

Application for Four Variances, Each Subject to Two Conditions, Respecting One Third-party Electronic Ground Sign

1987 Kipling Avenue

October 18, 2024

Proposed Sign Description

Sign Type	Electronic Ground Sign	
Sign Copy Type	Electronic Static Copy & Static Copy	
# of Sign Faces	Four sign faces	
Sign Location	West frontage (perpendicular to Kipling Avenue)	
Face Orientation	Southerly and Northerly directions	
Sign Face Dimensions (width x length)	First Party Faces: 2.70 metres vertically x 1.50 metres horizontally	
	Third Party Faces: 3.03 metres vertically x 5.91 metres horizontally	
Sign Face Area	21.95 square metres	First Party Faces: 4.05 square metres
		Third Party Faces: 17.90 square metres
Sign height	Max 10.0 metres	

Proposed Sign Details & Location



Reference Render



Location

Sign District Designation



Sign District Map

Requested Variances

Sign By-Law Reference	Requirement	Proposal
§ 694-22E	A third-party electronic sign, as permitted by Subsections 694-25A(2), C(2), D(3), D(4), 694-26I(1), (2), and (3) shall not be erected within 150 metres of any other lawful third-party sign, whether or not erected.	The proposed sign would be located 89 metres to the north and 125 metres to the northeast of existing third-party signs.
§ 694-25C(2)(a)	An E – Employment Sign District may contain a third-party electronic ground sign, provided the maximum sign face area shall not exceed 20 square metres.	The sign face area of the Proposed Sign would be 21.95 square metres.
§ 694-25.C(2)(g)	An E – Employment 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; or on a street which forms an intersection with the street on which the sign is located.	There is one other third-party electronic ground sign within 500 metres of the Proposed Sign, located approximately 367 metres to the south; and a variance has been granted for a third-party electronic ground sign 283 metres to the north, along 130 Rexdale Boulevard..
§ 694-25C(2)(j)	An E – Employment Sign District may contain a third-party electronic ground sign, provided the sign shall have no more than two sign faces.	The proposed sign would contain four sign faces, two displaying third-party electronic static copy and two displaying first party static copy.

Conditions

If granted, each of the four requested variances should be subject to the following conditions:

Condition 1: Any and all existing first party ground signs located on the Subject Premises shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;

Condition 2: Any and all existing third-party signs located on the Subject Premises shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign.

Sign Variance Criteria – Established Criteria

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

- Based on the application's supporting documents, the Proposed Sign belongs to the third-party sign class, which is permitted in an Employment Sign District

694-30A(6) - The Proposed Sign is not a sign prohibited by §694-15B.

- The Proposed Sign does not meet the description of any of the signs which are specifically prohibited by §694-15B

