

Application for four Variances, Each Subject to Two Conditions, Respecting One Third-party Electronic Ground Sign at 1987 Kipling Avenue

Date: October 2, 2024

To: Sign Variance Committee

From: Project Director, Business Transformation and Citywide Priorities, Toronto Building

Wards: Etobicoke North (1)

SUMMARY

PATTISON Outdoor Advertising LP (the "Applicant") has made an application for four variances, each subject to two conditions, required to allow the Chief Building Official ("CBO") to issue a sign permit for one third-party electronic ground sign with four sign faces, displaying both electronic static copy and static copy (the "Proposed Sign") at 1987 Kipling Avenue (the "Subject Premises").

The Proposed Sign would be located along the western frontage of the Subject Premises, contain four sign faces, two on each side of the sign, and would be perpendicular to, and viewed by, traffic travelling northbound and southbound along Kipling Avenue.

The Proposed Sign would have a maximum height of 10.0 metres above grade and is proposed to contain a combination of third-party electronic static copy on sign faces measuring 3.03 metres by 5.91 metres with a total sign face area of 17.90 square metres; and first party static copy on sign faces measuring 1.50 metres by 2.70 metres with a total sign face area of 4.05 square metres. To allow the CBO to issue a sign permit, the Proposed Sign requires variances to sections 694-22E, 694-25C(2)(a), 694-25C(2)(g) and 694-25C(2)(j) of the Sign By-law, each variance would be subject to two conditions. The Proposed Sign, the requested variances and the proposed conditions are further described in Attachment 1 to this report.

After reviewing the Applicant's submissions and with additional investigation by City staff, the CBO has determined that there are not sufficient reasons to conclude that the eight required criteria in §694-30A of the Sign By-law have been established with respect to the two variances, subject to two conditions, as described further in Attachment 1.

RECOMMENDATIONS

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

1. The Sign Variance Committee refuse to grant the variances to sections 694-22E, 694-25C(2)(a), 694-25C(2)(g) and 694-25C(2)(j), each subject to two conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign, as further described in Attachment 1 to this report.

FINANCIAL IMPACT

There are no current or known financial implications associated with the recommendations contained in this report.

DECISION HISTORY

SB11.4 - Application for Four Variances, Each Subject to Six Conditions, Respecting One Third-party Electronic Ground Sign - 130 Rexdale Boulevard

At the meeting of September 6, 2024, the Sign Variance Committee decided to grant the four requested variances, each subject to six conditions, required to allow for the erection of a third-party electronic ground sign on the premises municipally known as 130 Rexdale Boulevard.

(<https://secure.toronto.ca/council/agenda-item.do?item=2024.SB11.4>)

ISSUE BACKGROUND

Table 1- Summary of Requested Variances:

Section	Requirement	Requested Variances
§ 694-22E	A third-party electronic sign, as permitted by Subsections 694-25A(2), C(2), D(3), D(4), 694-26I(1), (2), and (3) shall not be erected within 150 metres of any other lawful third-party sign, whether or not erected.	The proposed sign would be located 89 metres to the north and 125 metres to the northeast of existing third-party signs.

§ 694-25C(2)(a)	An E – Employment Sign District may contain a third-party electronic ground sign, provided the maximum sign face area shall not exceed 20 square metres.	The sign face area of the Proposed Sign would be 21.95 square metres.
§ 694-25C(2)(g)	An E – Employment 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; or on a street which forms an intersection with the street on which the sign is located.	There is one other third-party electronic ground sign within 500 metres of the Proposed Sign, located approximately 367 metres to the south; and a variance has been granted for a third-party electronic ground sign 283 metres to the north, along 130 Rexdale Boulevard.
§ 694-25C(2)(j)	An E – Employment Sign District may contain a third-party electronic ground sign, provided the sign shall have no more than two sign faces.	The proposed sign would contain four sign faces, two displaying third-party electronic static copy and two displaying first party static copy.

If granted, each of the four requested variances, would be subject to the following conditions:

- 1) Any and all existing first party ground signs located on the Subject Premises shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;
- 2) Any and all existing third-party signs located on the Subject Premises shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign.

