

Application for Four Variances, Each Subject to Six Conditions, Respecting One Third Party Electronic Ground Sign – 130 Rexdale Boulevard

Date: August 22, 2024
To: Sign Variance Committee
From: Project Director, Business Transformation and Citywide Priorities, Toronto Building
Wards: Etobicoke North (Ward 1)

SUMMARY

An application for four variances, each subject to six conditions, as required to allow for a permit to be issued to erect and display a double-faced third party electronic ground sign, displaying electronic static copy (the "Proposed Sign") on the premises municipally known as 130 Rexdale Boulevard, in Etobicoke (the "Subject Premises"). TARGET Outdoor Canada (the "Applicant") represents that this application is authorized by the owner of the Subject Premises.

The Subject Premises is designated as an Employment ("E") Sign District, which allows third party electronic ground signs. The Proposed Sign will contain no more than two rectangular sign faces, in a "V-shape" configuration, each face with a horizontal measurement not exceeding 8.8 metres (centre line) and a vertical measurement not exceeding 2.3 metres (bisecting line), with a maximum height of 10.0 metres. The Proposed Sign is described further in Attachment 1.

The Proposed Sign requires four variances to Chapter 694 to allow the Chief Building Official ("CBO") to issue the sign permit. The requirements in Chapter 694 which have been requested to be varied, and the proposed varied requirements are summarized below:

1) **§ 694-25.C(2)(e)** – An Employment "E" Sign District may contain a third party electronic ground sign, provided the sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district.
Proposed New Requirement: The Proposed Sign would be located within approximately 40 metres of a CR sign district.

2) **§ 694-25.C(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 cannot face any premise in the R, RA, CR, I or

OS sign district. **Proposed New Requirement:** The Proposed Sign would be located approximately 40 metres of a CR sign district to the east, 150 metres and 215 metres of RA sign districts to the northeast, 158 metres and of an R sign district to the northeast and 180 metres of an OS sign district also to the northeast, and would face all of the aforementioned sign districts.

3) **§ 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. **Proposed New Requirement:** The Proposed Sign would be erected on a premises containing one first party ground sign.

4) **§ 694-25.C(2)(k)** – An Employment "E" Sign District may contain a third party electronic ground sign, provided where the sign has two faces, the sign faces shall be back-to-back. **Proposed New Requirement:** The Proposed Sign would have the sign faces displayed in a "V-shape" configuration.

The Applicant has proposed that the variances be granted subject to the following conditions:

Condition 1: The sign shall operate with a maximum brightness of 150 NITS between sunset and sunrise;

Condition 2: Light shielding technology shall be installed on the Proposed Sign;

Condition 3: The Proposed Sign's sign faces shall each have a sign face area that shall not exceed 20.0 square metres.

Condition 4: The existing first party sign on the south frontage (Rexdale Boulevard frontage), shall be removed and all associated permits be revoked, prior to the issuance of a sign permit for the Proposed Sign.

Condition 5: Any and all existing third party signs located at 130 Rexdale Boulevard shall be removed and all associated permits be revoked prior to the issuance of the sign permit for the Proposed Sign.

Condition 6: The interior angle of the Proposed Sign's sign faces not exceed 11 degrees, in such a manner so that the centre line of each sign face, if projected to the street line separating the premises from Rexdale Boulevard, would possess an internal angle with the street line separating the premises from Rexdale Boulevard of no less than 84 degrees and no greater than 90 degrees.

Following a review of the Applicant's submissions and additional information obtained by the City of Toronto staff investigation, the CBO has determined that there is a sufficient basis to conclude that the eight required criteria in §694-30A of the Sign By-law have been established with respect to the variances, subject to the noted conditions, as described further in Attachment 1 to this report. As such, the CBO is of the opinion that Sign Variance Committee may grant the four requested variances, each

subject to six conditions, required to allow for a permit to be issued to erect and display the "Proposed Sign") on the Subject Premises.

RECOMMENDATIONS

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

1. The Sign Variance Committee grant the requested variances to sections 694-25.C(2)(e), 694-25.C(2)(f), 694-25.C(2)(h) and 694-25.C(2)(k), each subject to six conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign at the property municipally known as 130 Rexdale Boulevard, 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

Item 2013.PG21.1 – Final Report on the City-wide Zoning By-law

On April 3, 2013, the City Council adopted with amendment to enact the proposed City-wide Zoning By-law in the form dated November 8, 2012. Chapter 900 - Site Specific Exceptions of the proposed City-wide Zoning By-law, incorporated several site specific zoning amendments for properties that have existing buildings or were under construction. The Site Specific Exceptions in Chapter 900 recognize site specific zoning permissions as prevailing over the general rules of the new Zoning By-law.

