

**Application for Three Variances, subject to Three Conditions,  
Respecting One Third Party Electronic Ground Sign;  
and One Variance subject to no Conditions, Respecting  
Another Existing Third Party Electronic Ground Sign**

9 Hanna Avenue

February 2, 2024

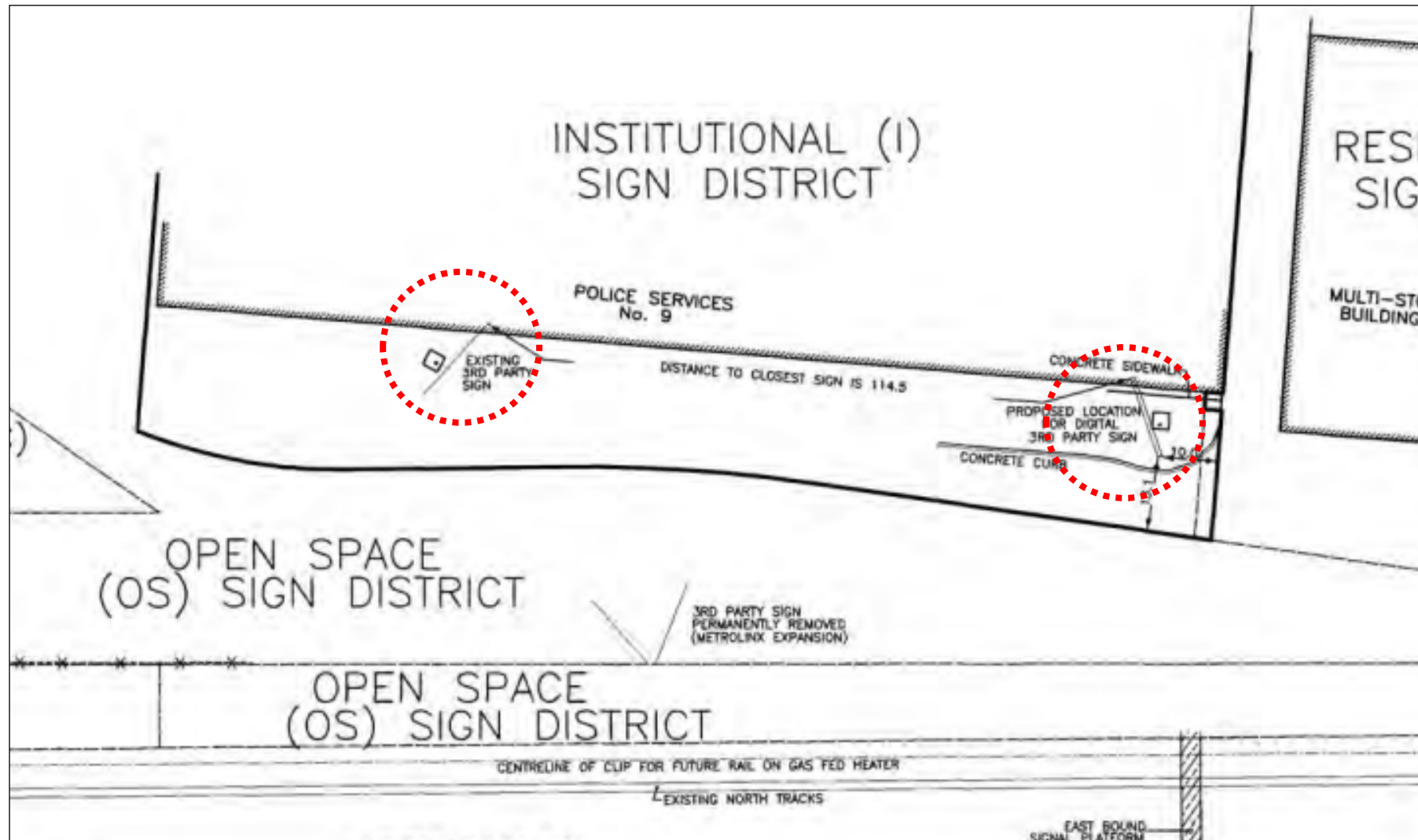
# Existing Sign Description

<b>Sign Type</b>	Electronic Ground Sign
<b>Sign Copy Type</b>	Electronic Static Copy
<b># of Sign Faces</b>	One sign face
<b>Sign Location</b>	South frontage
<b>Face Orientation</b>	South-easterly direction
<b>Sign Face Dimensions (width x length)</b>	8.53 metres vertically x 17.07 metres horizontally
<b>Sign Face Area / height</b>	146.0 square metres / max 25 metres

