

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

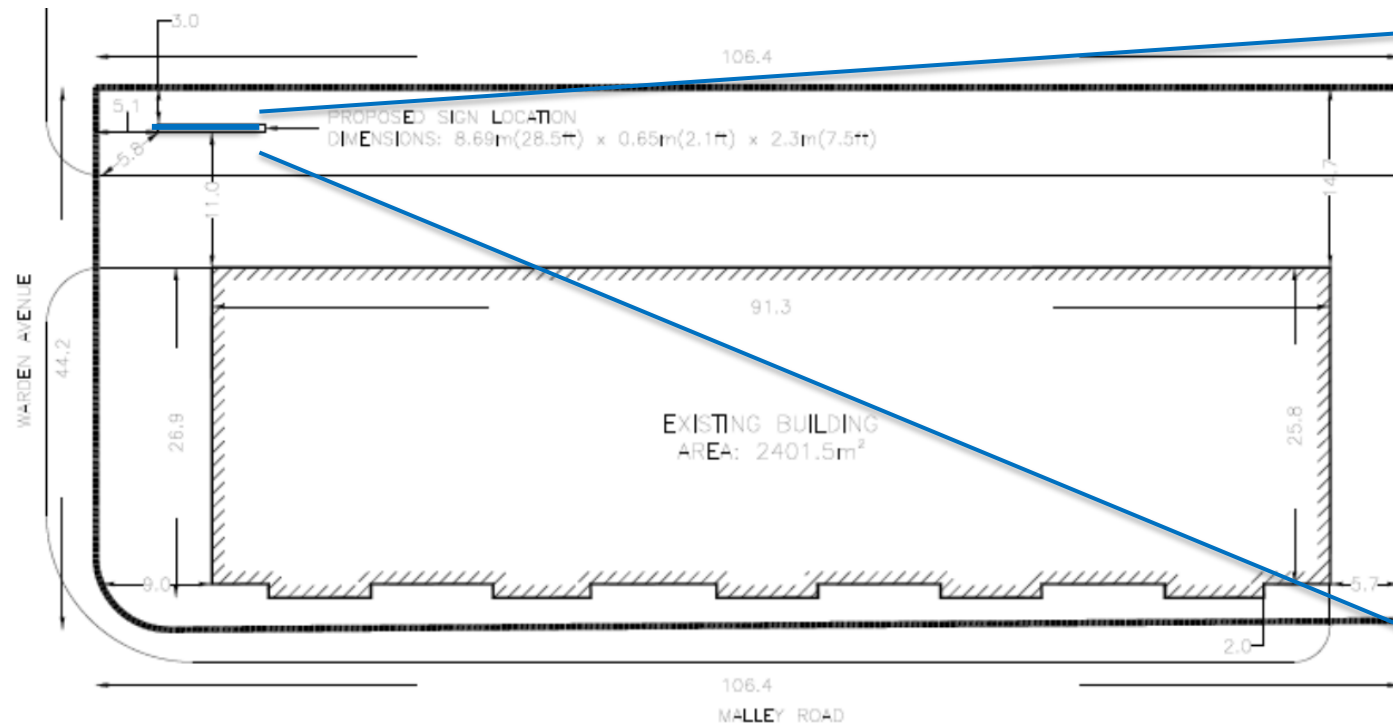
757 Warden Avenue

February 2, 2024

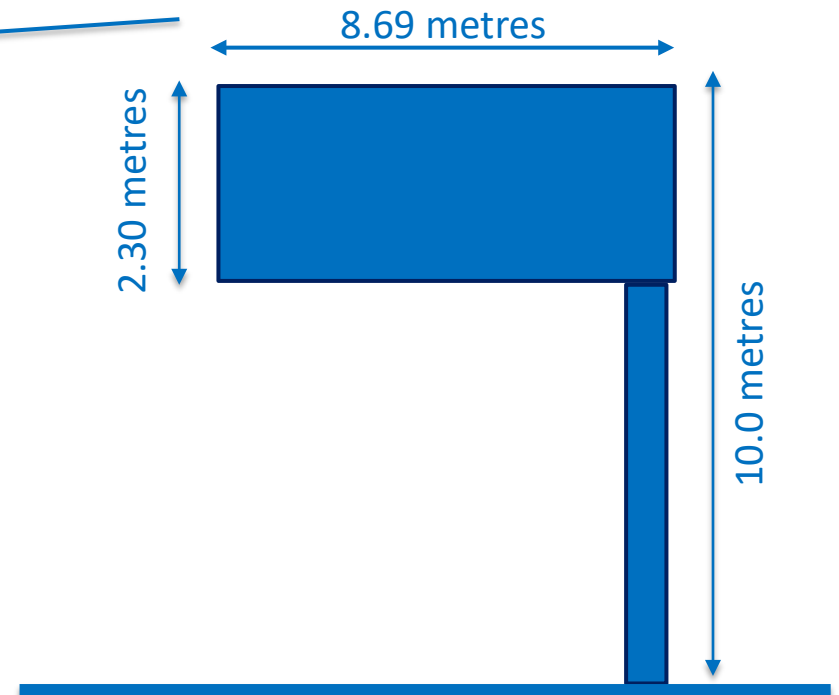
Proposed Sign Description

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	West frontage
Face Orientation	Northerly and Southerly directions
Sign Face Dimensions (width x length)	2.30 metres vertically x 8.69 metres horizontally
Sign Face Area / height	19.99 square metres / max 10.0 metres