[Agenda Item History - 2013.PG21.1 \(toronto.ca\)](#)

ISSUE BACKGROUND

Required Variances

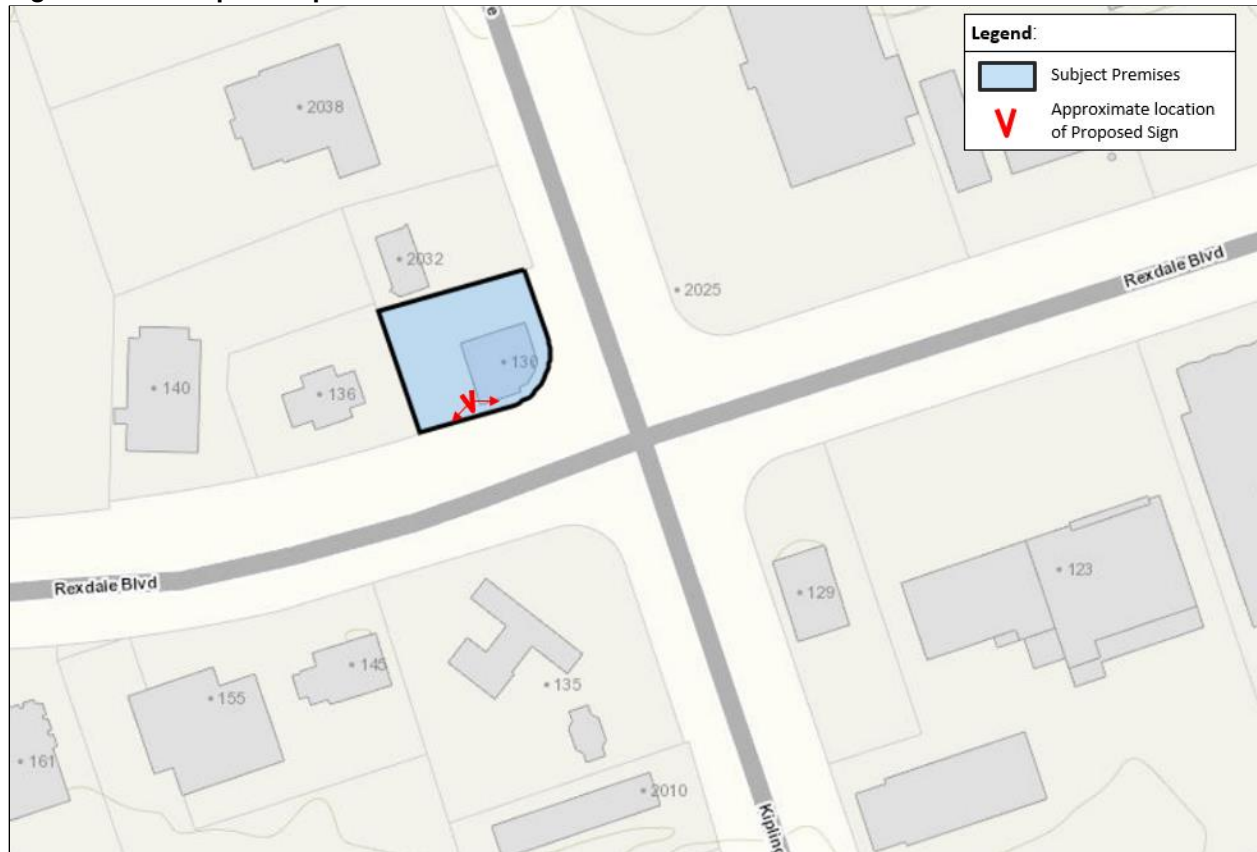
Table 1: Summary of Requested Variances

Section	Requirement	Proposal
694- 25.C(2)(e)	An Employment "E" Sign District may contain a third party electronic ground sign, provided the sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district.	The Proposed Sign would be located within approximately 40 metres of an CR sign district.
694- 25.C(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 cannot face any premise in the R, RA, CR, I or OS sign district.	The Proposed Sign would be located approximately 40 metres of a CR sign district, 150 metres and 215 metres of RA sign districts, 158 metres of an R sign district and 180 metres of an OS sign district, and would face all of the aforementioned sign districts.
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 Proposed Sign would be erected on a premises containing one first party ground sign.
694- 25.C(2)(k)	An Employment "E" Sign District may contain a third party electronic ground sign, provided where the sign has two faces, the sign faces shall be back-to-back.	The Proposed Sign would have the sign faces displayed in a "V-shape" configuration.

Sign Attributes and Site Context

The Subject Premises is currently designated as an Employment (E) Sign District, it is located on the northwest corner of the Rexdale Boulevard Kipling Avenue intersection, see GIS Map Excerpt in Figure 1. The Subject Premises is located in Ward 1 – Etobicoke North.

Figure 1: GIS Map Excerpt – 130 Rexdale Boulevard



The Proposed Sign would be a third-party electronic ground sign, displaying electronic static copy, located on the south frontage at 130 Rexdale Boulevard. The sign faces of the Proposed Sign would display electronic static copy, and would be oriented approximately east and west. The Proposed Sign will face properties located in the Commercial Residential (“CR”), Residential (“R”) and Residential Apartment (“RA”) and Open Space (“OS”) Sign Districts to the northeast.

There is a single-storey commercial building on the Subject Premises, which contains a restaurant and a financial services company. On the Subject Premises there are also a static copy first party ground sign, containing two sign faces (the “Existing First Party Sign”) and one third party roof sign, with two faces displaying mechanical copy (the “Existing Roof Sign”). Both existing signs are located on the same frontage as the Proposed Sign, along Rexdale Boulevard, and are facing an easterly and westerly directions (see Figure 2).

