

Supplementary Report - Application for Three Variances, subject to Three Conditions, Respecting One Third Party Electronic Ground Sign at 9 Hanna Avenue; and One Variance subject to no Conditions, Respecting Another Existing Third-Party Electronic Ground Sign at 9 Hanna Avenue

Date: January 25, 2024

To: Sign Variance Committee

From: Manager, Citywide Priorities, Toronto Building

Wards: Spadina - Fort York (Ward 10)

SUMMARY

This report responds to a direction from the September 9th, 2023 meeting of the Sign Variance Committee, where the Committee referred item SB 4.2 to the Chief Building Official and Executive Director, Toronto Building, ("CBO") for the purposes of receiving further submissions from the Applicant to support their application for three variances, each subject to three conditions, respecting one third party electronic ground sign at 9 Hanna Avenue, and one variance subject respecting an existing third party electronic ground sign also located at 9 Hanna Avenue; for the purpose of preparing a supplementary report to the Sign Variance Committee for their first meeting in 2024.

Subsequent to the Sign Variance Committee's September 2023, decision, the Applicant submitted additional information to the CBO. This additional information consisting of a revised illumination study to address the potential impacts that the Proposed Sign may have on the surrounding premises (the "Additional Submission"). The Applicant's Additional Submission (attached as Attachment 3 to this report) did not provide any new or additional information which addressed the other aspects of the nine criteria required to be satisfied for a variance to be granted to permit both the Proposed Sign and the Existing Sign.

As stated in the August 25, 2023 report of the Manager, Citywide Priorities, Toronto Building on behalf of the CBO (the "Original Report"), OUTFRONT Media Canada L.P. applied for three variances to erect and display a new electronic sign at 9 Hanna Avenue (the "Proposed Sign), and an additional variance for an existing electronic ground sign also at 9 Hanna Avenue (the "Existing Sign").

9 Hanna Avenue is in the Gardiner Gateway Special Sign District (GG-SSD) and is also subject to specific provisions in Subsection 2(BB)(1)(k) to Schedule B of the Sign By-law, which provides for unique permissions to allow an electronic ground sign on the condition it is the only third-party sign on the premises. As described in the Original Report, the variance required to allow for a permit to be issued for the display of the Existing Sign would be as follows:

1) **Subsection 2(BB)(1)(k) of Schedule B, to Chapter 694** – There shall be no more than one third party ground sign erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection BB(2) as Area Map 1 - 9 Hanna Avenue. **Proposed New Requirement:** The Existing Sign would be one of two signs sign erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection BB(2) as Area Map 1 - 9 Hanna Avenue

Also as described in the Original Report, the Proposed Sign requires **three** variances to Chapter 694 to allow for the CBO to issue the sign permit. The requirements in Chapter 694 which have been requested to be varied, and the proposed varied requirements with respect to the Proposed Sign are summarized below:

1) **§ 694-26I(4)(a)** – The GG-SSD-I may contain an electronic third party ground sign containing electronic static copy, provided the sign face area shall not exceed 50.0 square metres. **Proposed New Requirement:** The sign face area of the Proposed Sign would be 145.61 square metres.

2) **§ 694-26I(4)(b)** – The GG-SSD-I - may contain an electronic third party ground sign containing electronic static copy, provided the height shall not exceed 15.0 metres. **Proposed New Requirement:** The height of the Proposed Sign would be 25 metres.

3) **§ 694-26I(4)(d)** – The GG-SSD-I may contain a third party ground sign provided the sign shall be erected only on a premises where, on the day before this chapter comes into effect, an existing lawful ground sign was erected and displayed containing electronic moving copy or electronic static copy as defined by this chapter, and the sign shall replace the existing sign. **Proposed New Requirement:** The Proposed Sign would not replace existing lawful ground sign which was erected and displayed on the day before this Chapter 694 came into effect containing electronic moving copy or electronic static copy as defined by Chapter 694.

