likely that Proposed Sign D1 will also be visible from the traveled portion of Highway 27.



Sign Variance Criteria – Established Criteria

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

The larger area surrounding the Subject Premises is almost entirely subject to one or more similar area specific restrictions



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

- The Premises is designated as a Core Employment Area in the Official Plan, which includes a wide array of business and economic activities.
- The Applicant's submission discusses potential economic benefits from the Proposed Signs, but lacks substantial evidence to support these claims.
- The operation of a third party sign is seen as a business/commercial activity and aligns with Policy Statement 2.2.4 2 b) in Chapter 2 of the Official Plan.

Sign Variance Criteria – Established Criteria

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

- The Zoning By-Law, which governs the built form of the city, remains the primary way the City implements its Official Plan.
- Proposed Sign D2 is located within the setbacks required by the City's applicable Zoning By-Law, indicating it may not support the Official Plan objectives for the premises.
- After reviewing the Applicant's submission materials, staff were unable to determine that the Proposed Sign supports the Official Plan objectives for the premises and surrounding area.

Sign Variance Criteria – Established Criteria

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

- The land uses and built form of adjacent premises are consistent with the Sign Districts designations, with no sensitive land uses identified.
- The Subject Premises and surrounding area are within multiple area-specific restrictions, indicating City Council's intention to prohibit third-party signs in this area.
- Proposed Sign D1 will be visible from the traveled portion of Highway 27.
- Proposed Sign D2 does not comply with the required 30 metre setback from the intersection of a major street, and its size is almost 2.5 times larger than what would be permitted in the E Sign District.
- Based on the Applicant's submission materials and a staff review, insufficient information was provided to demonstrate that the Proposed Signs will not adversely affect adjacent premises.

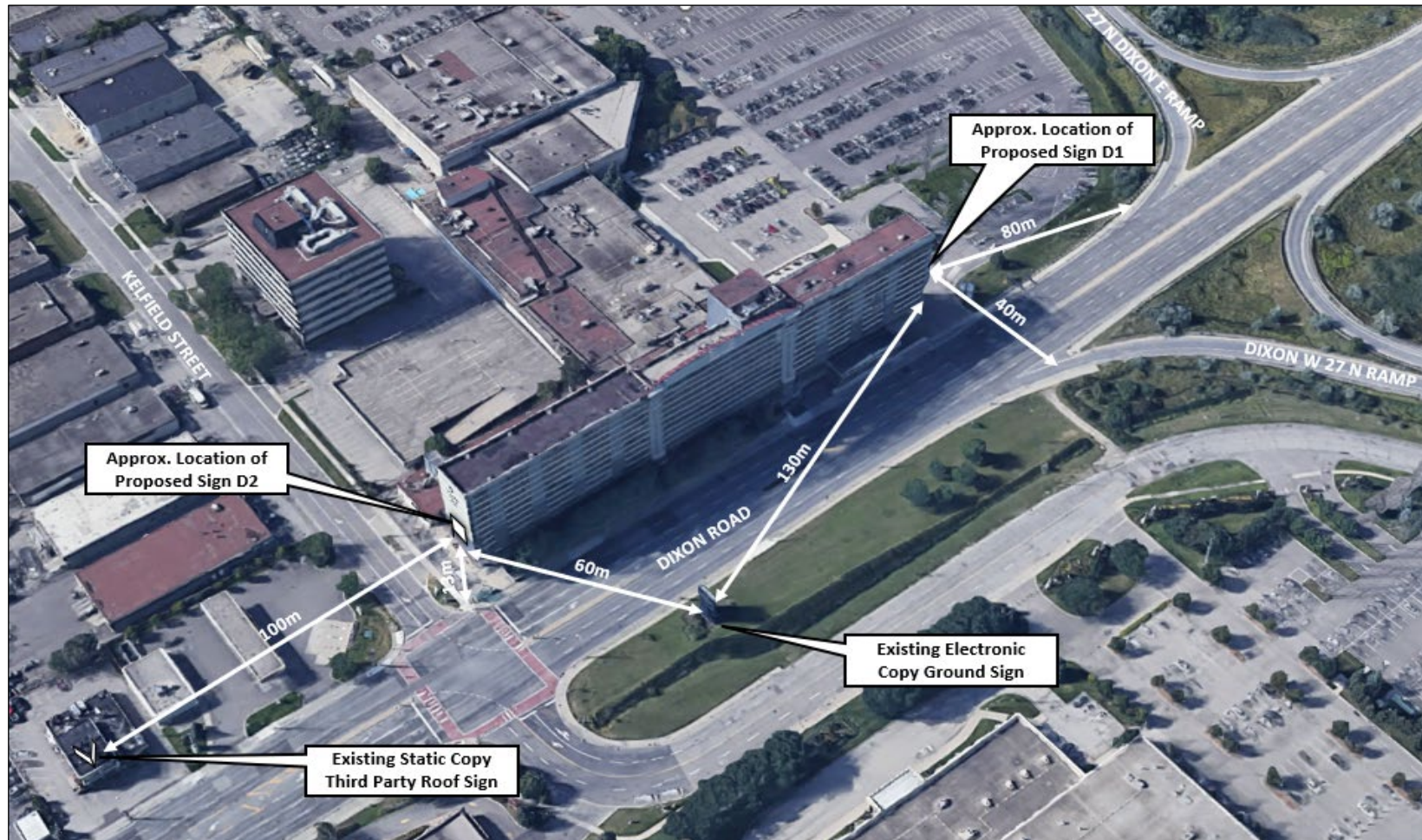
Sign Variance Criteria – Established Criteria