To allow for the erection of the Proposed Sign, the Applicant is seeking multiple variances, each subject to six conditions. Among these, two separate conditions require that before to any sign permit for the Proposed Sign may be issued, the Existing Roof Sign shall be removed and all associated permits revoked, and the Existing First Party Sign, on the south frontage, along Rexdale Boulevard, shall be removed and all associated permits be revoked, and may be relocated to the east frontage of the premises along Kipling Avenue.

Figure 2: Looking Northeast from Rexdale Boulevard to the Subject Premises



Surrounding premises:

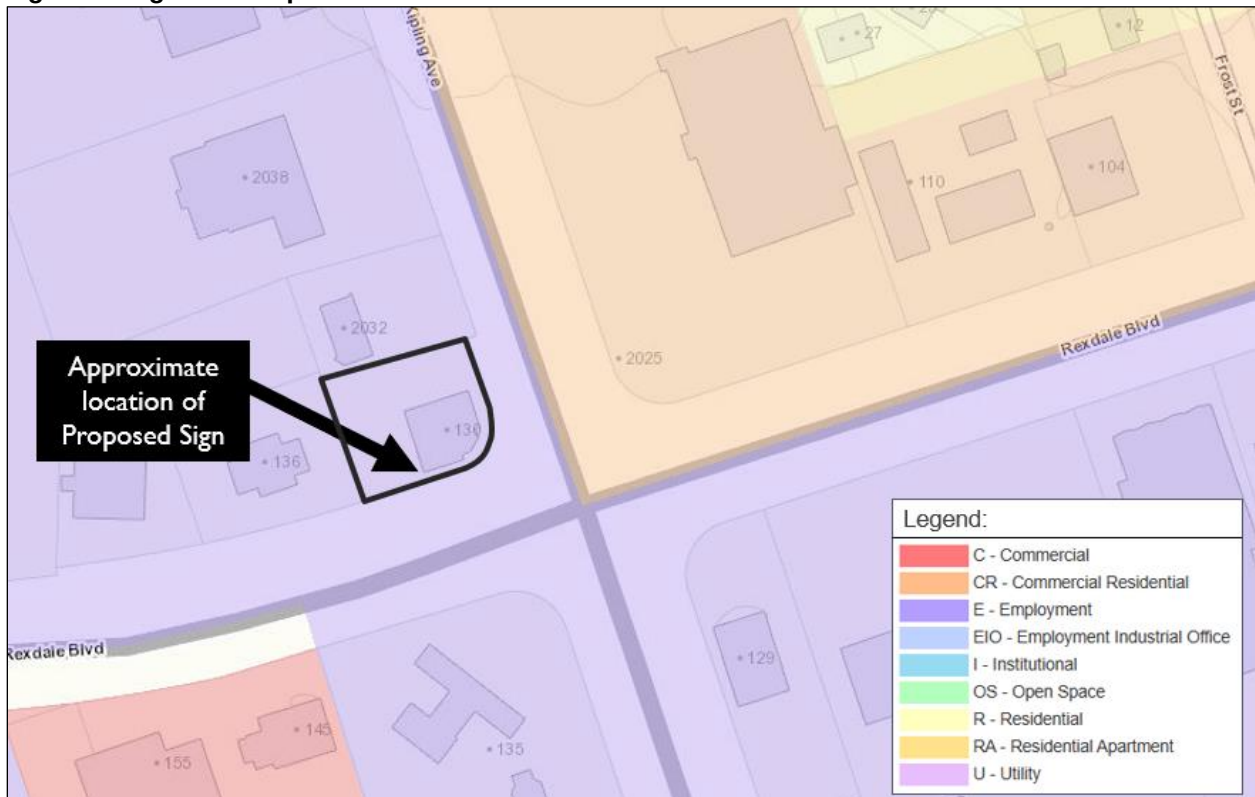
North: Employment (E) Sign District, single-storey commercial building housing a restaurant.

South: Employment (E) Sign District, gas station.

East: Commercial Residential (CR) Sign District, vacant low-rise commercial building.

West: Employment (E) Sign District, single-storey commercial building housing a bank.

Figure 3: SignView Map – 130 Rexdale Boulevard



COMMENTS

Applicant Information

Target has stated that they have been authorized by the owner of the property municipally known as 130 Rexdale Boulevard to apply for four variances, each subject to six conditions, required to allow for a permit to be issued for one third party electronic ground sign with two sign faces, displaying electronic static copy, as further described in Attachment 1.

Application Background

The Proposed Sign would be located on the south frontage of the property, along Rexdale Boulevard, facing approximately to the easterly and westerly directions. The requested variances are subject to six conditions, which would require: 1) that the sign shall operate with a maximum brightness of 150 NITS between sunset and sunrise; 2) that light shielding technology shall be installed on the Proposed Sign; and that prior to the issuance of a permit for the Proposed Sign 3) the Proposed Sign's sign faces shall each have a sign face area that shall not exceed 20.0 square metres; 4) the existing first party sign on the south frontage (Rexdale Boulevard frontage), shall be removed and all associated permits be revoked, prior to the issuance of a sign permit for the Proposed Sign; 5) that any and all existing third party signs located at 130 Rexdale Boulevard shall be removed and all associated permits be revoked; and 6) that the interior angle of the Proposed Sign's sign faces not exceed 11 degrees, in such a manner so that the centre line of each sign face, if projected to the street line separating the premises from Sheppard Rexdale Boulevard, would possess an internal angle with the street line separating the premises from Rexdale Boulevard of no less than 84 degrees and no greater than 90 degrees.