Proposed Sign Description



Site Plan



Proposed Sign Schematic Elevation

Sign District Designation



Sign District Map

Requested Variances

Sign By-Law Reference	Requirement	Proposal
§ 694-25.C(2)(e)	An E – Employment 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 will be located approximately 32 metres of an I Sign District to the south, 55 metres of an OS Sign District to the west
§ 694-25.C(2)(f)	An E – Employment 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 is facing a I Sign District 32 metres to the south, an OS Sign District 55 metres to the west and an OS Sign District approximately 135 metres to the northeast

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 compatible with the development of the premises and surrounding area

- The property is located within the Employment Sign District which permits third party electronic ground signs, at a height and size consistent with the Proposed Sign.
- To the west of the Subject Premises there is a vacant property designated as OS Sign District.
 - The Zoning designation for the land is Industrial.
 - The City received applications for the land development, proposing industrial and/or commercial uses.
- The property immediately to the south is designated as I Sign District.
 - Property is occupied by a fire station.
 - This specific institutional use is not deemed sensitive.

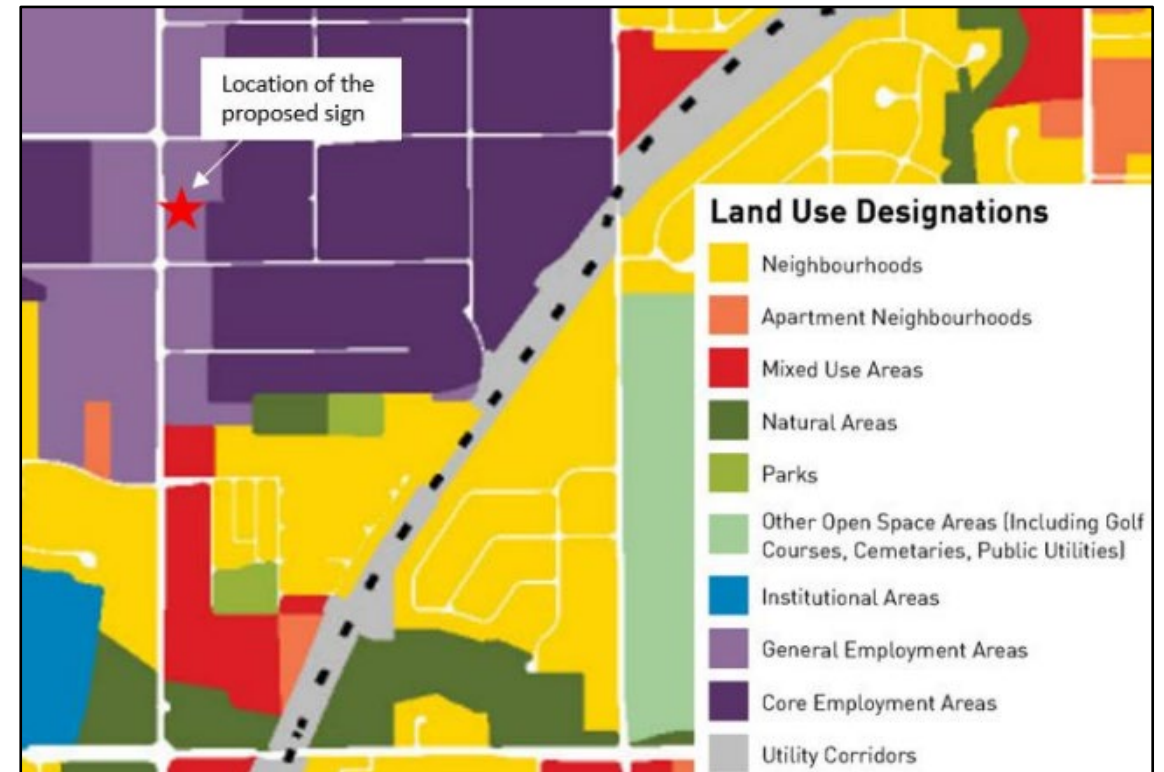


Proposed Sign location and surrounding

Sign Variance Criteria – Established Criteria

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

- The proposed property is designated as a General Employment Area within the Official Plan, which are areas for various business and economic activities and include a wide array of uses.
- The operation of a third party sign is a commercial activity and supports the Official Plan for preserving Employment Areas for current and future business.
- The Proposed Sign is compliant with the setbacks required by the City's applicable Zoning By-Law



Toronto Official Map

Sign Variance Criteria – Established Criteria

694-30A(5) - The Proposed Sign does not adversely affect adjacent premises.