Sign Variance Criteria – Established Criteria

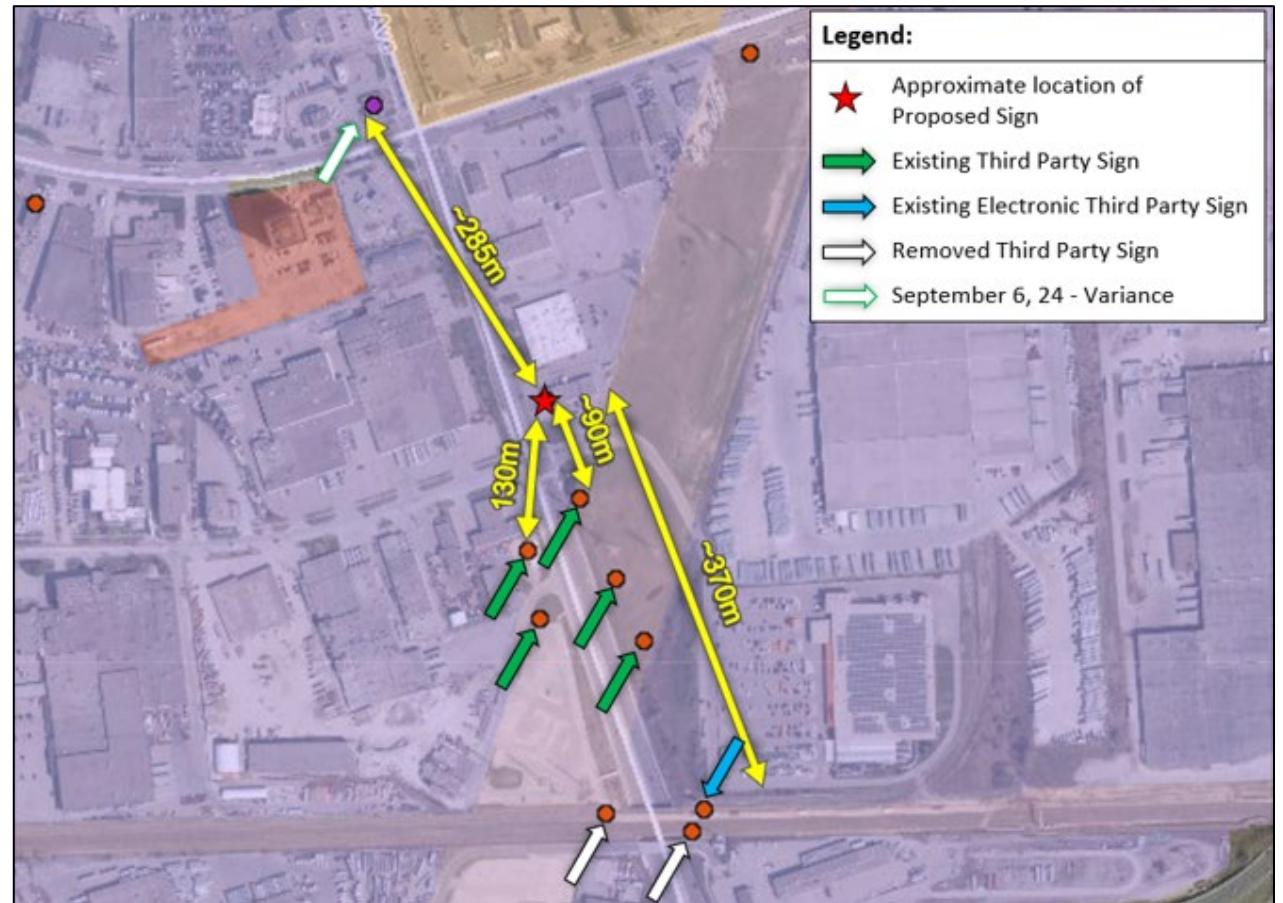
694-30A(2): The Proposed Sign is not compatible with the development of the premises and surrounding area

- The property is located within the E Sign District which permits third party electronic ground signs, such as the Proposed Sign.
- Adjacent properties are E and U sign districts and do not contain sensitive uses.
 - Primarily single-storey buildings with commercial or light industrial uses (compatible with E and U Sign Districts)
 - No new development in the immediate vicinity would be impacted by the Proposed Sign.
- Variances are sought to allow the Proposed Sign to display 4 sign faces and exceed maximum permitted sign face area.
 - As a condition, the Proposed Sign would replace two existing signs, decreasing the number of signs on the Subject Premises
 - The total sign face area on the Subject Premises would reduce by nearly 3.0m².

Sign Variance Criteria – Established Criteria

694-30A(2): The Proposed Sign would not be compatible with the development of the premises and surrounding area

- Variances are also sought for placing Proposed Sign within 150 meters of two existing third-party signs and within 500 meters of an existing third-party electronic ground sign.
 - Multiple sign faces likely visible simultaneously
 - Electronic signs require greater separation than static signs
 - Concerns of sign clutter
- The CBO is not satisfied that the Proposed Sign would be compatible with the development of the premises and surrounding area.



Location of the Proposed Sign in relation to the existing third-party signs in the area