The Applicant proposed has that each of the requested variances concerning the Proposed Sign be granted subject to the following conditions: Condition 1) Light shielding technology shall be installed on the Proposed Sign; Condition 2) The sign shall operate with a reduced brightness of 200 NITS between sunset and sunrise; and Condition 3) The sign face of the Proposed Sign shall be oriented in a south-westerly direction.

The CBO, after reviewing the Applicant's submissions, including the information in the Additional Submission, determined that the Applicant has still not met the criteria in §694-30A of the Sign By-law for either sign, and as a result does not support granting the four requested variances (three of which are each subject to the three requested conditions).

RECOMMENDATIONS

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

1. The Sign Variance Committee refuse to grant both the requested variances to sections 694-261(4)(a), 694-261(4)(b), 694-261(4)(d) and subject to three conditions - as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign; and the requested variance to Subsection 2BB (1)(k) of Schedule B to Chapter 694, Signs, General, as required to allow for the issuance of a permit respecting the alteration, erection and display of the Existing Sign, as further described in Attachment 1 to this report.

FINANCIAL IMPACT

There are no current or known future year financial impacts arising from the recommendations contained in this report.

DECISION HISTORY

SB4.2 - Application for Three Variances, subject to Three Conditions, Respecting One Third Party Electronic Ground Sign - 9 Hanna Avenue; and One Variance subject to no Conditions, Respecting Another Existing Third Party Electronic Ground Sign - 9 Hanna Avenue

OUTFRONT Media Canada L.P. applied for variances to erect a new electronic sign and maintain an existing electronic sign at 9 Hanna Avenue. The premises, in the Gardiner Special Sign District, has unique signage provisions under Chapter 694, Signs, General. The existing sign was permitted on the condition it be the only sign in the area, hence a new variance for that sign is needed in addition to variances required for the Proposed Sign. The Sign Variance Committee referred the matter back to the Chief Building Official and deferred consideration of the matter to their first meeting of 2024, to allow for further submissions from the applicant.

ISSUE BACKGROUND

Required Variances

Table 1: Summary of Requested Variances Respecting the Existing Sign

Section	Requirement	Proposal
Subsection 2(BB)(1)(k) of Schedule B, to Chapter 694.	There shall be no more than one third party ground sign erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection BB(2) as Area Map 1 - 9 Hanna Avenue	The Existing Sign would be one of two signs sign erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection BB(2) as Area Map 1 - 9 Hanna Avenue.

Table 2: Summary of Requested Variances Respecting the Proposed Sign

Section	Requirement	Proposal
694-26I(4)(a)	The Gardiner Gateway Special Sign District, GG-SSD-I may contain an electronic third party ground sign containing electronic static copy, provided the sign face area shall not exceed 50.0 square metres.	The sign face area of the Proposed Sign would be 145.61 square metres.
694-26I(4)(b)	The Gardiner Gateway Special Sign District, GG-SSD-I may contain an electronic third party ground sign containing electronic static copy, provided the height shall not exceed 15.0 metres.	The Proposed Sign would be erected with a height of be 25.0 metres.
694-26I(4)(d)	The Gardiner Gateway Special Sign District, GG-SSD-I may contain a third party ground sign provided the sign shall be erected only on a premises where, on the day before this chapter comes into effect, an existing lawful ground sign was erected and displayed containing electronic moving copy or electronic static copy as defined by this chapter, and the sign shall replace the existing sign.	The Proposed Sign would not replace existing lawful ground sign which was erected and displayed on the day before this Chapter 694 came into effect containing electronic moving copy or electronic static copy as defined by Chapter 694.