The Proposed Sign would have a maximum height of 10.0 metres from the grade, and contain two rectangular sign faces, in a "V-shape" configuration, each with a centre line not exceeding 8.8 metres and bisecting line not exceeding 2.3 metres, with a sign face area of not more than 20.0 square metres. The Proposed Sign is described further in Attachment 1.

Community Consultation

The CBO has adopted a practice of engaging in enhanced consultation process concerning variance applications for electronic signs. Notice required by the City's Sign By-law was provided to premises within a 250-metre radius of the location of the Proposed Sign, advising of the proposal.

The CBO also informed the public of an additional virtual Community Consultation. The virtual Community Consultation meeting was held on the evening of July 23, 2024. No one attended the Community Consultation meeting.

As of the date of this report, no comments or concerns have been received from the public, and a letter in support of the application was received from the Councillor of the Ward.

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

The Sign By-law contains criteria to be used in evaluating variance application for Proposed Signs. Specifically, §694-30A states that an application for variance may only be granted where it is established that the Proposed Sign meet each of the eight established criteria.

The Sign Variance Committee is required to conduct an evaluation and determine that party seeking the proposed variances has provided sufficient evidence demonstrating that all eight of the mandatory criteria were met, on the basis of the information presented by the parties before the SVC. The CBO has determined that, in the CBO's opinion the information submitted by the Applicant and staff, provide a sufficient basis to conclude that the eight required criteria established in §694-30A of the Sign By-law have been met.

Applying the Established Criteria

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

Based on the review of the City of Toronto staff, the Subject Premises can be confirmed as being designated as an E Sign District, and that E Sign Districts permit third party sign class. The CBO has confirmed that, as per information contained in the Applicant's submission, the Proposed Sign belongs to the third party sign class, because it would advertise, promote, or direct attention to businesses, goods, services, matters, or activities that would not be available at, or related to, the premises where the sign would be located.

Therefore, the CBO is of the opinion that this criterion has been established.

Section 694-30A(2): The Proposed Sign is compatible with the development of the premises and surrounding area

The Subject Premises, municipally known as 130 Rexdale Boulevard, is designated as an E Sign District. The Proposed Sign, a third-party electronic ground sign, is a permitted class and type within E Sign Districts. For such districts, the Sign By-law stipulates a maximum sign face area of 20 square metres and a maximum height of 10 metres for third party electronic ground signs. The Proposed Sign complies with these requirements.

The Subject Premises is surrounded by E Sign Districts to the north, south and west, and CR Sign District to the east (see Figure 3). E sign districts are areas within the city specifically designated in the Sign By-law to accommodate third party electronic ground signs and typically house light industrial or commercial uses. The property at 130 Rexdale Boulevard hosts a single-storey, multi-tenant light commercial building, aligning with the Sign District and the Official Plan designation for the Subject Premises. The neighbouring lands feature similar uses and low-rise structures.

In relation to the requested variances to 694-25C(2)(e) and 2(f), the Proposed Sign would be situated such that a few properties in the CR, RA, R, and OS Sign Districts fall within the display zone. The Proposed Sign would be located approximately 40 metres to the west of a CR sign district, whereas the Sign By-law requires a separation distance of minimum 60 metres, as well as it would be facing the property located in this district. This property, situated on the northeast corner of the intersection of Kipling Avenue and Rexdale Boulevard, currently features a vacant low-rise light industrial/commercial building.

Staff research has verified that although currently zoned commercial residential under Zoning By-law 569-2013, the area is regulated by the Site Specific Exception CR 1135. This exception subjects the land to certain Prevailing By-laws and Prevailing Sections that permit specific commercial uses, which would not be sensitive to the Proposed Sign. Consequently, the Proposed Sign is unlikely to cause significant impacts on this property.

