

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

5395 Eglinton Avenue West

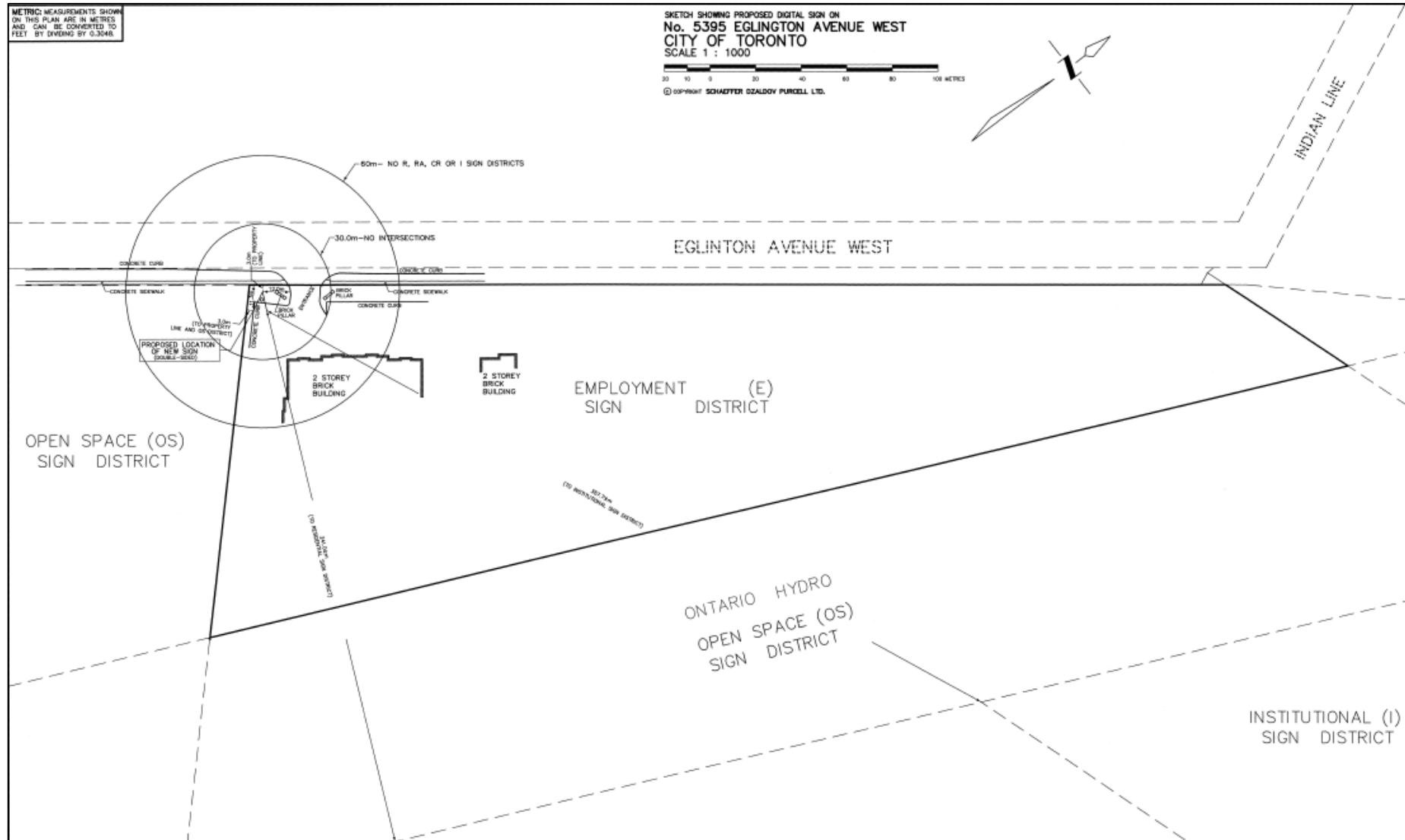
September 6, 2024

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	West frontage
Face Orientation	Southwesterly and Northerly directions
Sign Face Dimensions (width x length)	2.91 metres vertically x 5.79 metres horizontally
Sign Face Area / height	16.85 square metres / max 9.0 metres