Sign Attributes and Site Context

As described in the Original Report, The Subject Premises is in Toronto's Gardiner Gateway Special Sign District (GG-SSD) and currently has one electronic ground sign facing southeast. This was permitted by a 2016 amendment to the Sign By-law. The Applicant now proposes a second sign on the Subject Premises facing southwest. The Subject Premises was deemed unsuitable for third-party signs when the Sign By-law was passed, and the Existing Sign is only allowed due to a site-specific amendment. The Proposed Sign requires a variance as it exceeds the Sign By-law requirements for sign face area and height, and due to the fact that it is not replacing an existing sign. It should be noted that in recent years, the area surrounding the Existing and Proposed Sign, including within the GG-SSD, has seen significant residential development.

Surrounding premises:

North: Gardiner Gateway Special Sign District, subject to C designation in Schedule A (GG-SSD-C), high-rise mixed-use building with residential units.

South: Gardiner Gateway Special Sign District subject to OS designation in Schedule A (GG-SSD-OS), Metrolinx rail corridor and F.G. Gardiner Expressway.

East: Gardiner Gateway Special Sign District subject to R designation in Schedule A (GG-SSD-R), high-rise residential building.

West: Gardiner Gateway Special Sign District subject to OS designation in Schedule A (GG-SSD-OS), high-rise residential building.

COMMENTS

Applicant Information

OUTFRONT Media has stated that they have been authorized by the owner of the property municipally known as 9 Hanna Avenue to apply for three variances, subject to three conditions, and one variance not subject to conditions, as required to allow for the necessary permits to be issued to allow for the Proposed Sign, as well as the Existing Sign. These variances are described further in Attachment 1 of this report.

Application Background

The Proposed Sign will face southwest and visible to eastbound traffic on the F.G. Gardiner Expressway. It will stand 25 metres high, with a sign face area of 145.61 square metres. This application would allow for two electronic ground signs at 9 Hanna Avenue, with one sign face each displaying electronic static copy.

The Sign Variance Committee referred the variance application for the Proposed Sign and the Existing Sign to its first meeting of 2024, in order for the Chief Building Official to receive and consider further submissions from the applicant.

Community Consultation

As stated in the Original Report, notices were sent to all properties within 250m of the Proposed Sign and a virtual community consultation was held. Eight emails from the public were received that opposed the Proposed Sign's construction, citing concerns about its illumination, proximity to residences, and potential distraction for drivers on the F.G. Gardiner Expressway.

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

The Sign By-law contains criteria to be used in evaluating the variance application for proposed signs. Specifically, §694-30A states that an application for variance may only be granted where it is established a proposed sign meets each of the nine established criteria.

The Sign Variance Committee is required to conduct an evaluation and determine that party seeking the proposed variances meets all nine of the mandatory criteria, based on the information presented by the parties before the committee. The CBO has determined that, in their opinion, the information submitted by the Applicant does not provide a sufficient basis to conclude that the nine required criteria to be established in §694-30A of the Sign By-law have been met with respect to the Proposed Sign or the Existing Sign.

Applying the Established Criteria

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

The Applicant provided no new evidence in their Additional Submission regarding this criterion. On the basis noted in the Original Report, the CBO is satisfied that the Subject Premises is a GG-SSD, allowing third party signs. Both the Proposed and Existing Signs are third party signs, displaying advertising unrelated to their locations; and so the CBO believes this criterion is met.

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

The Applicant provided no new evidence in their Additional Submission regarding this criterion. On the basis noted in the Original Report, the CBO is satisfied that 9 Hanna Ave is a GG-SSD Sign District; the Proposed Sign would be a third party electronic ground sign, and the Existing Sign is also third party electronic ground sign; which are a sign type permitted in the GG-SSD Sign District. As noted in the Original Report, the CBO believes this criterion is met.

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

The Applicant provided no new evidence in their Additional Submission regarding this criterion. On the basis noted in the Original Report, the CBO is satisfied that 9 Hanna Avenue is a GG-SSD Sign District, which contains provisions which allow for the replacement of certain third party signs which were approved prior to the in-force date of the Sign By-law.