Sign Attributes and Site Context:

The Proposed Sign would be located to the east of Kipling Avenue and to the north of Bethridge Road. It will consist of a combination of third-party electronic static copy on two sign faces, each with a vertical measurement not exceeding 3.03 metres and a horizontal measurement not exceeding 5.91 metres, with a sign face area of 17.90 square metres; and first party static copy on two sign faces, each with maximum dimensions of 2.70 metres for the vertical measurement and 1.50 metres for the horizontal measurement, with a sign face area of 4.05 square metres.

There is an existing single-storey building located on 1987 Kipling Avenue, occupied by various commercial tenants. The Subject Premises currently has one third-party roof sign, with two faces, displaying static copy, which is proposed to be removed as a

condition of variances being granted for the Proposed Sign. There is also a first party ground sign, containing two sign faces and displaying static copy, in a location similar to the Proposed Sign. If the variances are granted, the existing first party ground sign would also be removed, and a portion of the Proposed Sign would be made available to identify the occupants of the Subject Premises.

Figure 1: Existing Signs on the Subject Premises



The Subject Premises is designated as an Employment ("E") Sign District, located in Ward 1 – Etobicoke North. As can be noted in Figure 2, the premises surrounding 1987 Kipling Avenue to the north, west and south are also designated as E Sign Districts. The lands to the east are designated Utility ("U") Sign District.

Figure 2: Location of the Proposed Sign and the Surrounding Area on Sign District Map



Surrounding premises:

North: Employment Sign District (place of assembly and worship)

East: Utility Sign District (hydro corridor)

West: Employment Sign District (low-rise light industrial building)

South: Employment Sign District (parking lot)

COMMENTS

Applicant Information:

The Applicant has stated that they have been authorized by the owner of the property municipally known in the year of 2024 as 1987 Kipling Avenue to apply for four variances, each subject to two conditions, required to allow for a permit to be issued for one third-party electronic ground sign with four sign faces, displaying electronic static copy and static copy, as further described in Attachment 1.

Application Background:

The Proposed Sign would be located on the west frontage of the Subject Premises, perpendicular to Kipling Avenue, targeting commuters travelling in the northerly and southerly directions. The requested variances are subject to two conditions which would require any other first party ground signs and third-party signs on the Subject Premises to be removed.

The Proposed Sign would have a height of 10.0 metres, and would contain four sign faces in total with two third-party sign faces displaying electronic static copy and two first party sign faces displaying static copy. The combination of the sign face area of all sign faces on each side would be 21.95 square metres. The Proposed Sign is described further in Attachment 1.

Community Consultation:

The CBO has adopted a practice of engaging in enhanced consultation processes concerning variance applications proposing electronic signs. Notice required by the City's Sign By-law was provided to premises within a 250-metre radius of the Subject Premises, advising about the proposal. The CBO also held and informed the public of a virtual Community Consultation meeting.

The Community Consultation meeting was scheduled for the evening of September 24, 2024. No one attended the community consultation meeting, and as of the date of this report, no comments or concerns have been received from the public.

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

The Sign By-law has eight mandatory criteria for evaluating a sign variance application. According to §694-30A, the Proposed Sign must meet all eight criteria to have a variance from the Sign By-law approved. The Sign Variance Committee must assess the Proposed Sign based on the information from the parties before it and decide if it meets all eight criteria.

The CBO has determined that, based on the information submitted by the Applicant and investigation by City staff, a sufficient basis has not been provided 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

City staff have confirmed that the Subject Premises is in an Employment Sign District, which allows third-party signs. The CBO has also confirmed, based on the Applicant's submission materials, that the Proposed Sign belongs to the third-party sign class, as it would advertise, promote, or direct attention to things that are not available or related to the premises where the Proposed Sign would be installed.

Therefore, the CBO believes that this criterion has been met.

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

The property at 1987 Kipling Avenue is designated as an E Sign District. E Sign Districts are areas within the city permitted in the Sign By-law to accommodate third-party electronic ground signs, like the Proposed Sign. The Subject Premises contains a one-storey building with multiple commercial tenants. The properties immediately surrounding the Subject Premises are mostly comprised of single-storey buildings with commercial or light industrial uses, and utility corridors. The uses identified on the Subject Premises and surrounding areas are generally compatible with what would be expected to be found in lands designated E and U Sign Districts.

Staff research has confirmed that there are no uses that would be considered of sensitive nature, such as residential, near the Proposed Sign. Therefore, the Proposed Sign should not cause any significant impacts on surrounding properties.