Figure 4: Aerial View - Adjacent Properties Uses

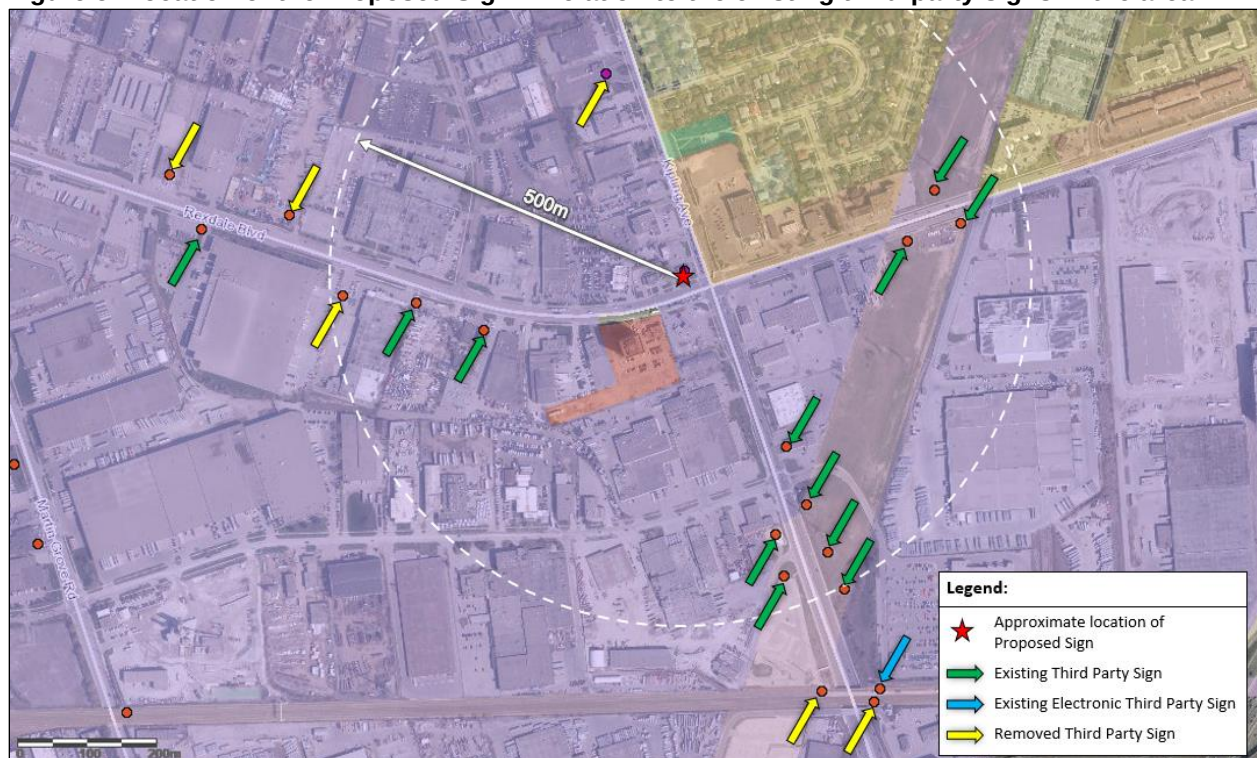


Concerning the properties situated around 155 metres to the northeast of the Proposed Sign, in the R and RA Sign Districts, the Applicant has informed, and staff has confirmed that the view of the Proposed Sign would be substantially obstructed by the above mentioned existing vacant building, which is situated between the residential area and the Proposed Sign.

With respect to the RA and OS Sign District approximately 180 northeast of the Proposed Sign, the Applicant proposed to display the sign faces in a “V-shape” configuration, directing the displays of the Proposed Sign away from those sensitive land sign districts. To further mitigate any light spillage, the Applicant has proposed the conditions that, should a variance be granted, the Proposed Sign shall operate at a maximum level of 150 NITS between sunset and sunrise, and shall be supplemented by shielding technology. In the submissions, the Applicant provided a lighting impact report prepared by Media Resources Inc. (the "Lighting Impact Report"), to demonstrate that the impacts of the Proposed Sign, subject to the “V-shape” configuration and the proposed conditions, on the Residential and Open Space areas should be minimal.

The predominantly light industrial and/or commercial nature of this area makes it a suitable location for third-party sign billboards. As depicted in Figure 5, there are at least ten other third-party signs within 500 metres of the Proposed Sign’s location. As such, the Proposed Sign will not be introducing a new sign class to the area. These existing signs are static billboards, each located more than 150 metres away from the Proposed Sign, which meets the Sign By-law’s separation requirements to prevent sign clutter.

Figure 5: Location of the Proposed Sign in relation to the existing third-party signs in the area



Based on the Applicant’s submission materials and staff investigation, the CBO is satisfied that the Proposed Sign would be compatible with the development of the premises and surrounding area and that this criterion has been met.

Section 694-30A(3): The Proposed Sign supports Official Plan objectives for the subject premises and surrounding area

The Subject Premises is currently designated as a General Employment Areas in the Official Plan. Employment Areas are places of business and economic activity,

encompassing a wide array of uses such as manufacturing, warehousing, distribution, research and development facilities, utilities, media facilities, parks, hotels, retail outlets, restaurants and small-scale stores and services that serve these businesses and workers.

The Subject Premises houses a single-storey, multi-tenant commercial building, aligning with the Sign District and the Official Plan's designation for the property. The neighboring areas are characterized by buildings of similar function and low-rise constructions.

The CBO agrees that the operation of a third party sign is a commercial activity and that it does not conflict with the Policy Statement 2.2.4 2 b) in Chapter 2 of the Official Plan which states that:

Employment Areas will be used exclusively for business and economic activities in order to: ... b) protect and preserve Employment Areas for current and future business and economic activities

The area surrounding the Subject Premises is covered with Employment Area within the Official Plan to the north, south and west (see Figure 6). The CBO agrees that the location of the Proposed Sign within a predominantly Employment Area is in line with the Official Plan designation.

Figure 6: Official Plan Land Use Designation and Secondary Plan (130 REXDALE BOULEVARD)



The Zoning By-Law is the primary way in which the City implements its Official Plan. The Zoning By-Law governs the built form of the city in a way that is consistent with the Official Plan objectives for properties throughout the city. Non-compliance with the applicable Zoning By-Law could be an indicator that the Proposed Sign does not support the Official Plan objectives for the premises, particularly objectives that are

intended to guide built form and the mitigation of impacts through separation distances from adjacent properties or land uses.

Based on staff investigation, the Subject Premises falls under the Zoning By-law 569-2013 and is designated as Employment Industrial Zone (E). The permitted uses in an E zone include a wide variety of industrial and commercial uses, consistent with what is generally found in Employment Sign Districts and with the predominant character and function of other uses in the area. Based on the requirements of Zoning By-law, the Proposed Sign meets the setbacks required by the City's applicable section.