As per the Original Report, from 2010 to 2016, the Subject Premises didn't meet the requirements for third-party signs. In 2016, City Council permitted the Existing Sign at 9 Hanna Avenue when it adopted a special regulation for one third-party sign with electronic static copy. The Proposed Sign doesn't meet the GG-SSD requirement of being a replacement of an existing third-party ground sign and is also larger and taller than what the Sign By-law permits in the GG-SSD, requiring variances for the larger sign face area and height. The Applicant's submissions, including the Additional Submission does not in the CBO's opinion establish how the Proposed Sign or Existing Sign is compatible with the development of 9 Hanna Avenue, which was the subject of a specific area-specific amendment to allow for the Existing Sign, on the specific condition that it - the Existing Sign - be the sole third party sign on the premises.

The Proposed Sign's size and height are similar to other third-party electronic ground signs in the GG-SSD, but due to its location and orientation, it is likely to affect sightlines from a nearby residential building. This has raised stated concerns by members of the public about the Proposed Sign concerning its fit with the surrounding area, meaning the visual impact of the sign structure with respect to views from residential areas; or impacts of shadows created by the structure on neighbouring uses.

The CBO notes that the Additional Submissions does provide some information concerning specifics of concerns related to the Proposed Sign's illumination and the direction, and level of illumination arising from the Proposed Sign. However, the CBO remains of the position that the Applicant has not provided sufficient evidence to demonstrate that the Proposed Sign or the Existing Sign is compatible with the development of the premises and surrounding area. Therefore, for the reasons stated in the Original Report, as supplemented in the current report, the CBO doesn't believe this criterion has been established.

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

On the basis noted in the Original Report, the CBO is of the opinion, the Applicant did not provide sufficient information to establish this criterion. The CBO reviewed in detail the Additional Submissions and could not determine any specific relevance of the additional information provided in the Additional Submissions regarding this specific criterion.

As noted in in the Original Report, 9 Hanna Avenue is located in a Core Employment Area, is designated for various business and economic activities. It is located within the Garrison Common North Secondary Plan but not regulated by its specific policies. Also

as per the Original Report, while the CBO notes that the Proposed Sign's location and design may reduce impacts on surrounding mixed-use buildings; no analysis of the cumulative impacts of the Existing and Proposed Sign was provided to the CBO; and while the Proposed Sign meets the setback requirements in the Zoning By-law, the Applicant's submission and staff investigation were not able to confirm that the Proposed Sign or the Existing Sign support the Official Plan objectives for the area.

Therefore, for the reasons stated in the Original Report, as supplemented in the current report, the CBO doesn't believe this criterion has been established.

Section 694-30A(5): The Proposed Sign and Existing Sign, as altered, do not adversely affect adjacent premises

9 Hanna Avenue is surrounded by primarily commercial and residential areas. The Existing Sign on the premises has sparked community concerns due to its brightness, despite operating within the light levels stipulated by the Sign By-law. The public has reported that the Existing Sign casts light onto a nearby residential building.

The Proposed Sign, designed not to project light eastwards and positioned 200m from the western residential building, aims to mitigate illumination impacts. The Applicant proposes a condition for approval stipulating that the Proposed Sign's illumination remains below 200 NITS from sunrise to sunset. This represents an approximate 30% reduction from the Sign By-law requirement. The Applicant also requests that the variances for the Proposed Sign be contingent on it being constructed with light shielding technology. The Applicant provided the Additional Submissions, which do address aspects of concerns related to this criterion.

The Additional Submissions contain a light study completed by Media Resources, which indicates that the light from the Proposed Sign will be directed away from any residential buildings (see Figure 1 below). However, it is important to note that the light study provided by Media Resources appears to be based on lighting levels of 150 NITS and not the 200 NITS that the Applicant has requested as a condition of approval for the Proposed Sign. As a result, the value of the light study provided by Media Resources is limited. Furthermore, the Additional Submission focuses solely on the impacts of the Proposed Sign and does not consider the cumulative impacts of both the Existing Sign and the Proposed Sign.