The Subject Premises currently features one third-party roof sign with two faces displaying static copy, and one first-party ground sign with two faces also displaying static copy, collectively referred to as the "Existing Signs." The removal of these Existing Signs is proposed as a condition for granting variances for the Proposed Sign. A portion of the Proposed Sign would be allocated to identify the occupants of the Subject Premises. The Proposed Sign is intended to replace the Existing Signs with a single

structure that includes multiple sign faces, totaling 21.95 m² of sign face area on each side. This represents a reduction of nearly 3.0 m² in total sign face area compared to the current condition. Despite this reduction, the new sign would still exceed the 20 m² maximum permitted size for third-party electronic ground signs in an E Sign District, necessitating a variance for sign face area. Staff agree that reducing the number of signs from two to one and decreasing the total sign face area could reduce sign clutter on the Subject Premises.

Figure 3: Adjacent Properties Uses



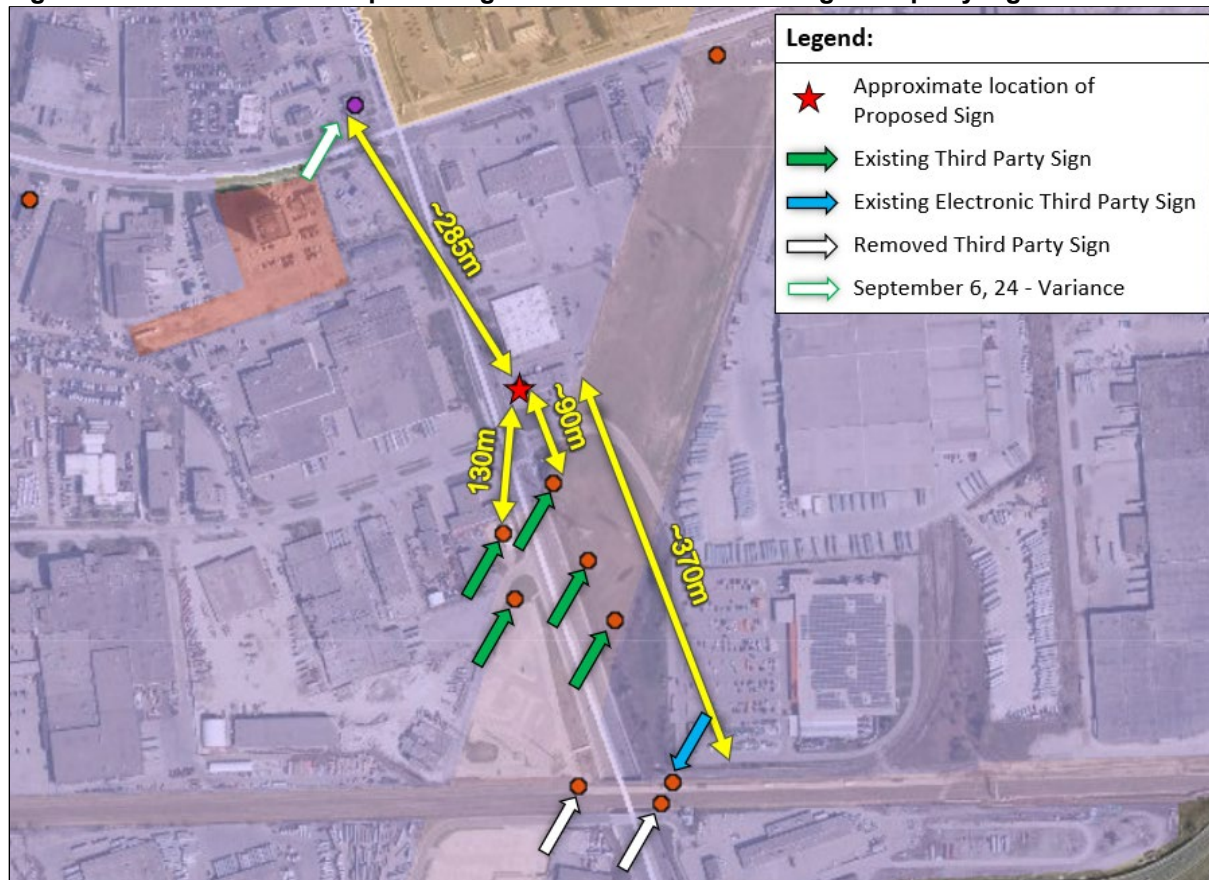
Historically, several third-party ground signs have been present along Kipling Avenue, between Rexdale Boulevard and Highway 409 (see Figure 4). This section of Kipling Avenue is predominantly surrounded by commercial and industrial properties, making it a suitable location for third-party billboards such as the Proposed Sign. However, the concentration of third-party signs within 500 meters of the Proposed Sign's location raises concerns about sign clutter in the surrounding area. The Applicant is seeking a variance to place the Proposed Sign within 150 meters of two existing third-party signs displaying static copy and within 500 meters of an existing third-party electronic ground sign. The Applicant contends that the existing third-party signs and the Proposed Sign would not be visible simultaneously due to physical barriers, achieving the objectives of the separation requirements of the Sign By-law.