- The Proposed Sign would be located less than 60 metres of the I and OS Sign Districts.
- The Proposed Sign would also face the OS and I Sign Districts located within 250 metres to the north and south of the Proposed Sign's location.
- None of the adjacent properties contain uses which would be considered of sensitive nature.
- Subject Premises is predominantly surrounded by low-rise buildings with commercial and/or industrial uses.
- The impacts of the Proposed Sign on the surrounding should be minimal.

Sign Variance Criteria – Established Criteria

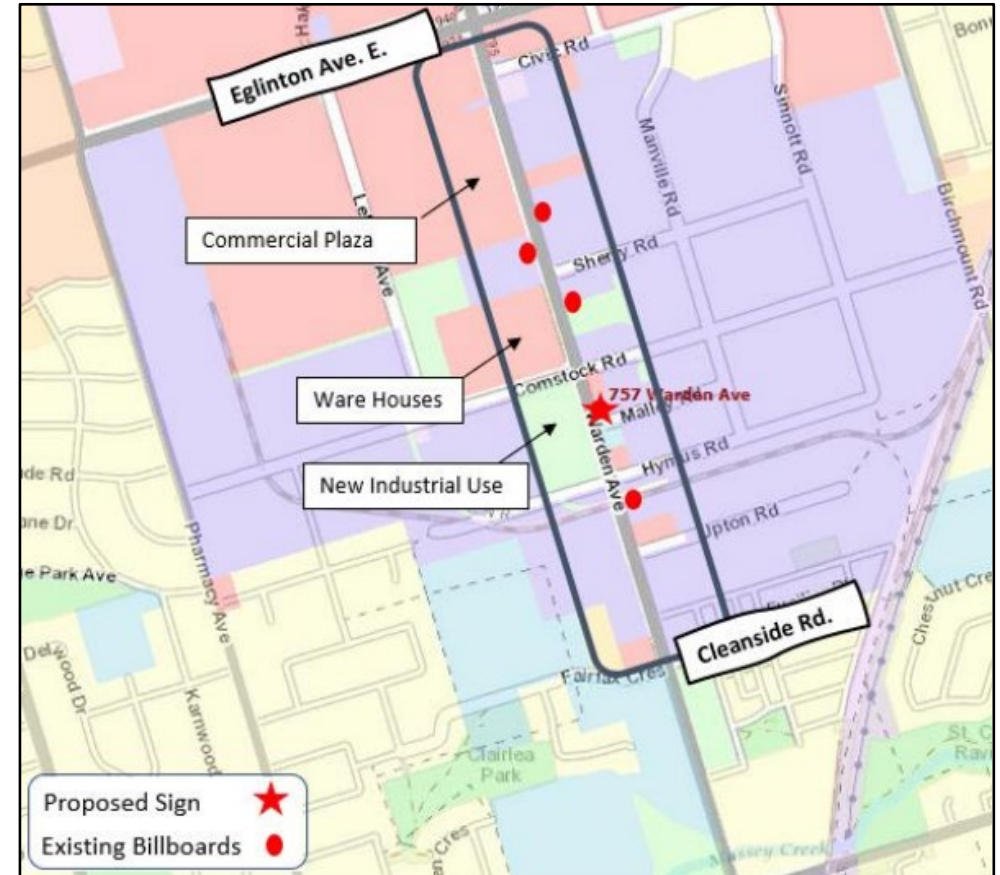
694-30A(6) - The Proposed Sign will not adversely affect public safety, including traffic and pedestrian safety.

- 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.
- There is no reasonable basis for any concerns regarding public safety, including traffic and pedestrian safety.

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.
- Area is surrounded by low-rise buildings with commercial and/or industrial uses.
- Within 250 metres of the Proposed Sign's location there are uses which could be considered of sensitive nature.
- The Proposed Sign is not introducing a sign class or sign type other than what would be found or permitted in the surrounding area.



Sign Variance Criteria – Established Criteria

694-30A(9): The Proposed Sign is not 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.
- Given that Warden Avenue is predominantly occupied by employment areas, it serves as an ideal location for third party signs, such as the proposed sign.
- Warden Avenue already hosts third party signs, implying that the Proposed Sign will not introduce a new class or type of sign that is not already present or permitted in the surrounding area.
- The Variances to Sections 694-25.C(2)(e) and Section 694-25C (2)(f), permitting the Proposed Sign to have a reduced separation to the I and OS Sign Districts, as well as to be facing such districts, shall have minimal impacts, if any, as the properties within the affected I and OS Sign Districts do not accommodate any sensitive use.

Conclusion and CBO Recommendation

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

The Sign Variance Committee **approve** the requested variances to the Sign By-Law, as required to allow the Applicant to obtain a permit for the erection and display of one third party electronic ground sign at the property municipally known 757 Warden Avenue.

QUESTIONS?