The CBO agrees, based on the information in the Applicant's Original Submission, Additional Submission, and staff investigation, that the conditions sought would somewhat mitigate some of the adverse impacts of the Proposed Sign. However, the CBO maintains the opinion that the Applicant has not established that the cumulative impacts of the illumination Proposed Sign and the Existing Sign as modified, would not adversely affect adjacent premises. Further as noted, there are concerns about the potential adverse effects of the Proposed Sign, arising from an alleged bad "fit" which raise the possibility of further adverse impacts. It is the CBO's opinion that the Appellant has not provided sufficient information to eliminate these other potential adverse affects on adjacent premises as a reasonable possibility.

Therefore, for the reasons stated in the Original Report, as supplemented in the current report, it is the CBO's opinion that this criterion has not been established by the Applicant.

Figure 1 - Excerpt from Media Resources Lighting Analysis in Applicants Revised Submission

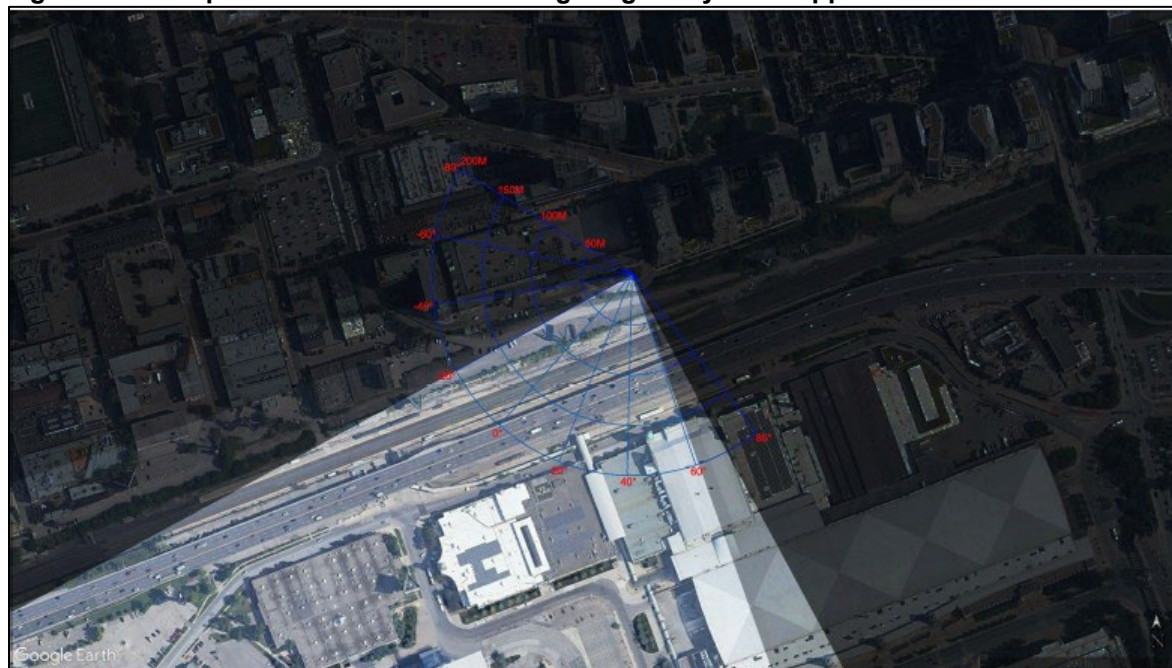


Figure 6. Site satellite photo overlay of distances and angles from proposed digital billboard site.

Site Calculations - 150NITS Left Blocking									
	Measurement Angle								
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.009lux	0.028lux	0.063lux	3.498lux	4.323lux	4.151lux	3.13lux	1.417lux	0.431lux
100	0.002lux	0.007lux	0.016lux	0.968lux	1.136lux	1.08lux	0.800lux	0.354lux	0.108lux
150	0.001lux	0.003lux	0.007lux	0.442lux	0.512lux	0.484lux	0.357lux	0.158lux	0.048lux
200	0.000lux	0.002lux	0.004lux	0.252lux	0.29lux	0.273lux	0.201lux	0.089lux	0.027lux

Table 1. Site calculation in lux based on MRI VIQ Siteline Modules.