Staff investigation indicates that multiple sign faces would likely be visible simultaneously, despite existing barriers. The overall number of third-party signs in the area would not decrease, as such the Proposed Sign would not effectively reduce sign clutter in the area.

Furthermore, the proposal to replace the current static copy roof sign with an electronic ground sign displaying electronic static copy would necessitate an increased separation

requirement between third-party signs, as stipulated by the Sign By-law. This implies that an electronic third-party sign is considered to have a higher impact than a static copy sign. Given that the proposal would be introducing a sign type that requires greater separation than the existing condition, staff is of the opinion that the Proposed Sign could contribute to sign clutter and not be compatible with the surrounding area.

Figure 4: 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 not satisfied that the Proposed Sign would be compatible with the development of the premises and surrounding area and that this criterion has been met.

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

The property at 1987 Kipling Avenue is designated as a General Employment Area within the Official Plan. The surrounding lands are also predominantly covered with Employment Areas within the Official Plan (see Figure 5). Employment Areas are places of business and economic activity and include 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 Property is also subject to Site and Area Specific Policy 29 – Lester B. Pearson International Airport Operating Area. This Site and Area Specific Policy generally prohibits residential and other sensitive land uses in the area.

The Subject Premises houses a single-level, multi-tenant light industrial/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

Figure 5: Land Use Plan – 1987 Kipling Avenue



The Zoning By-Law is the primary way in which the City implements its Official Plan, it 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 an Employment Industrial Zone. 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. Based on the requirements of Zoning Bylaw, the Proposed Sign would meet the setbacks required by the City's applicable section.

The Applicant's submission materials in addition to staff investigation provide sufficient information to confirm that the Proposed Sign supports several of the Official Plan objectives for 1987 Kipling Avenue and the surrounding area. As such, the CBO is of the opinion that this criterion has been established.

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

The Subject Premises falls within an E Sign District, which allows third-party electronic ground signs. Staff have confirmed that the Subject Property is surrounded by E Sign Districts to the immediate north, south and west, and by U Sign District to the east (see Figure 2).

The property at 1987 Kipling Avenue contains a one-storey building with commercial uses. The properties to the west, north and south of the Proposed Sign's location are predominantly occupied by single-storey buildings with commercial and/or industrial uses. The immediate property to the east is a hydro corridor (Figure 3).

The Applicant has stated, and staff has confirmed, that none of these adjacent properties contain any sensitive land uses, such as Residential, Open-Space or Institutional uses. As such, the Proposed Sign Should have no adverse impacts on these properties.

The closest sign district deemed sensitive is a CR sign district located 255 metres to the north. The distance between the Proposed Sign and the CR sign district meets the 250-metre separation requirement in the Sign By-law. Moreover, staff's investigation revealed that this property does not contain any sensitive use that could be affected by the Proposed Sign.

In the submissions, Applicant informed that there is one development application located south of the Subject Premises at 1983 Kipling Avenue, which is for a five-storey self-storage facility and would not be impacted by the Proposed Sign. Any other development applications are well beyond the 250-metre facing requirement set out in the Sign By-law for sensitive land uses. Staff research revealed an application for 6 Namco Road which would be also for a building containing commercial use, as such would not be affected by the Proposed Sign.

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

Figure 6: Google Map – Overview of Subject Premises and Surrounding Areas



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.