# Proposed Sign Description

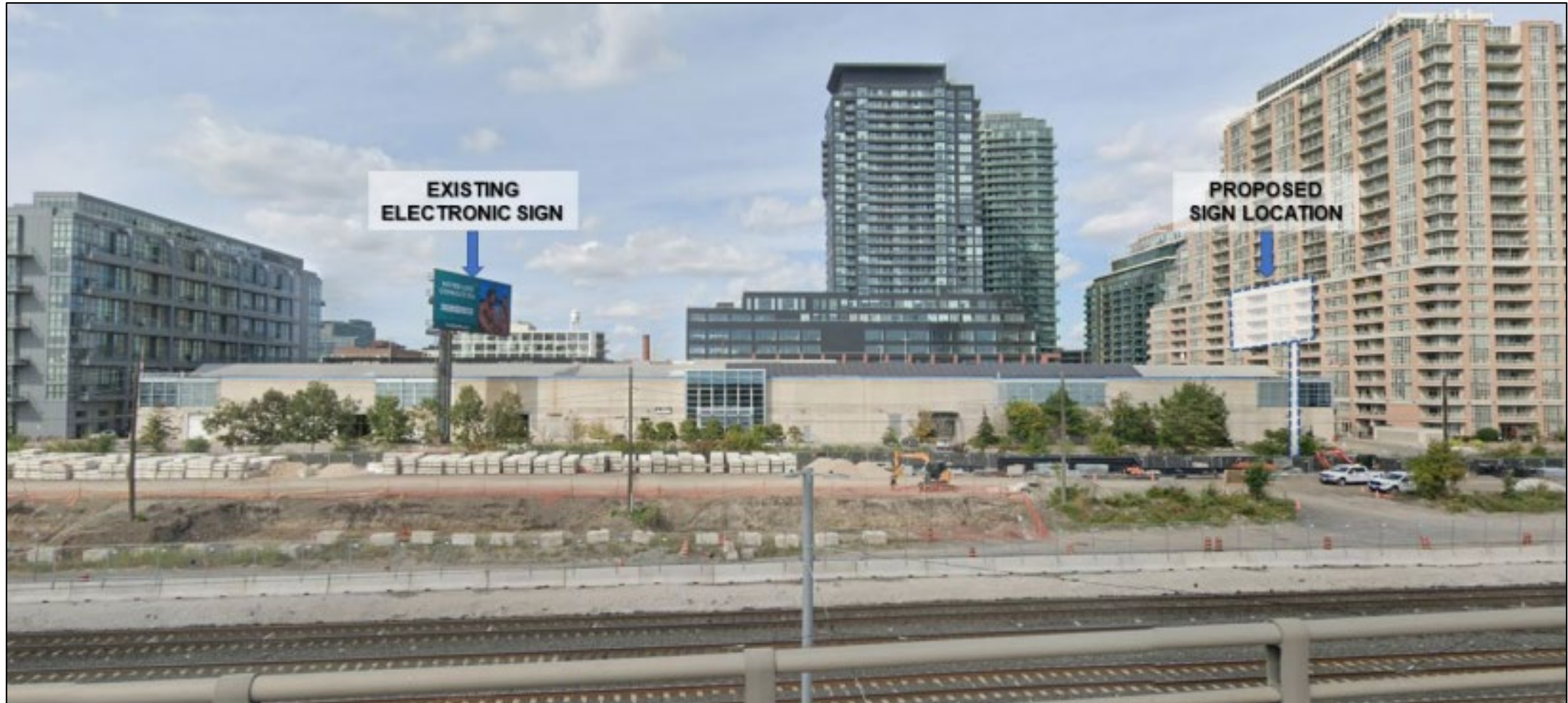
<b>Sign Type</b>	Electronic Ground Sign
<b>Sign Copy Type</b>	Electronic Static Copy
<b># of Sign Faces</b>	One sign face
<b>Sign Location</b>	South frontage
<b>Face Orientation</b>	South-westerly direction
<b>Sign Face Dimensions (width x length)</b>	8.53 metres vertically x 17.07 metres horizontally
<b>Sign Face Area / height</b>	145.61 square metres / max 25 metres