Section 694-30A(6): The Proposed Sign, and Existing Sign, as altered, do not adversely affect public safety, including traffic and pedestrian safety

The CBO reviewed in detail the Additional Submissions, and could not determine any specific relevance of the additional information provided in the Additional Submissions regarding this s criterion.

The City's Sign By-law is designed to ensure that no adverse impacts on public safety result from signs meeting its requirements. As noted in the Original Report the Proposed Sign is outside the "Visibility Zone" and meets setback requirements, reducing potential driver distraction. The Proposed Sign is located 80m north of the F.G. Gardiner Expressway travel lanes; and for the reasons noted in the Original Report, the CBO is of the opinion that Proposed Sign; and the Existing Sign, as modified by the variance, doesn't appear to introduce any new risk.

The Applicant proposes that the Toronto Police Department use 10% of the sign's run time for public service messages, however the Original Report stated that such benefits cannot be considered as part of the Sign Variance Committee's decision. Further, the relevance of this statement to the elimination of an adverse effect on safety arising from the Proposed Sign, or the Existing Sign, as altered has not been provided.

Based on the review of the available information, neither the Existing Sign nor the Proposed Sign raise a reasonable basis for a concern that these signs would adversely affect public safety. As such, the CBO is of the opinion that this criterion has been established.

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

The CBO reviewed in detail the Additional Submissions and could not determine any specific relevance of the additional information provided in the Additional Submissions regarding this criterion. As confirmed in the Original Report, the Applicant's documents and drawings for the Proposed Sign and Existing Sign meet the descriptions of signs not specifically prohibited by §694-15B; therefore, on that basis, the CBO believes this criterion has been established.

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

The CBO reviewed in detail the Additional Submissions and could not determine any specific relevance of the additional information provided in the Additional Submissions regarding this criterion. As indicated by the Original Report, from 2010 to 2016, the premises did not qualify under the Sign By-law for the display of third-party signs. The Existing Sign was permitted in 2016 when City Council approved By-law No. 214-2016, which amended the Sign By-law to change the regulations applicable to 9 Hanna Avenue, which would allow the display of a third party sign; under specific conditions. This specific modification to the by-law regulations applicable to 9 Hanna Avenue imposed an explicit condition on these unique provisions for the premises which would restrict 9 Hanna Avenue to only one third-party sign on the premises.

As noted in the Original Report, the Proposed Sign doesn't comply with the Sign By-law, with respect to the provisions applicable to 9 Hanna Avenue as it exceeds the requirements for third-party electronic ground signs in both sign face area and overall height. While the CBO notes that as submitted by the Applicant, the Proposed Sign's dimensions are similar to other signs in the larger area, but the CBO notes that the Applicant hasn't provided sufficient information on how the Proposed Sign (either in isolation, or in combination with the Existing Sign) aligns with City Council's vision for 9 Hanna Avenue - as expressed by the area-specific amendment to the Sign By-law for 9 Hanna Avenue.

Despite mentioning a number of sign removals on other properties in the GG-SSD, the Applicant hasn't provided evidence to demonstrate how the Proposed Sign wouldn't alter the character of 9 Hanna Avenue, which was the subject of a specific determination by City Council, or the surrounding area. The area-specific amendment in 2016 permitted the Existing Sign to be larger and taller than the Sign By-law allows but

limited the number of third-party signs on the premises to one. This area-specific regulation was made in consideration of the character of the premises, and its relationship to the larger area.