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). The Proposed Sign meets the setback requirements outlined in Chapter 694 of the Toronto Municipal Code. The Proposed Sign is located more than 30 metres away from the closest intersection controlled by traffic lights and it does not obstruct any sight triangles for vehicular traffic. While no variance is sought to reduce the separation requirements from an intersection, as the Proposed Sign would be placed in proximity to an intersection controlled by traffic lights, Transportation

Services Division was consulted and confirmed to have no concerns regarding traffic safety 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.

The Proposed Sign shall also be professionally designed and installed in accordance with 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.

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.

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.

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

The Applicant's submitted materials along with City staff's investigation, confirmed that the Proposed Sign is located in an E Sign District, which permits third-party electronic ground signs. This extent of Kipling Avenue is mostly commercial and industrial in nature, making it a suitable location for third-party billboards.

Currently, the Subject Premises hosts one first-party ground sign and one third-party roof sign. The existing ground sign has a sign face area of 6.28 m² per side, and the roof sign has a sign face area of 18.6 m² per side, totaling 24.88 m². The Proposed Sign would replace these with a single structure featuring multiple sign faces, with a total sign face area of 21.95 m², resulting in a reduction of nearly 3.0 m² in sign face area. The Proposed Sign will not be introducing a sign class that is not currently found on the Subject Premises and would not be changing the character of the area in this respect.

The submissions indicate that most businesses along the east and west sides of Kipling Avenue have first-party ground signs, and some exceed the 20 m² maximum permitted size. For instance, the ground sign at 1735 Kipling Avenue has a sign face area of

32.75 m², and the one at 2141 Kipling Avenue has a sign face area of 22.14 m². The Proposed Sign is only 10% larger than the maximum permitted size for a third-party electronic ground sign in an E Sign District.

Figure 7: Applicants Rendering of the Proposed Sign



Staff agree that reducing the total number of signs on the Subject Premises from two to one, combined with the reduction of sign face area, would result in an overall reduction in sign clutter on the Subject Premises. In terms of the sign face area, the aggregate sign face area of the first and third-party faces at each side of the sign structure would be 21.95 square metres which exceeds the 20 square metres permitted by the Sign By-law. However, the third-party sign face area at each side of the sign structure is 17.90 square metres which is less than the sign face area permitted by the Sign By-law for third-party electronic ground signs.

There are several other third-party signs along Kipling Avenue within 500 metres of the Proposed Sign's location (see Figure 4). These signs have been present along this section of Kipling Avenue for several decades. Although the presence of third-party signs may be used to assess the character of an area, the number of signs in proximity to the Proposed Sign raises concerns about sign clutter in the surrounding area.

The Applicant is seeking a variance to place the Proposed Sign within 150 meters of two existing third-party signs displaying static copy. The nearest of these signs is approximately 89 meters south of the Subject Premises. According to the application supporting documents, the closer sign is heavily obstructed by mature trees and built structures, such as buildings and first-party signs, resulting in limited visibility for southbound traffic on Kipling Avenue. The other third-party ground sign, located approximately 125 meters southwest of the Proposed Sign, is similarly obstructed by first-party ground signs and natural barriers, which according to the submissions, would ensure that only one third-party ground sign is visible at any given time.

Additionally, there is a third-party electronic ground sign within 500 meters, triggering a second variance concerning the separation between third-party electronic signs. The Applicant's submissions indicate that these signs will not be visible simultaneously due to numerous physical barriers. There is also the potential for an electronic third-party ground sign to be placed 283 meters north of the Proposed Sign's location on 130 Rexdale Boulevard. This was not identified in the submissions, as the application was received before the Sign Variance Committee meeting on September 6, 2024, when variances for this sign were granted.

Staff disagrees with the Applicant's view. Staff investigations revealed that, despite the existing barriers or obstructions, multiple sign faces in the area are likely to be visible simultaneously (see Figure 8). While the existing barriers or obstructions may prevent southbound commuters from seeing more than one sign face at a time, the signs located less than 150 meters from the Proposed Sign would be visible to pedestrians and northbound traffic. Moreover, the existing third-party roof sign is set back further from the property line, whereas the Proposed Sign would be closer and more visible from Kipling Avenue.