# Location of Proposed and Existing Signs



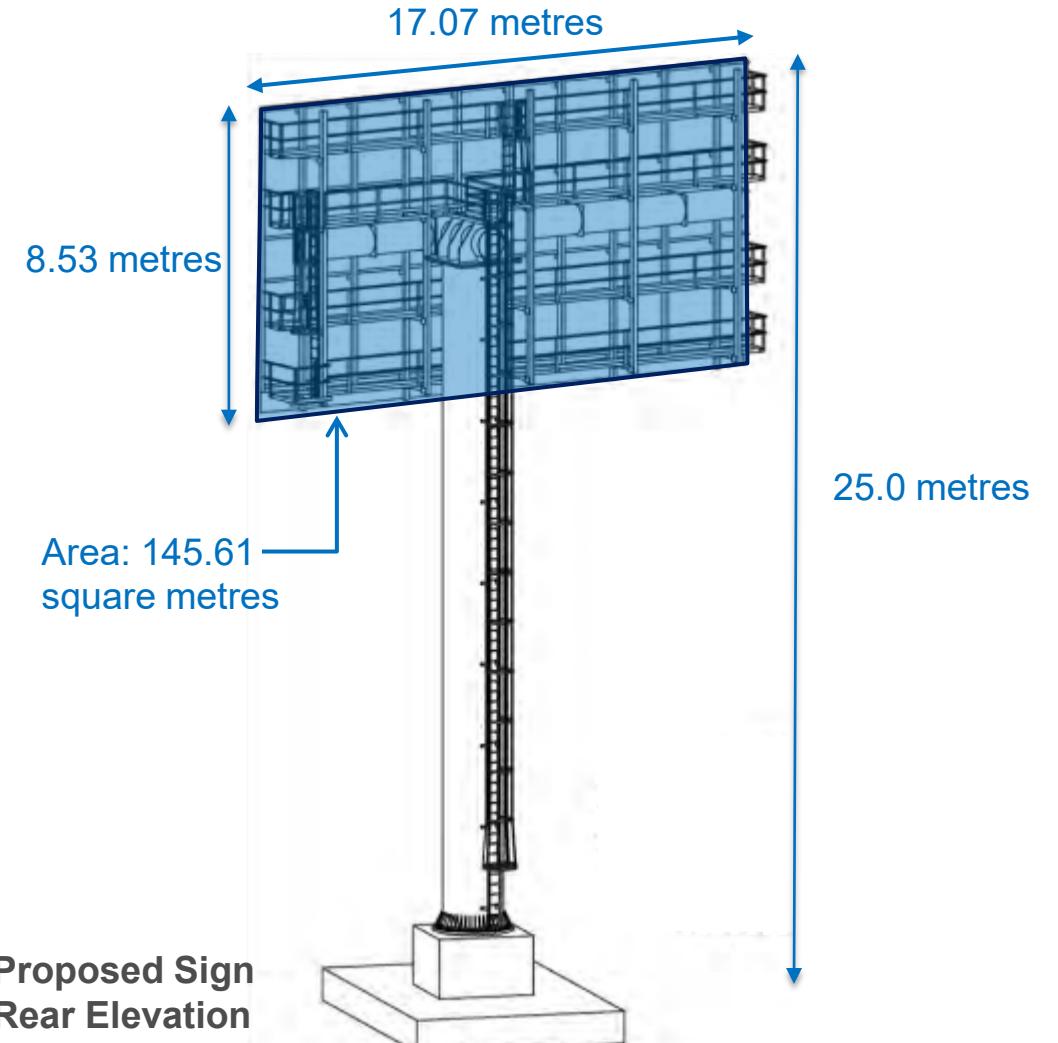
Site Survey

# Location of Proposed and Existing Signs

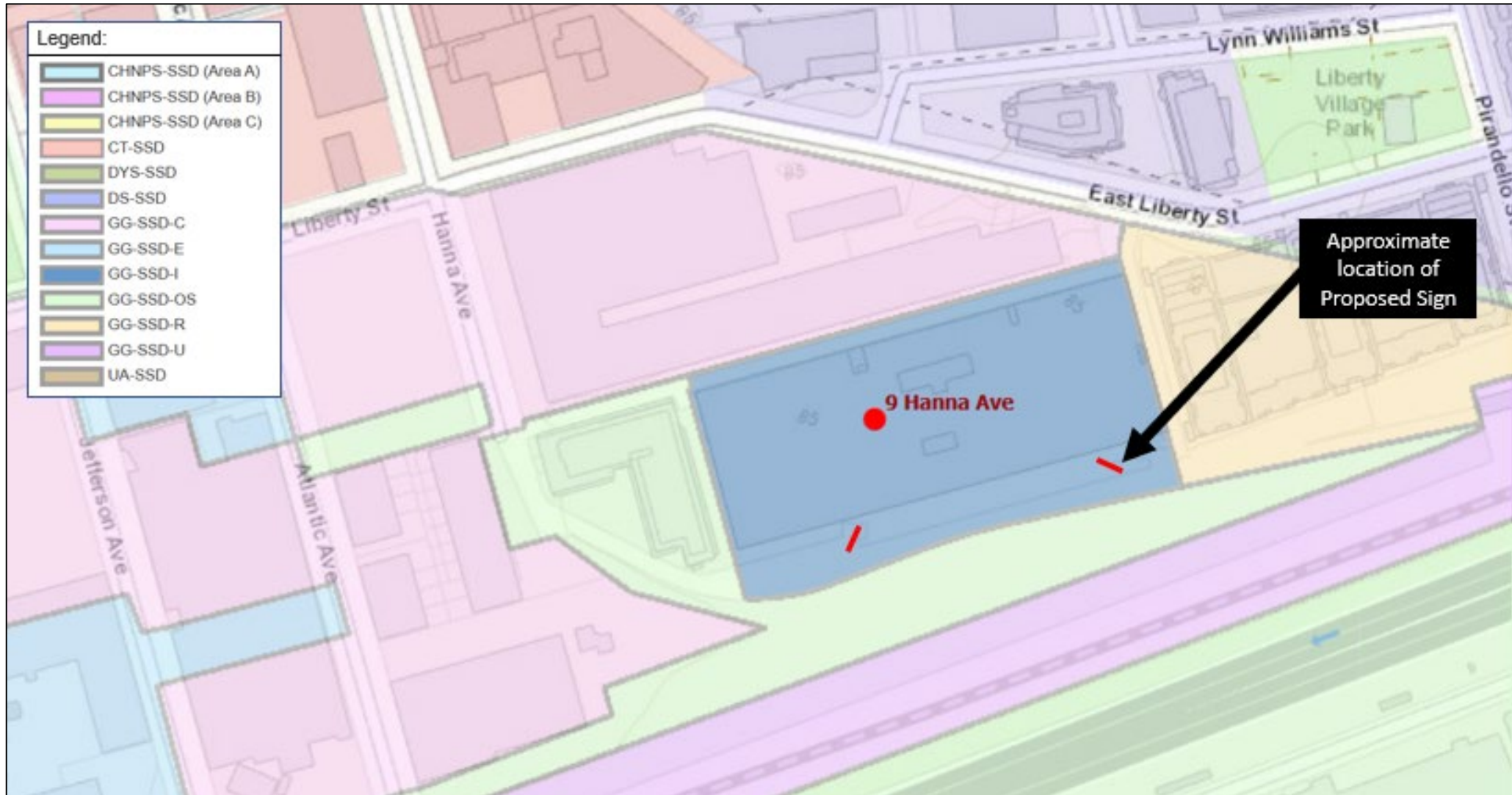


# Proposed Sign Description

Proposed Sign Render



# Sign District Designation



Sign District Map

# Requested Variances – Existing Sign

Sign By-Law Reference	Requirement	Proposal
<b>Subsection 2(BB)(1)(k) of Schedule B, to Chapter 694</b>	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.