The Applicant's submission does not explain how the Proposed Sign, with its larger height and sign face area, won't contribute to sign clutter on the premises and within the surrounding area, due to its relatively close proximity to the Existing Sign (which is also on the same premises). Based on the details provided in the Original Report, and supplemented in this report, the CBO believes that the applicant failed to demonstrate that the Proposed Sign, or the Existing Sign, would not alter the character of the area and surrounding premises. Furthermore, the materials provided suggest that the presence of the Proposed Sign, in combination with the Existing Sign, would likely alter the character of the premises and the surrounding area.

Therefore, it is the opinion of the CBO, for the reasons referenced above, that this criterion hasn't been established.

Section: 694-30A(9): The Proposed Sign and the Existing Sign as altered are not contrary to the public interest

The CBO reviewed in detail all of the information provided including the Additional Submissions. The CBO notes, that as submitted by the Applicant, that the Proposed Sign complies with some of the basic provisions of the Sign By-law applicable to third-party electronic ground signs in the GG-SSD. The CBO also notes that the Proposed Sign departs from the Sign By-law provisions for 9 Hanna Avenue, significantly exceeding the maximum requirements for sign face area and height. Moreover, the CBO notes that the Proposed Sign does not comply with the unique and specific provision which applies generally to premises designated as GG-SSD, that the sign in question "replace" a specific type of sign located on the premises.

The Applicant's submission also does not explain how the Proposed Sign aligns with Council's vision for 9 Hanna Avenue, which established specific regulations that allowed for the Existing Sign, by imposing the condition that no more than only one large third-party electronic sign be on the premises. Properties designated as GG-SSD represent a unique situation where large-format signage has been an element marking both past and current uses. Additionally, these signs reflect current and proposed land uses that are typically not found in close proximity to this type of signage. Since the initial adoption of the Sign By-law, the provisions relating to the GG-SSD as a larger area, as well as specific premises within the GG-SSD, have been reviewed and modified by City Council to reflect the public interest for the area.

Despite the Applicant's claim that the Proposed Sign aligns with the character of larger area which is designated GG-SSD as a whole; and despite the Applicant's claim that the Proposed Sign and/or the Existing Sign should have minimal impact on neighboring properties, members of the public indicated concerns about the Proposed Sign's compatibility with the development of the surrounding area. The Applicant failed to provide adequate information to address these public concerns or to demonstrate how the Proposed Sign, which is a new sign rather than a replacement of a pre-Sign By-law authorized sign, would align with the objectives of the Sign By-law. These objectives

involved a transition of signage in the area from signs approved under previous signage regimes applicable to the area, rather than to permit an increase in total signage in the GG-SSD displaying electronic copy.

For the reasons noted in the Original Report, as supplemented in the current report, the CBO believes the Applicant has not provided sufficient evidence to satisfy this criterion.

CONCLUSION

The CBO has reviewed all of the information provided by the Applicant, including the Additional Submission; and has supplemented this information with additional information obtained by staff investigation. The CBO is of the opinion that the information presented remains insufficient to establish at all nine of the mandatory criteria for variance approval with respect to the Proposed Sign or the Existing Sign and Specifically, the CBO remains of the opinion that information presented is insufficient to establish that the Proposed Sign or the Existing Sign, as modified: would be compatible with the development of the premises and surrounding area; would support Official Plan objectives for the subject premises and surrounding area; would not alter the character of the premises or surrounding area; do not adversely affect adjacent premises; and, would not be contrary to the public interest

As such, although the CBO has reviewed all of the information presented, including the Additional Submission, the CBO does not support granting the requested variances.

