

**Application for Four Variances,
Each Subject to Six Conditions, Respecting
One Third Party Electronic Ground Sign**

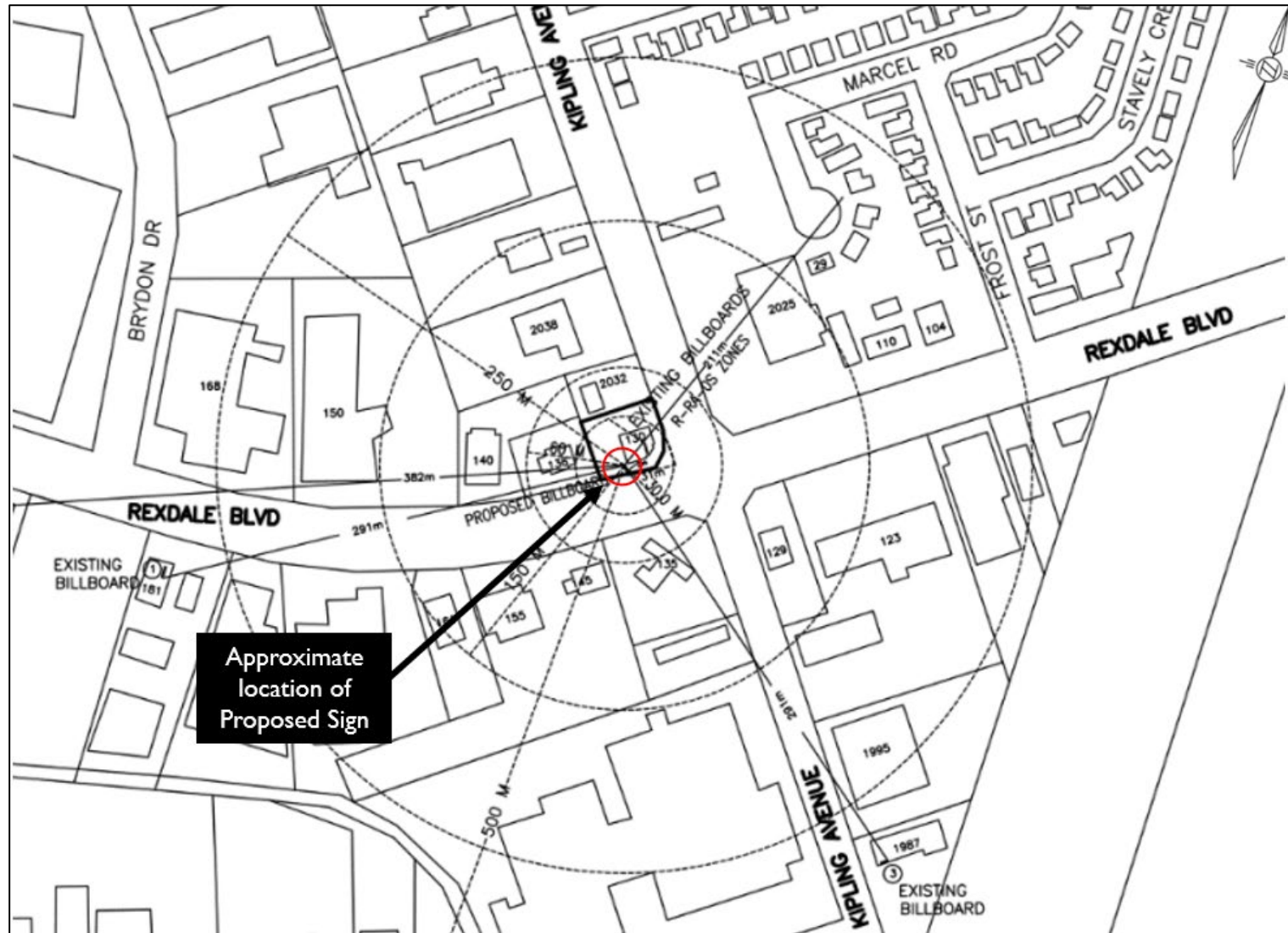
130 Rexdale Boulevard

September 6, 2024

Proposed Sign Description

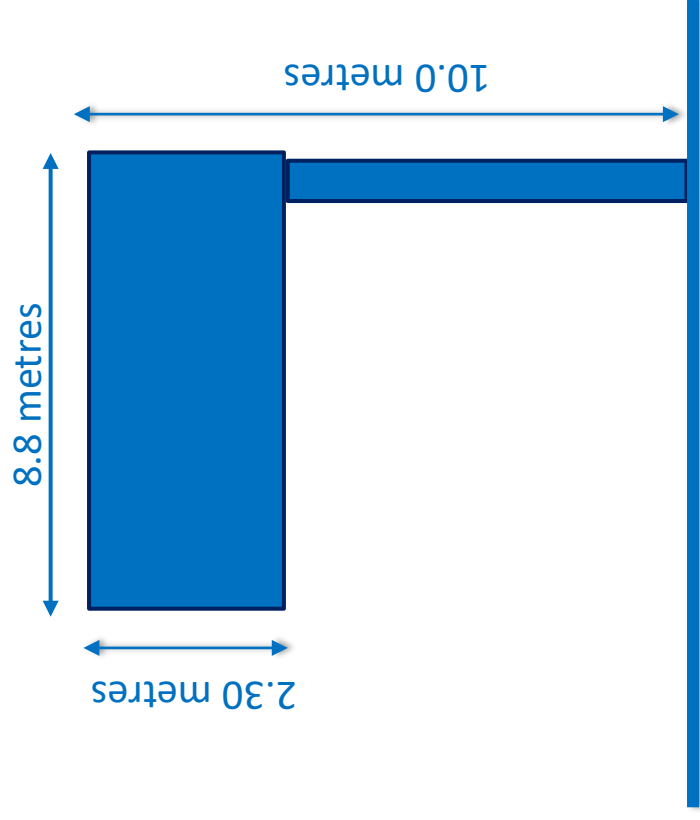
Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two sign faces in a “V-shape” configuration
Sign Location	South frontage
Face Orientation	Approximately westerly and easterly directions
Sign Face Dimensions (width x length)	2.3 metres vertically x 8.8 metres horizontally
Sign Face Area / height	max. 20 square metres / max 10.0 metres

Proposed Sign's Location

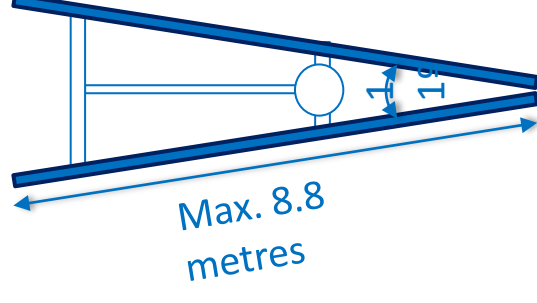


Site Plan

Proposed Sign Details



Proposed Sign Schematic
Elevation



Proposed Sign Schematic
Plan

Sign District Designation



Sign District Map

Requested Variances

Sign By-Law Reference	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 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.
§ 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 contain two faces in a "V-shape" configuration.

Required 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.

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(6) - 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(2): The Proposed Sign is compatible with the development of the premises and surrounding area

- The Subject Premises is in an E Sign District which permits third party electronic ground signs, at a height and size consistent with the Proposed Sign.
- The subject Premises is surrounded by E, Sign Districts to the north, west and south, and by CR Sign District to the east
- There is a single-storey, multi-tenant light commercial building, on the Subject Premises. The neighbouring lands feature similar uses and low-rise structures. Several existing third party signs are also in the vicinity.



Sign District Map

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign would be positioned such that a few properties in the CR, RA, R, and OS Sign Districts fall within the display zone.
- The Proposed Sign would be 40m from CR district, where 60m separation is required.
 - The property contains a commercial building and a gas station which is currently for lease.
 - Prevailing By-laws do not allow any residential use.
- Premises in the R, RA and OS sign districts to northeast of the Proposed Sign's location may have some visibility of the sign.
 - V-Shape Configuration will direct the sign faces away from sensitive areas.
 - Light spillage mitigated with 150 NITS limit and shielding.
- CBO is of the opinion that, subject to the conditions, Proposed Sign is compatible with surrounding development and premises.