# Requested Variances – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694-26.1(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
§ 694-26.1(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 height of the Proposed Sign would be 25.0 metres.
§ 694-26.1(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.

# Required Conditions respecting the Proposed Sign

<b>Condition 1</b> for all three variances	The illumination of the Proposed Sign shall not exceed 200 NITS between sunset and sunrise.
<b>Condition 2</b> for all three variances	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.
<b>Condition 3</b> for all three variances	The Proposed Sign's sign face shall be oriented to face in a south-westerly direction.

# Sign Variance Criteria – Established Criteria

**694-30A(1)** - The Proposed Sign belongs to a sign class permitted in the Sign District.

- Third party signs are permitted in Gardiner Gateway Special Sign District

**694-30A(2)** - In the case of a third party sign, the Proposed Sign is of a sign type permitted in the Sign District.

- Electronic ground signs are permitted in Gardiner Gateway Special Sign District.

**694-30A(7)** - The Proposed Sign will not be a sign prohibited by §694-15B.

- The proposed sign would not be a sign prohibited as described in §694-15B.

# Sign Variance Criteria – Established Criteria

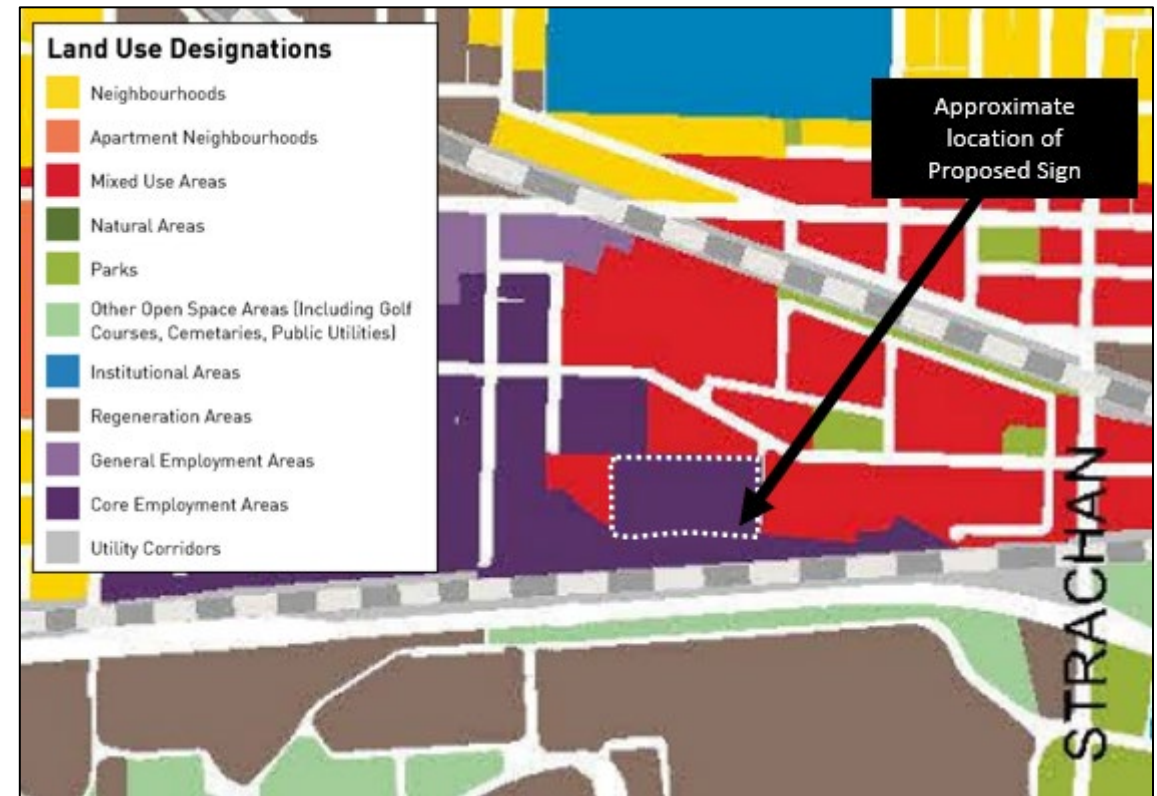
**694-30A(3):** The Proposed Sign is not compatible with the development of the premises and surrounding area.