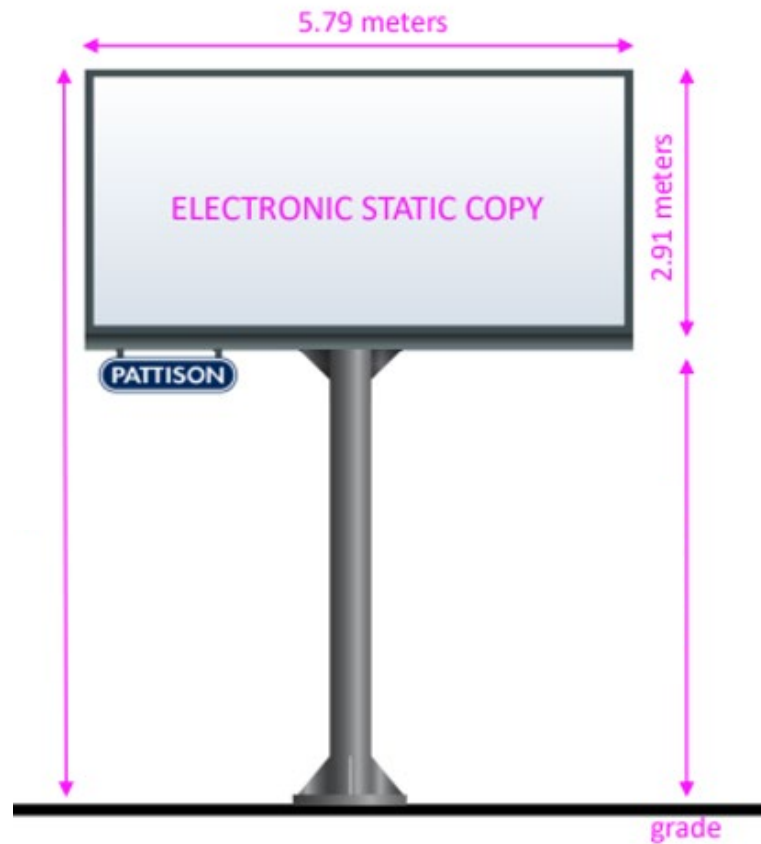
Proposed Sign's Location

Site Plan

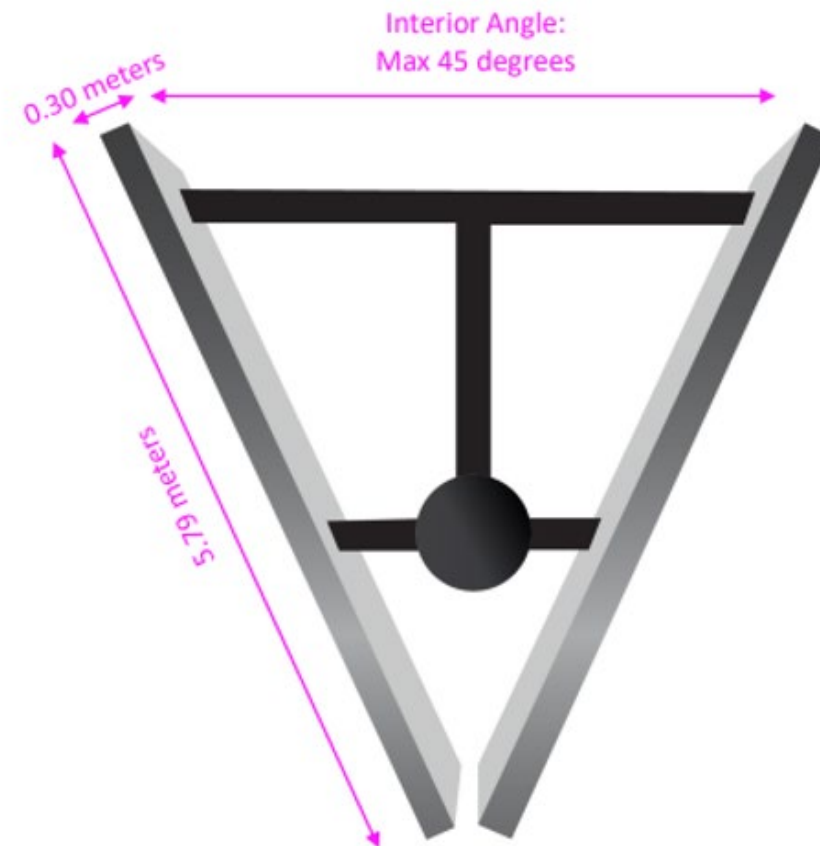


Proposed Sign Details

Front Elevation



Top Elevation



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 erected 3.0 metres of a premises located in an OS 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 face an OS Sign District 3.0 metres to the southwest, an OS Sign District to the 140.0 metres to the east, and an R Sign District to 245.0 metres to the east.
§ 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 Proposed Sign have installed and maintained a physical barrier along the eastern edge of the southwestern sign face, which shall sufficiently block illumination from the sign to the satisfaction of the Chief Building Official.
Condition 2	The interior angle of the sign faces shall not exceed 45 degrees.
Condition 3	The height of the sign shall not exceed the lesser of 9.0 metres or the height of the existing buildings located on the Subject Premises as of August 22, 2024.
Condition 4	The Proposed Sign's sign faces shall be orientated in the approximately northerly and southwesterly directions.
Condition 5	The sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise.