CONTACT

Fernanda Patza,
Policy Development Officer, Citywide Priorities
Email: Fernanda.Patza@toronto.ca; Tel: 416-392-6987

SIGNATURE

Ted Van Vliet
Manager, Citywide Priorities,
Toronto Building

ATTACHMENTS

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

Attachment 2 – Applicant's Original Submission Package

Attachment 3 – Applicant's Updated Submission Package

ATTACHMENT 1: DESCRIPTION OF THE PROPOSED SIGN, EXISTING SIGN, AND REQUESTED VARIANCES AND CONDITIONS

Sign Descriptions:

Proposed Sign Description:

One third party electronic ground sign described further as follows:

- (a) The sign shall contain no more than one sign face;
- (b) The sign face area shall not exceed 145.61 square metres;
- (c) The bisecting line shall not exceed 8.53 metres;
- (d) The centre line shall not exceed 17.07 metres;
- (e) The sign face shall be rectangular;
- (f) The sign shall display electronic static copy only;
- (g) The height shall not exceed 25.0 metres;
- (h) The sign face shall be oriented to face in a south-westerly direction.

Existing Sign Description:

One third party electronic ground sign described further as follows:

- (a) The sign shall contain no more than one sign face;
- (b) The sign face area shall not exceed 146.00 square metres;
- (c) The bisecting line shall not exceed 8.53 metres;
- (d) The centre line shall not exceed 17.07 metres;
- (e) The sign face shall be rectangular;
- (f) The sign shall display electronic static copy only;
- (g) The height shall not exceed 25.0 metres;
- (h) The sign face shall be oriented to face in a south-easterly direction and approximately parallel to the travelled portion of the F.G. Gardiner Expressway.

Required Variances and Requested Conditions, respecting the Proposed Sign:

Required Variances respecting the Proposed Sign:

1. The Requirement of **§ 694-26I(4)(a)** that: a premises designated as Gardiner Gateway Special Sign District - GG-SSD may contain an electronic ground sign containing electronic static copy provided the sign face area shall not exceed 50.0 square metres; be varied to allow the Proposed Sign to have a sign face area of 145.61 square metres, subject to Conditions 1, 2, and 3 below;
2. The Requirement of **§ 694-26I(4)(b)** that: a premises designated as Gardiner Gateway Special Sign District - GG-SSD may contain an electronic ground sign containing electronic static copy provided the height shall not exceed 15.0 metres; be varied to allow the Proposed Sign to have a height not to exceed 25.0 metres, subject to Conditions 1, 2, and 3 below; and,

3. The Requirement of **§ 694-26I(4)(d)** that: a premises designated as Gardiner Gateway Special Sign District - GG-SSD may contain an electronic ground sign containing electronic static copy provided the sign shall be erected only on a premises where, on the day before this chapter comes into effect, an existing lawful ground sign was erected and displayed containing electronic moving copy or electronic static copy as defined by this chapter, and the sign shall replace the existing sign be varied to allow the Proposed Sign to be erected on a premises where, on the day before the Sign By-law came into effect, an existing lawful ground sign containing electronic moving copy or electronic static copy as defined by the sign by-law was not erected and displayed; and the Proposed Sign shall replace no existing sign on the premises subject to Conditions 1, 2, and 3 below.

Conditions, respecting the Proposed Sign:

Condition 1) The illumination of the Proposed Sign shall not exceed 200 NITS between the between sunrise and sunset; and

Condition 2) The Proposed Sign have installed and shall maintain, some form of Light shielding technology, which shall sufficiently block illumination from the sign to the satisfaction of the Chief Building Official with respect to other adjacent and neighbouring premises; and,

Condition 3) The Proposed Sign's sign face shall be oriented to face in a south-westerly direction.

Required Variances, respecting the Existing Sign:

1) The Requirement of **Subsection 2(BB)(1)(k) of Schedule B, to Chapter 694** – that the premises municipally known as 9 Hanna Avenue may contain a specific third party sign provided there shall be no more than one third party ground sign erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection BB(2) as Area Map 1 - 9 Hanna Avenue be varied to allow the Existing Sign to be one of two signs erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection BB(2) as Area Map 1 - 9 Hanna Avenue.

ATTACHMENT 2 – APPLICANT'S ORIGINAL SUBMISSION PACKAGE

ATTACHMENT 3 – APPLICANT'S UPDATED SUBMISSION PACKAGE