The property to the east of the Proposed Sign's location formerly housed a Canadian Tire store and Auto Centre Services and the building is currently vacant. Although the land is designated as Mixed Use in the Official Plan and under Zoning By-law 569-2013 as Commercial Residential (CR), staff research has confirmed that the area is also regulated by Site Specific Exception CR 1135. This exception subjects the land to certain prevailing by-laws that amended its classification to Limited Commercial, restricting its use to specific commercial types: retail stores, service stations, funeral homes, office buildings, automobile sales outlets, public garages, and banks.

This means that to allow for uses that could be sensitive to the Proposed Sign, such as residential, the property on the east side of Kipling Avenue would need to undergo a site-specific amendment to the bylaw. As the day of this report, staff have not identified any applications to redevelop the area. Therefore, based on staff's investigation, no sensitive land use is planned for that property in the foreseeable future.

The Applicant's submission materials in addition to staff investigation provide sufficient information to confirm that the Proposed Sign is in line with several of the Official Plan objectives for 130 Rexdale Boulevard and the surrounding area. As such, the CBO is of the opinion that this criterion has been established.

Section 694-30A(4): The Proposed Sign does not adversely affect adjacent premises

The land use and built form of the Subject Premises is consistent with the E Sign District designation where it is located: low-rise buildings with light industrial and commercial uses. Staff identified that within 250 metres of the location of the Proposed Sign there are E, CR, RA, R and OS Sign Districts (see Figure 4). As mentioned previously, E Sign Districts are areas within the city which permit industrial and commercial uses and specifically designated in the Sign By-law to accommodate third-party electronic ground signs like the Proposed Sign.

The Applicant has requested a variance to position the Proposed Sign closer than 60 metres to the CR Sign District, and to face the CR, RA, R and OS Sign Districts located within 250 metres to the east and northeast of the Proposed Sign's location.

The land identified as CR Sign District is currently occupied by a low-rise commercial building, which does not contain, and currently does not allow for, any residential or other sensitive land uses. As for the R and RA Sign Districts, located approximately 155 metres to the northeast of the Proposed Sign's location, the Applicant has informed, and

staff has confirmed, that the view of the Proposed Sign would be mostly, if not completely, obstructed by an existing building which is situated between the residential area and the Proposed Sign.

Figure 7: Existing barrier between Proposed Sign and residential area 155m to the northeast

