



Application for Three Variances, Respecting One Third Party Electronic Ground Sign

590 Wilson Avenue

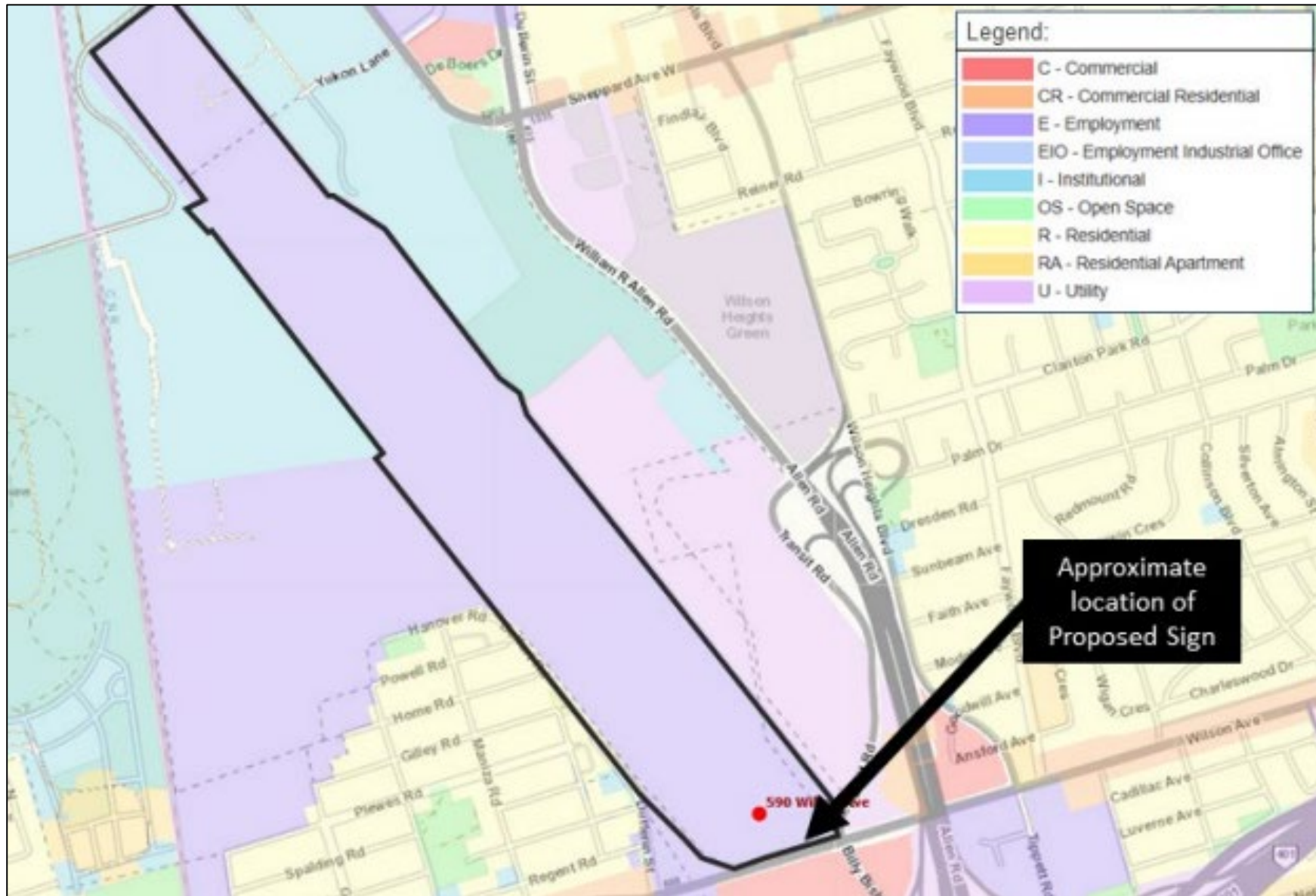
February 2, 2024

Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two sign faces in a back-to-back configuration
Sign Location	South frontage
Face Orientation	East and Westerly directions
Sign Face Dimensions (width x length)	2.91 metres vertically x 5.80metres horizontally
Sign Face Area / height	16.88 square metres / max 7.62 metres

Sign District Designation

Sign District Map



Requested Variances – Proposed Sign

Sign By-Law Reference	Requirement	Proposal
§ 694-24.A(14)	A third party sign shall not be erected or displayed or caused to be erected or displayed in whole or in part within 400 metres of any limit of any portion of Highway 401 contained within the municipal boundaries of the City.	The Proposed Sign would be located approximately 260 metres from Highway 401 access ramp.
§ 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 200 metres from the CR sign district, and it would be facing such district.
§ 694-25.C(2)(g)[1]	An Employment "E" Sign District may contain a third party electronic ground sign, provided the sign be located a minimum of 500 metres from any other third party electronic sign located on the same street.	The Proposed Sign would be located approximately 390 metres from a third party electronic sign located on the same street.