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

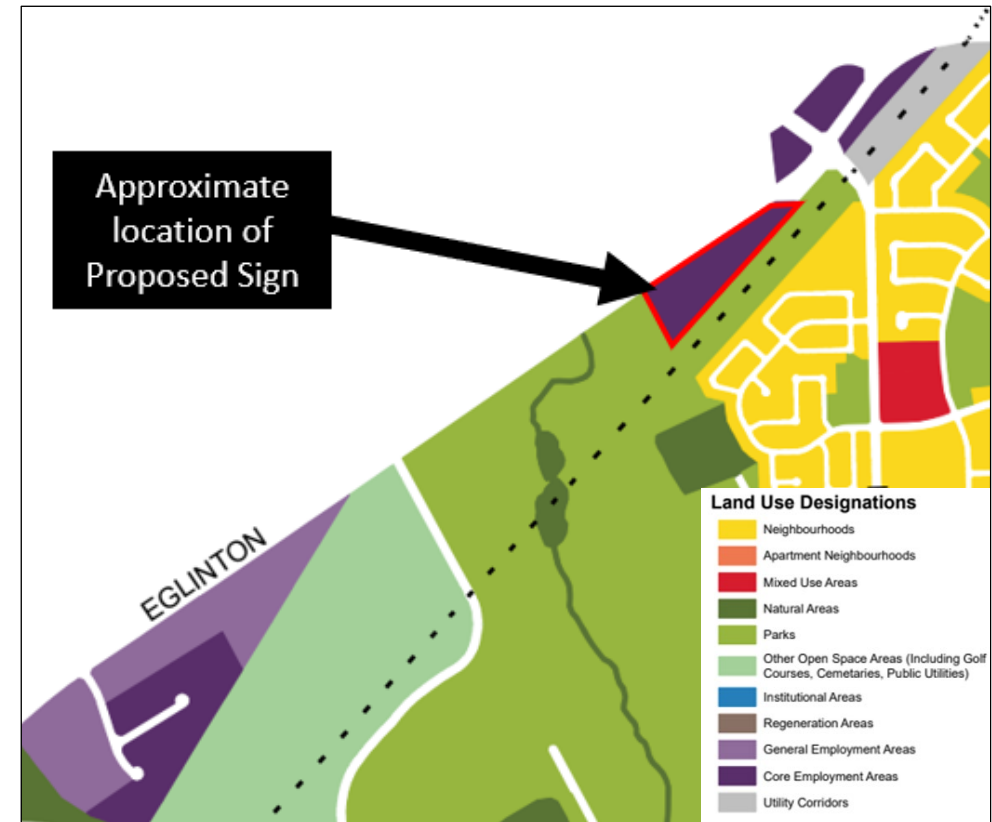
694-30A(2): The Proposed Sign is compatible with the development of the premises and surrounding area

- The property is located within an 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 an E Sign District to the North and an OS Sign Districts to the east and south.
- Within 250 metres of the Proposed Sign there are OS and R sign districts.
 - The OS lands to the east are occupied by a hydro corridor.
 - According to the applicant's submission, there are no public uses near the proposed location within park lands to the south which could be impacted by the Proposed Sign.
 - Conditions include height restrictions, shielding and orientation to minimize visibility from residential areas to the east and open space to the south.
 - The "V-shape" configuration would reduce visibility from eastern and southeastern properties.
- The CBO is of the opinion that, the Proposed Sign, subject to all conditions, would be compatible with the development of the Subject Premises and surrounding area.

Sign Variance Criteria – Established Criteria

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

- The Subject Premises is designated as a Core Employment Area in the Official Plan, which are areas for business and economic activities.
- It is also regulated by Site and Area Specific Policy 29 - Lester B. Pearson International Airport Operating Area, which restricts residential uses.
- The conditions concerning sign face orientation, height, illumination, and shielding provide some support of policies 5(a) and (c) in section 2.2.4 of the Official Plan, as they aim to reduce the impact of the Proposed Sign on the adjacent park lands.
- The Proposed Sign, subject to the specified conditions, provides support of the Official Plan objectives for the premises and the surrounding area.