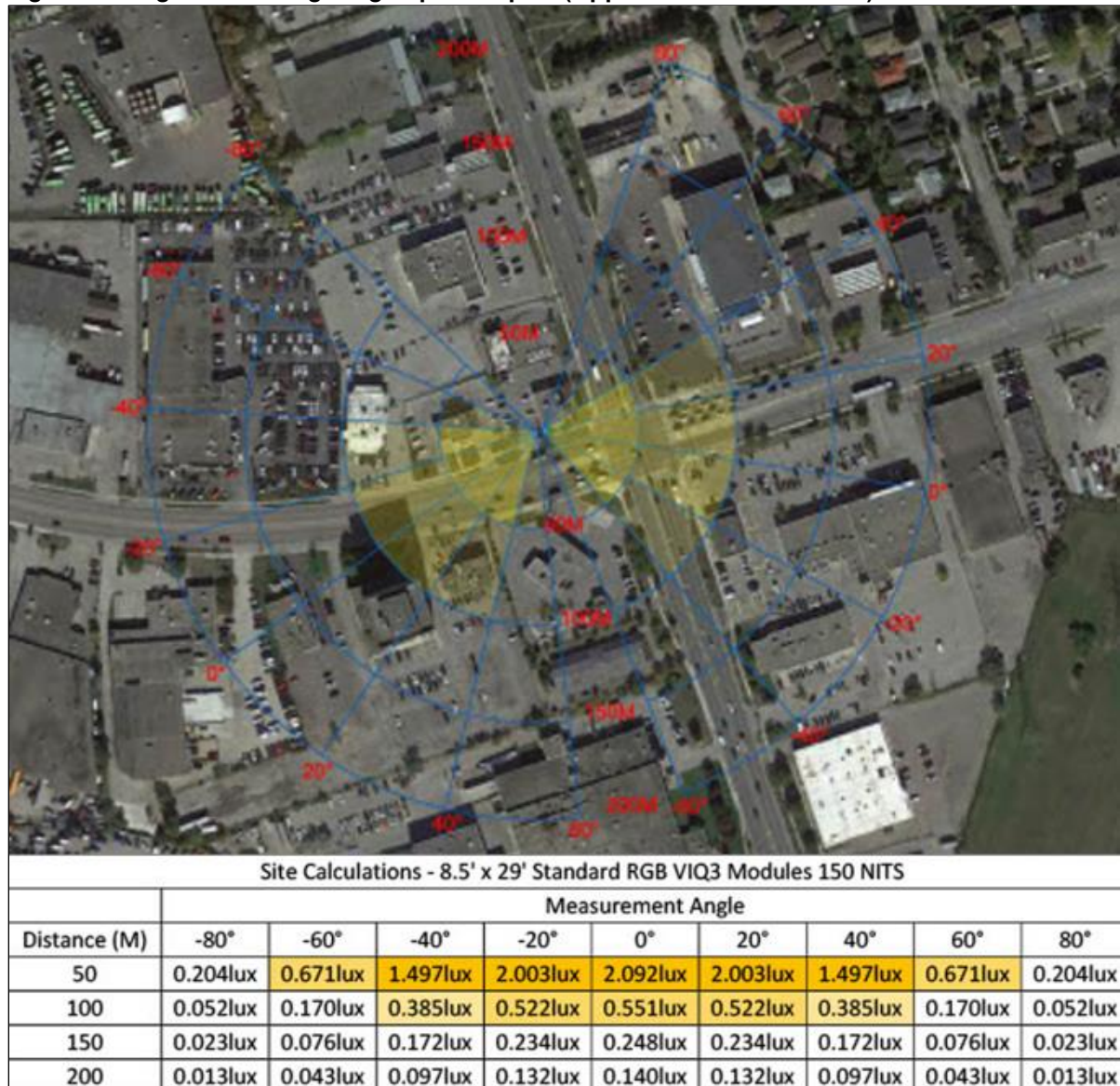


With respect to the OS and RA Sign Districts to northeast of the Proposed Sign, approximately 180 metres and 215 metres respectively, the Applicant proposed that the sign faces of the Proposed Sign be configured in a “V-shape” configuration, to be facing away from these sensitive land uses. As part of the submissions, the Applicant has also provided the Lighting Impact Report, indicating no impacts from the light emitted by the Proposed Sign should be expected on these properties (see Figure 8).

To further mitigate any light spillage, the Applicant has proposed two conditions should variances be granted: 1) that the sign displays operate at a maximum level of 150 NITS between sunset and sunrise, which is 50% of what is currently permitted in the Sign By-Law; and 2) that the Proposed Sign incorporates shielding technology to minimize the chances of the sign faces being visible from the sensitive lands to the northeast.

The Applicant has also noted the presence of the Existing Roof Sign on the Subject Premises, which, according to the Applicant, operates with older technology and achieves brightness levels significantly higher than the proposed 150 NITS. As the Existing Roof Sign was permitted prior to the Sign By-law in force, such sign is not required to comply with the illumination requirements set out in 694-18, such as illumination levels and time-of-day regulations. As the installation of the Proposed Sign is contingent on the removal of the Existing Roof Sign, the impacts on the surrounding area should not increase.

Figure 8: Diagram from Lighting Impact Report (Applicant's Submissions)



Based on the information provided in the Applicant's Submission materials and staff investigation, there is sufficient evidence to confirm that the Proposed Sign, subject to the proposed conditions, should have no adverse effects on adjacent premises. Therefore, the CBO is of the opinion that this criterion has been established.

Section 694-30A(5): The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety

The City's Sign By-law regulations are designed to ensure that there are no adverse impacts on public safety for signs which meet the requirements. These regulations are designed to work in conjunction with other regulations which would also apply to signs. The current criterion is intended to ensure that variances are not granted where they would result in signs that would have adverse impacts on public safety.

The Sign By-law has requirements for signs not to be within a "Visibility Zone" – defined as the area within three metres of the outermost points of a vehicular ingress or egress of a property where it intersects with a street. The Proposed Sign will be located entirely outside this prohibited zone for signs. While the Proposed Sign is located in proximity to sidewalks and roadways, it is the CBO's opinion that it would not be situated in proximity to sidewalks, roadways, or driveways in a manner that could create impact on pedestrian or traffic safety.

The Proposed Sign shall also be professionally designed and installed in accordance with the Ontario Building Code requirements. As such, staff do not believe that any issues related to public safety are foreseeable with the construction of the Proposed Sign.

Although there are concerns about driver distraction, the City has existing regulations to adequately address the potential for adverse safety impacts for all signs, including signs displaying electronic static copy (e.g. set back from intersections, distance from street lines, and pedestrian triangles). According to the submissions, the Proposed Sign meets the setback requirements outlined in Chapter 694 of the Toronto Municipal Code. The site survey indicated that the Proposed Sign would be located approximately 30 metres away from the closest intersection controlled by traffic lights and it does not obstruct any sight triangles for vehicular traffic.

Even though no variance is sought concerning the separation requirements from a controlled intersection, due to its proximity to the intersection of Rexdale Boulevard and Kipling Avenue and the "V-shape" arrangement, Transportation Services Division was consulted and confirmed to have no traffic safety concerns arising from the Proposed Sign.

With electronic signs that change from one message to the next, shorter message durations may result in drivers being more likely to observe a change in the message being displayed, which may result in a higher likelihood that a driver would glance at it for a longer duration. The Proposed Sign would comply with the Sign By-law provisions for a message duration of 10 seconds between changes in copy, this regulation is intended to perform many functions, including reducing the potential for driver distraction, to a reasonable level.

It is the opinion of staff that, based on the review of the available information, the Proposed Sign does not raise a reasonable basis for any concern around public safety arising from the Proposed Sign. As such, the CBO is of the opinion that this criterion has been established.

Section 694-30A(6): The Proposed Sign is not 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 criterion has been established.