Sign Variance Criteria – Established Criteria

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

- Third party signs are permitted in an Employment Sign District

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

- Electronic ground signs are permitted in the Employment 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 the Employment Sign District (E) which permits third party electronic ground signs, at a height and size consistent with the Proposed Sign.
- The subject Premises is surrounded by E, I and R Sign Districts to the west, a C Sign District to the south, an I Sign District to the north and a U Sign District to the east
 - Only the E, U, C and CR sign districts will be located within 250 metres of the location of the Proposed Sign
 - E, U, C sign districts typically permit third party signs
 - The CR sign district is occupied by the Wilson Subway Station
 - Most of the vicinity is comprised by low-rise buildings with light industrial and commercial uses.



Sign Variance Criteria – Established Criteria

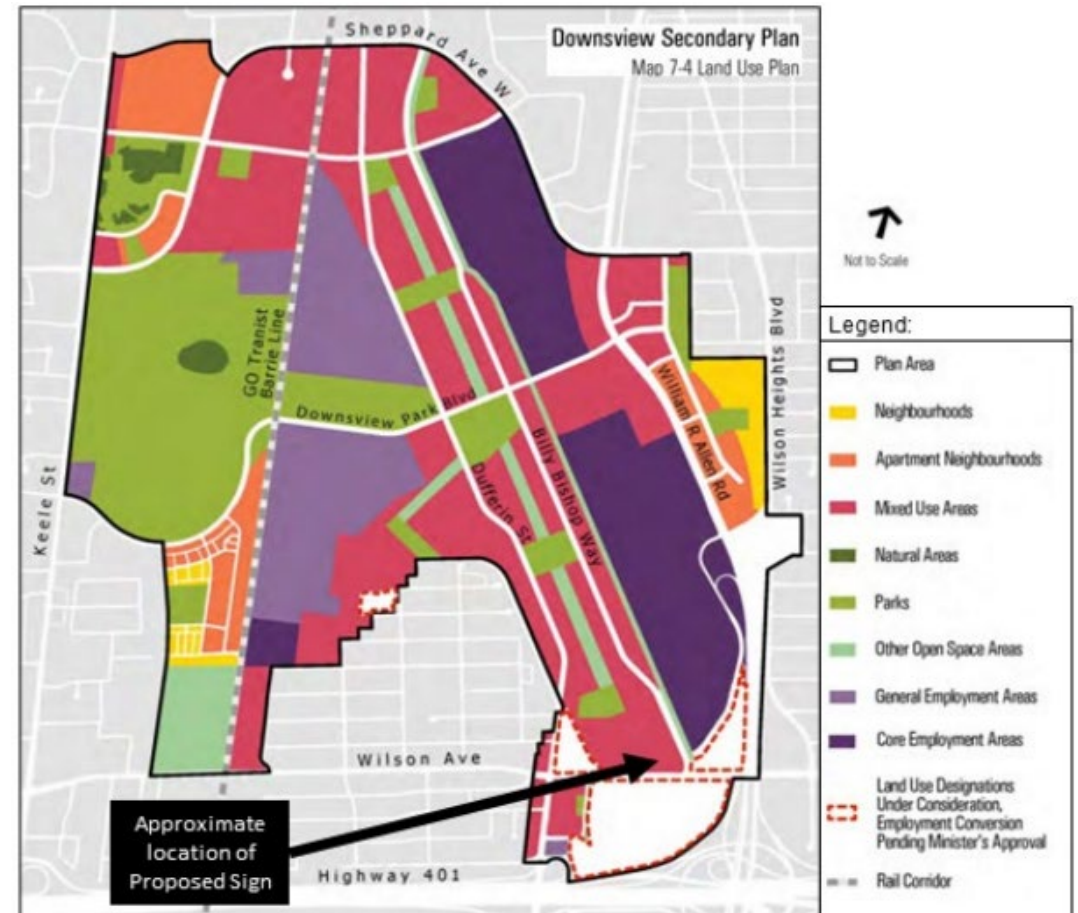
694-30A(3): The Proposed Sign is not compatible with the development of the premises and surrounding area, because:

- The Subject Premises is undergoing a study for the development of the Downsview area after Bombardier ceases its operations.
- Land use will significantly change from employment to mixed-use.
- The Proposed Sign may be incompatible with the future development of the Subject Premises, despite not contravening near-future plans.
- Third-party sign permits are issued for five years, however variances, if granted could permit the Proposed Sign for an extended period despite the five-year time period on sign permits.
- Applicant has not provided sufficient information to demonstrate that the Proposed Sign would be compatible with the future development of the Subject Premises.

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 proposed property is designated as a Core Employment Area within the Official Plan, which are areas for various business and economic activities
- It is also regulated by Downsview Secondary Plan.
- In May 2023, City Council adopted the draft plan of the area re-development
- While the Proposed Sign may not conflict with near-term development, uncertainty surrounds future site development, which may include sensitive land uses.



Sign Variance Criteria – Established Criteria

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

- The subject Premises is surrounded by E, I and R Sign Districts to the west, a C Sign District to the south, an I Sign District to the north and a U Sign District to the east
- Premises within the E, U, C sign districts are permitted to contain third party electronic signs.
- The CR sign district within 250 metres of the location of the Proposed Sign is occupied by the Wilson Subway Station
- Within 250 metres of the Proposed Sign's location there are no Residential, Institutional, or Open Space uses, which would be considered of sensitive nature.





Sign Variance Criteria – Established Criteria

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

- Based on the Downsview Secondary Draft Plan's mixed-use designation of the area where the Proposed Sign is to be located, the Proposed Sign may adversely affect the potential future development of the premises.
- The future development of the Subject Premises could contain residential or other sensitive land uses, which could be impacted by the Proposed Sign.
- Although the Proposed Sign may not conflict with any near-term development, it was not established that the Proposed Sign will not adversely affect the adjacent premises, particularly given the future development of the Subject Premises,



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.
- The Proposed Sign meets the OBC requirement for minimum clearance.
- The Sign By-law prohibits third party signs from being erected within 400 metres of any limits of the Highway 401, and the Proposed Sign would be located approximately 260 metres from the on-ramp of Highway 401 on Allen Road
- Applicant's submission has provided sufficient information to demonstrate that the sign will have little relationship with the Highway.



Sign Variance Criteria – Established Criteria

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

- The property is located within the Employment Sign District (E) which permits third party electronic ground signs, at a height and size consistent with the Proposed Sign.
- The subject Premises is surrounded by E, I and R Sign Districts to the west, a C Sign District to the south, an I Sign District to the north and a U Sign District to the east
- Premises within the E, U, C sign districts are permitted to contain third party electronic signs.
- The CR sign district within 250 metres of the location of the Proposed Sign is occupied by the Wilson Subway Station
- Most of the vicinity is comprised by low-rise buildings with light industrial and commercial uses.
- Within 250 metres of the Proposed Sign's location there are no Residential, Institutional, or Open Space uses, which could be considered of sensitive nature.

Sign Variance Criteria – Established Criteria

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

- There is currently one existing third party electronic ground sign within 500 metres from the Proposed Sign's location, along Wilson Avenue.
- Staff confirmed that there the Existing Sign and the Proposed Sign would not be legible at the same time.
- The Proposed Sign will not be introducing a sign type that is not currently found on the surrounding area and will not alter the character of the premises and surrounding area.





Sign Variance Criteria – Established Criteria

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

- The Proposed Sign will comply with the provisions set out in the Sign By-law in terms of: height, size, setbacks from the property and from an intersection, requirement for use of renewable energy, message duration and transition, illumination and time-of-day regulations.
- The Applicant was able to demonstrate that the Proposed Sign will not be visible from the Highway 401 and will have little relationship with the existing third party electronic ground sign located less than 500 metres from the Proposed Sign's location.
- There is an ongoing study for the re-development of the land where the Proposed Sign would be located, which will not commence until at least 2028.
- The Applicant's reference to the five-year sign permit term acknowledges the potential incompatibility of the Proposed Sign and the longer term development of the Subject 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** to grant the requested variances, 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 590 Wilson Avenue.

QUESTIONS?