Figure 8: Google Street View – Proposed Sign in relation to Existing Signs



The current third-party roof sign displays static copy and replacing it with an electronic sign type would necessitate increased separation requirements between third-party signs according to the Sign By-law. This is an indicator that third-party electronic signs are considered more impactful than a static copy sign. Staff is of the opinion that there would be no reduction in the overall number of third-party signs or sign faces, nor a significant reduction in total sign face area of advertisement, to justify replacing the existing static copy roof sign with an electronic ground sign, which would have potentially more impacts and greater visibility. Although the Proposed Sign may not increase the area of third party sign copy, as it would be replacing existing signs on the Subject Premises, it does not contribute to the reduction of the existing sign clutter in the area, which is an objective of the Sign By-law by imposing separation distances between third-party signs.

The Applicant also asserts that requiring the removal of the existing third-party roof sign as a condition for granting the variances for the Proposed Sign aligns with the higher-level objectives of the Sign By-law. However, staff believes that while the removal of a prohibited sign is desirable, introducing a new sign which does not meet the Sign By-law requirements, in an area already saturated with signs, would not improve the immediate surroundings.

The Applicant submitted a letter indicating that since 2020, Pattinson has constructed 9 new sign structures, compared to the removal of 82 sign structures citywide during the same period. They also stated their intention to remove two additional structures in Ward 1 by 2024, showcasing their role in the reduction of sign clutter on the Ward and citywide. While staff acknowledges the reduction in the number of third-party signs, there is no correlation between these removals and the immediate vicinity of the Proposed Sign that would effectively mitigate clutter concerns along this section of Kipling Avenue.

Given the above, it is the CBO's opinion that the submissions do not sufficiently demonstrate that the Proposed Sign would not alter the character of the premises and surrounding area. Therefore, the CBO is of the opinion that this criterion has not been established.

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

The Proposed Sign would 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, configuration, 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.

The application is seeking a variance to exceed the number of sign faces and maximum sign face area permitted in E Sign Districts. The Proposed Sign would be displaying two sign faces on each side, one of which would be displaying first party static sign copy, and one of which would be displaying electronic static third-party sign copy. The total sign face area of each side of the Proposed Sign would exceed the maximum 20 m² permitted by only 1.95 m². Staff consider the request to exceed in less than 10% the permissible sign face area is relatively modest, and the size of the Proposed Sign would be compatible with those of other signs in the surrounding area.

Staff believe, even though the Proposed Sign would have four sign faces, because of the two conditions requiring the removal of the existing third-party roof sign and the existing first ground sign, there would be a reduction on the total number of signs on the Subject Premises. This would result in an overall reduction in sign clutter on the Subject Premises.

However, there are several other third-party signs along Kipling Avenue within 500 meters of the Proposed Sign's location. While the presence of these signs may be used

to some extent to assess the character of an area, the number of third-party signs in proximity to the Proposed Sign raises concerns about sign clutter.

The Applicant is seeking variances to reduce the separation distance required between third-party signs. The Proposed Sign would be placed within 150 meters of two existing third-party signs displaying static copy, and within 500 meters of at least one third-party electronic ground sign. The Applicant claims these signs won't be visible simultaneously due to existing physical barriers, however, staff believes that, despite any obstructions, multiple sign faces may be visible simultaneously, specially once the Proposed Sign's is placed closer to Kipling Avenue than the existing roof sign on the Subject Premises (see Figure 8).

Even with the conditions requiring the removal of existing signs on the Subject Premises, the overall number of third-party signs or sign faces would not decrease, nor would there be a significant reduction in the total area of advertisement in the vicinity. While a third-party roof sign currently exists on the Subject Premises, the Proposed Sign, being electronic, would necessitate a greater separation distance from other third-party signs. This implies that the Proposed Sign is considered under the Sign By-law to have a greater impact than the existing third-party roof sign. Consequently, staff believe that the Proposed Sign, being more visible and impactful, would not be compatible with, and would alter the character of, the surrounding area, by contributing to sign clutter in an area already saturated with signs.

Therefore, in the CBO's opinion, the Applicant has failed to establish the Proposed Sign will not be contrary to the public interest, and this criterion has not been met.

CONCLUSION

The Applicant's submitted materials, even when combined with staff additional information obtained by research and investigation, has not 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. As such, the CBO is not supportive of the Sign Variance Committee granting the requested variances.

CONTACT

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SIGNATURE

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

ATTACHMENTS

Attachment 1 – Description of Sign, Requested Variances and Conditions

Attachment 2 – Applicant's Submission Package