Sign Variance Criteria – Established Criteria

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

- The proposed property is designated as a General Employment Area within the Official Plan.
- 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
- Although the adjacent property is designated Mixed Use, staff investigation revealed that the Zoning By-Law does not allow any residential or other sensitive use in the area.



Official Plan – Map 15 Land Use Designation

Sign Variance Criteria – Established Criteria

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

- Properties in the CR, RA, R, and OS Sign Districts within 250 metres would fall in the display zone.
- The property in the CR sign district to the east is regulated by Exception CR1135 in Chapter 900 of the Zoning By-law, which does not allow residential uses.
- To mitigate impacts on the premises in the R, RA and OS sign districts to northeast, the applicant proposed the following conditions:
 - V-Shape configuration to direct sign faces away from sensitive areas.
 - Maximum illumination of 150 NITS limit and shielding.
- The CBO believes that adherence to these conditions will substantially diminish any negative impacts of the sign on adjacent premises.



Site Calculations - 8.5' x 29' Standard RGB VIQ3 Modules 150 NITS									
Distance (M)	Measurement Angle								
	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.204lux	0.671lux	1.497lux	2.003lux	2.092lux	2.003lux	1.497lux	0.671lux	0.204lux
100	0.052lux	0.170lux	0.385lux	0.522lux	0.551lux	0.522lux	0.385lux	0.170lux	0.052lux
150	0.023lux	0.076lux	0.172lux	0.234lux	0.248lux	0.234lux	0.172lux	0.076lux	0.023lux
200	0.013lux	0.043lux	0.097lux	0.132lux	0.140lux	0.132lux	0.097lux	0.043lux	0.013lux

Diagram from Lighting Impact Report –
Overlapped with Adjacent Property Uses

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign meets the following Sign Bylaw requirements:
 - Does not obstruct any sight triangles for vehicular traffic.
 - Is not located within the visibility zone.
 - Complies with the Sign By-law provisions for message duration and transition.
 - Located more than 30 metres from the closest traffic controlled intersection.
- Transportation Services was consulted and confirmed they have no objections with the proposal.
- The Proposed Sign will be designed and installed in accordance with Ontario Building Code requirements.
- There is no reasonable basis for any concerns regarding public safety, including traffic and pedestrian safety.

Sign Variance Criteria – Established Criteria

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

- The Subject Premises is in the E Sign District which permits third party electronic ground signs, at a height and size consistent with the Proposed Sign.
- The Subject Premises is surrounded by E, Sign Districts to the north, west and south, and by CR Sign District to the east. Most of the vicinity is comprised by low-rise buildings with light industrial and commercial uses.
- Several existing third party signs are also present in the vicinity.



Sign Variance Criteria – Established Criteria

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

- There is an Existing First Party Sign and an Existing Roof Sign on the Subject Premises, on the south frontage, oriented towards the east and west directions.
- To address concerns about clutter the Applicant has proposed as a condition for the approval of the Proposed Sign:
 - That the Existing Roof Sign shall be removed.
 - 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.
- The Proposed Sign will not be introducing any sign class that is not currently found on the Subject Premises or surrounding area.

Sign Variance Criteria – Established Criteria

694-30A(8): The Proposed Sign will not 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 line and from an intersection, requirement for use of renewable energy, message duration and transition, illumination and time-of-day regulations.
- Given that the surrounding predominantly employment areas, it serves as an appropriate location for third party signs, such as the Proposed Sign.
- The Proposed Sign will not introduce a new class or type of sign that is not already present or permitted in the surrounding area.
- Subject to the conditions, the reduced separation distance of the Proposed Sign from the CR, R, RA and OS Sign Districts, shall have minimal impacts.
- It is the CBO's position that applicant has provided sufficient information to support a conclusion that the Proposed Sign would not be contrary to the public interest.

Conclusion and CBO Recommendation

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

The Sign Variance Committee to grant the requested variances, subject to all the 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.

QUESTIONS?