Section 694-30A(7): The Proposed Sign does not alter the character of the premises or surrounding area

As already mentioned, the Proposed Sign is located in an E Sign District, which permits electronic ground signs such as the Proposed Sign. The Subject Premises currently contains one double-sided third party roof sign, which would be removed as a condition of approval should the variance be granted for the Proposed Sign. Roof signs are a prohibited sign type according to the Sign By-law in force since 2010, however the Existing Roof Sign was approved and erected before the Sign By-law was enacted.

Currently there are at least ten existing third party ground signs along Kipling Avenue and Rexdale Boulevard, within a radius of 500 metres from the Proposed Sign's location, containing static copy. There is also one electronic ground sign, displaying electronic static copy located approximately 640 metres to the southeast along Kipling Avenue, on the railway corridor. The presence of third party signs on the area is consistent with the Sign By-law provisions, as areas designated as E Sign Districts within the City were specifically set out in the Sign By-law to contain third party signs such as the Proposed Sign.

In addition, removing the Existing Roof Sign as a condition of the Proposed Sign's approval helps to establish compatibility with the premises by removing a currently prohibited sign type and introducing a permitted sign type at the Subject Premises.

Regarding possible clutter due to the presence of a first party ground sign on the Subject Premises, staff's research confirmed that the Subject Premises already contains one third-party and one first party signs. Both the Existing First Party Sign and the Existing Roof Sign are currently oriented towards the east and west directions and are situated merely 15 metres apart.

The Applicant has proposed as a condition for the approval of the Proposed Sign, to relocate the Existing First Party Sign from the southern frontage of the Subject Premises to the eastern frontage, for which a permit has already been secured. This relocation would result in a significantly reduced correlation between the two new signs compared to the existing ones. This is due to the fact that the signs, which belong to different classes, would be positioned on different streets, decreasing clutter on the south frontage of the property along Rexdale Boulevard. The sign faces of the Proposed Sign would be oriented to an approximately easterly and westerly directions, whereas the sign faces of the relocated first party sign would be directed towards north and south, targeting different audiences. Additionally, the separation distance between the signs would increase. In the staff's view, the erection of the Proposed Sign along with the presence of a first party ground sign on the Subject Premises, as long as the condition is met, will not add to sign clutter.

Figure 9: Mock-up of the Proposed Sign on the Subject Premises after existing signs' removal



Based on staff investigation and the Applicant's materials, the Proposed Sign will not be introducing any sign class that is not currently found on the Subject Premises or surrounding area, and as a result, will not alter the character of the premises and surrounding area. Therefore, the CBO is of the opinion that this criterion has been established.

Section: 694-30A(8): The Proposed Sign is not contrary to the public interest

The Proposed Sign will comply with many of the mandatory requirements of Chapter 694 that apply to all third party electronic ground signs, where permitted in E Sign Districts, specifically in terms of: the maximum height, area, setback from an intersection, setback of the street, as well as the requirement for use of renewable energy, message duration and transition (i.e. no distracting visual effects such as scrolling, flashing, blinking or full-motion video), illumination and time-of-day regulations.

In compliance with Chapter 694-30.F, notices concerning the current sign variance application have been served to the Councillor of the ward and the surrounding community. As of this report's date, staff has not received any objections from the community and a letter from the Councillor was submitted in support of the application.

The Proposed Sign would be located so that a few properties in the CR, RA, R and OS Sign Districts fall within the display zone. The property designated as a CR sign district around 40 metres to the east of the Proposed Sign, does not contain, and is not currently allowed to contain, any residential or other sensitive land uses that could be affected by the Proposed Sign. The existing vacant building on this land, designated CR sign district, obstructs substantially the visibility of the Proposed Sign from the residential areas situated in the R and RA Sign Districts around 155 metres northeast of the Proposed Sign.

To reduce the visibility of the Proposed Sign from Frost Park and the residential area located roughly 180 metres northeast, the Applicant is requesting a variance to display

the sign faces in a “V-shape” configuration. This configuration would aim the faces of the Proposed Sign away from the sensitive land sign districts. Staff believes that this approach, combined with the proposed conditions of operating the Proposed Sign at 150 NITS between sunset and sunrise, and the inclusion of shielding technology on the electronic displays, should minimize negative effects from the Proposed Sign on neighboring properties.

Moreover, the fact that most of the properties surrounding the Subject Premises are designated employment areas makes the area an appropriate location for third party signs’ billboards. Since the Proposed Sign would not cause any significant impacts on the surrounding and that it would not be introducing any sign type that is not already existing in the area, it is staff’s opinion that the Proposed Sign will not be contrary to the public interest.

Therefore, it is the CBO's opinion that the Applicant's submission documents along with City of Toronto staff’s research provide sufficient information to confirm that this criterion has been established.

CONCLUSION

The Applicant's submitted materials, when combined with the additional information obtained by research and investigation by staff, provided sufficient information for the CBO to form the opinion that it has been established that the Proposed Sign has met all required eight criteria for approval of the requested variances, subject to the noted conditions. As such, the CBO is supportive of the Sign Variance Committee granting the requested variances, each subject to six conditions.

CONTACT

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Email: Fernanda.Patza@toronto.ca; Tel: 416-392-6987

SIGNATURE

Ted Van Vliet
Project Director, Business Transformation and Citywide Priorities
Toronto Building

ATTACHMENTS

Attachment 1 – Description of Sign, Requested Variances and Required Conditions
Attachment 2 – Applicant's Submission Package