- The property is located within Gardiner Gateway Special Sign District (GG-SSD) which permits third party electronic ground signs.
- The Proposed Sign would be almost three times larger and ten metres taller than permitted in the GG-SSD
  - The proposed dimensions are in the range of other third-party electronic signs nearby.
  - The Proposed Sign is similar in size and height to the existing third party electronic ground signs in the Subject Premises
- The Proposed Sign It would be located approximately 22m away from a tall residential building to the east and 115 metres from the Existing Sign.
- The Proposed Sign is likely to affect the surrounding areas, impacting views from some units or creating shadows.
- The Applicant's submissions do sufficiently demonstrate how a second large electronic sign would be compatible with the Subject Premises and surrounding area.

# Sign Variance Criteria – Established Criteria

**694-30A(4)** - The Proposed Sign does not support Official Plan objectives for the subject premises and surrounding area.

- The subject premises is designated as a Core Employment Area within the Official Plan, which are areas for various business and economic activities
- The Proposed Sign is compliant with the setbacks required by the City's applicable Zoning By-Law
- The Applicant has not provided sufficient information to determine how the presence of both the Proposed Sign and the Existing Sign, as altered, in comparison to the presence of the Existing Sign alone, would advance or otherwise support the Official Plan objectives.



Toronto Official Plan

# Sign Variance Criteria – Established Criteria

**694-30A(5)** - The Proposed Sign will adversely affect adjacent premises.

- The area surrounding the Subject Premises is mostly comprised of commercial and residential buildings, with high-rise residential located on the east, west, and north of the Subject Premises.
- The Proposed Sign would not face or project light towards the east. It would be located approximately 200 meters away from the residential building to the west, 115 metres to the east of the Existing Sign and would face in a south-westerly direction.
- The community has raised concerns regarding the Proposed Sign's illumination and reported that the Existing Sign casts light onto a nearby residential building.
- To mitigate potential impacts in the surrounding, the Applicant proposed the following conditions:
  - The illumination levels of the Proposed Sign remain below 200 nits from sunset to sunrise, representing a reduction of approximately 30 percent from the Sign By-law requirement of 300 Nits.
  - The Proposed Sign shall be constructed with light shielding technology.

# Sign Variance Criteria – Established Criteria

**694-30A(5)** - The Proposed Sign will adversely affect adjacent premises.

- Applicant provided Additional Submissions to address concerns regarding illumination.
- Light study 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
- Light study does not consider the cumulative impacts of both the Existing Sign and the Proposed Sign.