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

- The City's Sign By-law regulations are designed to ensure no adverse impacts on public safety for signs that meet the requirements.
- Both Proposed Signs would be entirely outside the "Visibility Zone" as defined by the Sign By-law.
- The Applicant states that Proposed Signs would comply with the Sign By-law provisions for message duration and will be designed based on Ontario Building Code requirements.

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

- Proposed Sign D2 does not comply with the required 30-metre setback from the intersection of a major street, and its size is 2.5 times larger than what would be permitted in the E Sign District.
- According to the Applicant's submission Proposed Sign D1 would be located approximately 85 meters from the eastbound ramp and approximately 42 meters from the northbound ramp from Dixon Road onto Highway 27.
- The Applicant has not provided sufficient information to demonstrate that the Proposed Signs will not 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.

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 situated in an E Sign District, a zone that allows for electronic ground signs. Currently, there are four third-party signs along Dixon Road Avenue, within 500 meters of the proposed sign's location.
- Granting variances for the Proposed Signs would result in both signs D1 and D2 being situated less than 500 meters from each other, contradicting the Sign By-law separation requirements.
- The Sign By-law permits only one ground sign to be displayed on properties within E Sign Districts. The Applicant is proposing two electronic ground signs that are larger and taller than what is typically allowed.
- The Applicant's supporting documents state that various signs would be expected on the premises due to the large area of the site and the number of businesses on the property.

Sign Variance Criteria – Established Criteria

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

- While the existing first-party signs on the Subject Premises would typically be permitted by the Sign By-law, the addition of two electronic ground signs will contribute to sign clutter along Dixon Road.
- If variances were granted, it would introduce two electronic ground signs within two areas of the city where third-party signs are prohibited. Sign D2 would also be located within the required zoning setbacks for buildings and structures on the subject premises.
- The Applicant has not provided sufficient information to determine how the introduction of two new ground signs will not alter the character of the Subject Premises and 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 Signs will both exceed the typical size and height for E Sign Districts, in addition to three first-party ground signs on the Subject Premises.
- The Proposed Signs would be only 155 meters apart, where the Sign By-law requires a separation distance of 500 metres.
- Granting variances for either of the Proposed Signs would introduce a third-party sign in an area where third-party signs are prohibited by area-specific restrictions. The applicant's materials do not explain how the Proposed Signs align with the Council's vision for the 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

Sign D1:

- The proposed Sign D1 would not comply with the provisions set out in the Sign By-law for third party electronic ground signs in Employment Sign Districts.
- Proposed Sign D1 is seeking five variances to Chapter 694, including the sign's proximity to Highway 27, exceeding the maximum sign face area and height in an Employment "E" Sign District, its distance from another electronic sign, and the number of signs on the Subject Premises.
- If variances were granted to permit sign D1, it would allow for a third-party electronic ground sign to be erected with reduced separation requirements from the highway and between third-party ground 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

Sign D2:

- Proposed Sign D2 requires nine variances to Chapter 694 for the sign permit to be granted. The variances include the sign's proximity to another sign and Highway 27, exceeding the maximum sign face area and height in an Employment "E" Sign District, its distance from a street intersection and another electronic sign, its setback from a lot line, and the number of signs on the premises.
- If variances were granted to Proposed Sign D2, it would allow for a third-party electronic ground sign to be erected with reduced separation requirements from highways, between third-party ground signs, and from controlled intersections.
- Proposed Sign D2 would encroach into required zoning setbacks and be closer to the intersection of Dixon Road and Kelfield Street than allowed.

Conclusion and CBO Recommendation

The Applicant's materials and the City of Toronto staff's research and investigation have not provided sufficient information for the CBO to establish that all nine criteria required to grant an approval for the requested variances have not been met.

As such, the CBO is not supportive of the Sign Variance Committee granting the requested variances.

Questions