Sign Variance Criteria – Established Criteria

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

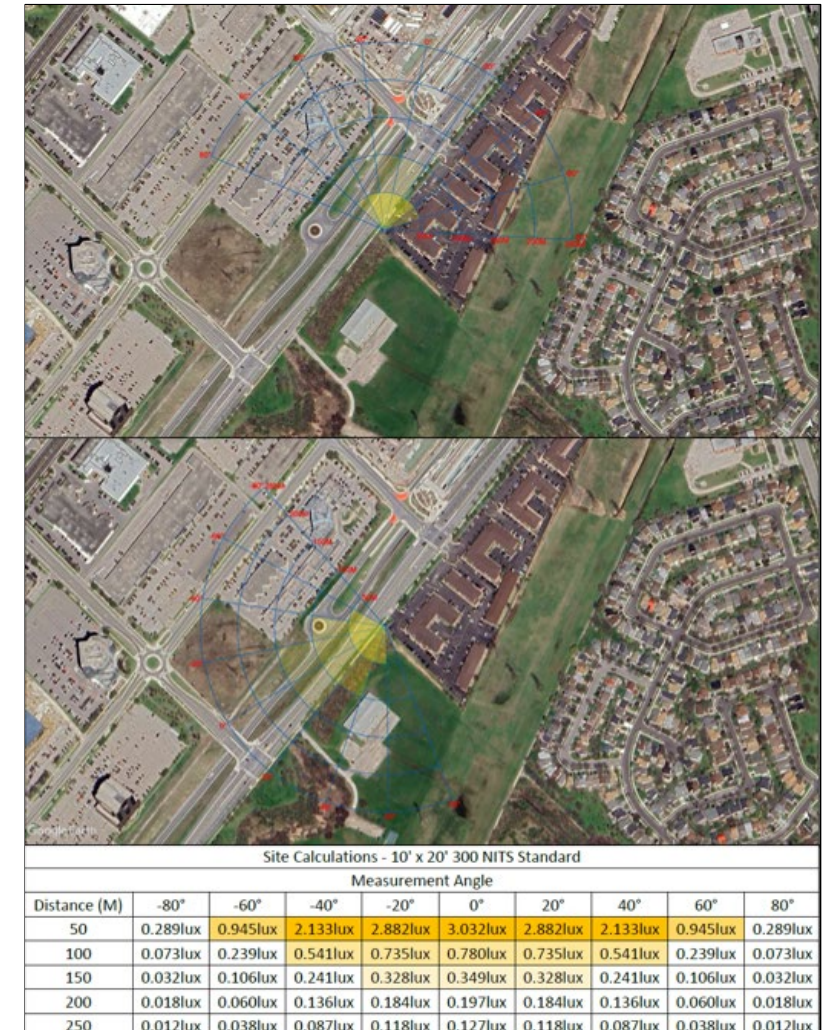
- The Proposed Sign will be positioned such that OS and R Sign Districts within a 250-metre radius are included in the display zone.
- Eight existing structures on the Subject Premises significantly obstruct visibility from the R Sign District to the east.
- The Applicant's submission indicates that the current public uses within Centennial Park would not be adversely affected by the Proposed Sign.
- The Parks Forestry and Recreation Division has indicated that the northwest redevelopment of Centennial Park will feature a cricket hub, located just over 50 metres from the Proposed Sign.



Sign Variance Criteria – Established Criteria

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

- To mitigate potential impacts the Proposed Sign would be subject to the following conditions:
 - A “V-shape” configuration, ensuring orientation away from sensitive areas and directing visibility towards vehicular traffic on Eglinton Avenue West.
 - Reduction to 50% of the permissible brightness required by the Sign By-law, operational from dusk till dawn (150 NITS).
 - Limit the maximum height of the Proposed Sign to not surpass the height of pre-existing buildings on the Subject Premises.
 - Construct a physical barrier on the face closer to Centennial Park, to mitigate light trespass onto said property.
- The CBO believes that adherence to these conditions will substantially diminish any negative impacts on adjacent premises.



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:
 - Located more than 30 metres from the closest 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 condition imposing the sign faces to have a maximum interior angle of 45 degrees would prevent drivers from seeing both faces simultaneously.
- 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.

- There are four existing third party ground signs, displaying static copy, within 900 metres of the Proposed Sign's location, along Eglinton Avenue West.
- The existing first party ground sign would be around 390 metres away, in addition to the separation, the visual barriers and different sign classes, would ensure there is little relationship between these two signs.
- The Proposed Sign will not be introducing a sign class that is not currently found on the surrounding area and will not alter the character of the premises and surrounding area in this respect.



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 and from an intersection, requirement for use of renewable energy, message duration and transition, illumination and time-of-day regulations.
- With respect to the proximity to the OS and R Sign Districts:
 - Existing buildings and conditions on height, illumination, and orientation mitigate potential impacts.
 - Conditions of reduced illumination, face orientation and physical barriers minimize visibility and light spill towards Centennial Park.
- The Proposed Sign would be allowed on premises with an existing first-party ground sign:
 - The separation and visual obstructions between signs ensure minimal relationship and reduced sign clutter.
- In regards the variance to the required back-to-back configuration:
 - The “V-shape” configuration helps minimize the sign’s impact on adjacent premises, the angle condition addresses potential public safety concerns.
- The CBO believes the Proposed Sign, with conditions, will 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 grant the requested variances, subject to all 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 5395 Eglinton Avenue West.

QUESTIONS?