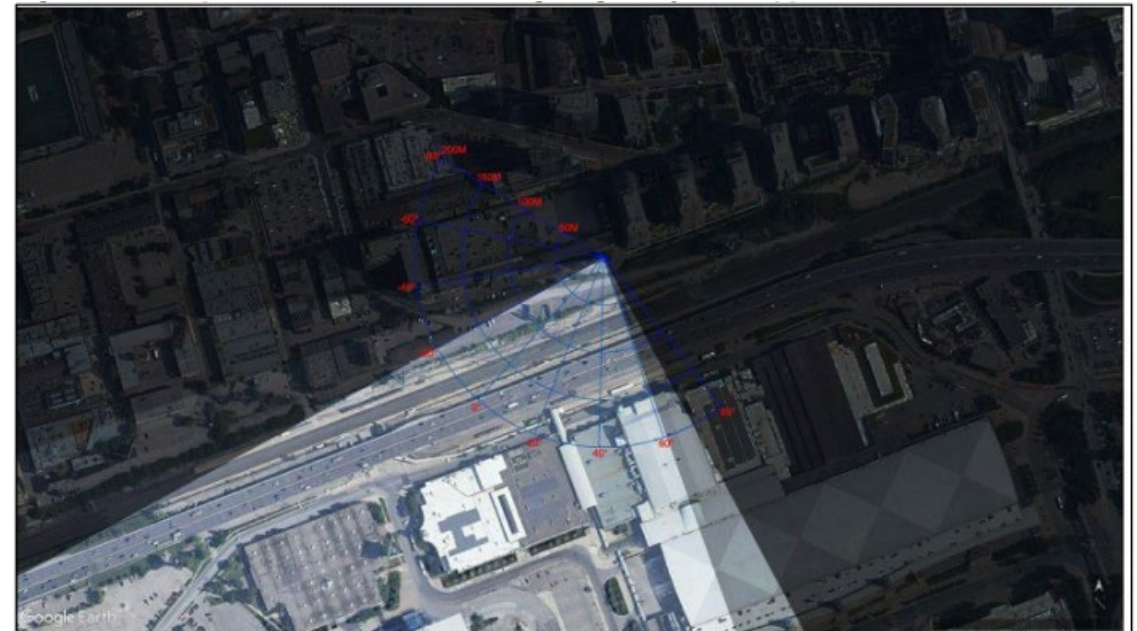


Figure 6. Site satellite photo overlay of distances and angles from proposed digital billboard site.

Site Calculations - 150NITS Left Blocking									
Distance (M)	Measurement Angle								
	-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 Sitaline Modules.

Light Study – Applicant's Submission

# Sign Variance Criteria – Established Criteria

**694-30A(6)** - The Proposed Sign will not adversely affect public safety, including traffic and pedestrian safety.

- The proposed sign meets the Sign Bylaw requirements:
  - Located more than 30 metres from the closest traffic controlled intersection.
  - Does not obstruct any sight triangles for vehicular traffic.
  - Not located within the visibility zone.
  - Complies with the Sign By-law provisions for message duration and transition.
- Traffic safety and driver's distraction:
  - The presence of large electronic signs along this portion of the F.G. Gardiner Expressway is permitted by the Sign Bylaw and has been well established; as such, the Proposed Sign would not introduce any new risks to the area.

# Sign Variance Criteria – Established Criteria

**694-30A(8)** - The Proposed Sign will alter the character of the premises or surrounding area.

- The property is located within Gardiner Gateway Special Sign District (GG-SSD) which permits third party electronic ground signs.
- The Proposed Sign would be almost three times larger and ten metres taller than permitted in the GG-SSD
  - The proposed dimensions are in the range of other third-party electronic signs nearby, including the existing third party electronic ground signs on the Subject Premises.
- The permission for the Existing Sign was granted by a Sign By-law Amendment adopted by City Council in 2016, with conditions:
  - The other signs on the premises should be removed
  - Not more than one third party ground sign was permitted in the area.
  - Sign should have lower brightness levels.

# Sign Variance Criteria – Established Criteria

**694-30A(8)** - The Proposed Sign will alter the character of the premises or surrounding area.

- Due to Metrolinx expansions, there was a reduction of advertising faces in the GG-SSD, which led to a reduction in visual clutter along F.G. Gardiner Expressway
- However, Applicant's submission does not explain how:
  - The Proposed Sign along with the Existing Sign will not contribute to sign clutter on the Subject Premises.
  - Proposed Sign aligns with the council's vision for the Subject Premises to contain only one third party electronic ground sign.
- Applicant has not 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.

# Sign Variance Criteria – Established Criteria

**694-30A(9):** The Proposed Sign will be contrary to the public interest.

- GG-SSD Sign District permits the third party ground signs, however not at the size or height of the Proposed Sign.
- Site-specific regulations for 9 Hanna Avenue envision it as a premises with only one third party electronic ground sign. Applicant did not provide sufficient information to indicate how:
  - Erecting a new sign will not contribute to sign clutter on the Subject Premises.
  - Proposed Sign along with the Existing would align with the council's vision for the Subject Premises
- Although conditions might mitigate the adverse impacts on adjacent premises, it was not established that the cumulative impacts of the Proposed Sign and/or the Existing Sign, as altered, would not adversely affect adjacent premises.
- It is the CBO's position that applicant has not provided sufficient information to support a conclusion that the Proposed Sign is not contrary to the public interest.

# Conclusion and CBO Recommendation

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

The Sign Variance Committee **refuse** the requested variances, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign; and as required to allow for the issuance of a permit respecting the alteration, erection and display of the Existing Sign, at the property municipally known as 9 Hanna Avenue.

**QUESTIONS?**