Sign Variance Criteria – Established Criteria

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



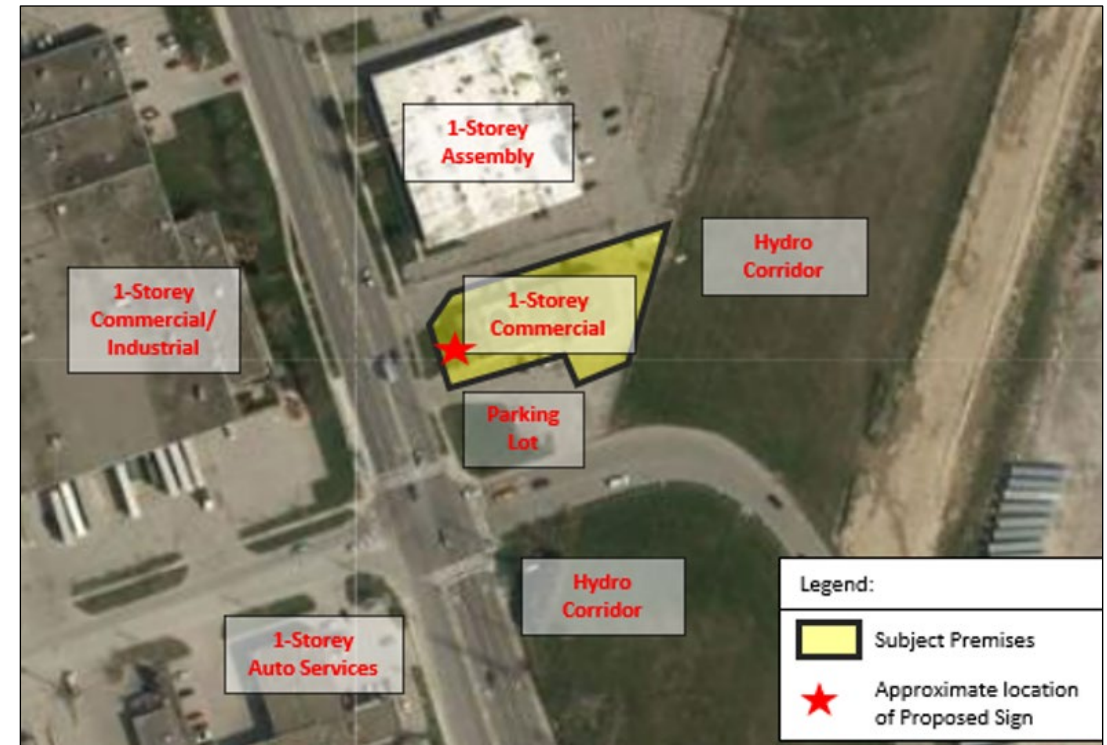
Official Plan Map

- The Subject Premises, as well as most of the surrounding properties, are designated as a General Employment Area within the Official Plan, which are areas for various business and economic activities.
- Property to the east is Utility Corridors, which are hydro and rail corridors primarily used for the movement and transmission of energy, information, people, and goods
- The Proposed Sign does not detract from the planned function of the surrounding General Employment Areas and Utility Areas.

Sign Variance Criteria – Established Criteria

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

- The Subject Premises houses a one-storey commercial building. Surrounding properties are mainly single-storey commercial or industrial buildings, with a hydro corridor to the east.
 - Existing uses are generally in keeping with what would be expected in E and U sign Districts.
 - Not considered of sensitive nature, as such the Proposed Sign should have no adverse impacts on these properties.
- Identified development applications in the area are for commercial or light industrial, not deemed sensitive.
- The Proposed Sign should have no adverse effects on adjacent premises; therefore, the CBO is of the opinion that this criterion has been established.



Adjacent Properties Uses

Sign Variance Criteria – Established Criteria

694-30A(5) - The Proposed Sign would 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 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.
- 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 would alter the character of the premises or surrounding area.

- The property is located within the E Sign District which permits third party electronic ground signs such as the Proposed Sign.
- This stretch of Kipling Avenue is mostly commercial and industrial, suitable for billboards, which historically have been present in the area.
- The Subject Premises currently has a first-party ground sign and a third-party roof sign.
 - The Proposed Sign would replace these.
 - Reducing the number of signs and decreasing the total sign face area could decrease sign clutter on the Subject Premises.



Existing Signs on the Subject Premises

Sign Variance Criteria – Established Criteria

694-30A(7) - The Proposed Sign would alter the character of the premises or surrounding area.

- The Applicant asserts that replacing a static roof sign with an electronic ground sign would bring the Subject Premises closer to compliance, given the removal of a prohibited sign type and introduction of a permitted sign type
 - However, electronic signs require greater separation than static copy signs
- Variances are requested to allow for the Proposed Sign to contain to exceed in approx. 10% the maximum permitted sign face area and permitted number of faces.
 - The Applicant claims that the area of third-party sign face alone would be within the 20m² permitted.
 - Submissions indicate that several businesses on Kipling Avenue have first-party ground signs, some exceeding 20m².
- Variances are also sought to reduce the separation requirements between existing third-party signs and Proposed Sign
 - Several third-party signs were identified within 500 meters of the Proposed Sign.
 - The proximity raises concerns about sign clutter despite the historical presence of these signs.

Sign Variance Criteria – Established Criteria

694-30A(7) - The Proposed Sign would alter the character of the premises or surrounding area.

- The increased separation distances indicate that the Sign By-law considers electronic signs to be more impactful than static copy signs.
- Staff also believe that, while there may be visual obstructions between the signs, multiple sign faces likely visible simultaneously.
- Despite the Applicant's indication of reducing sign clutter citywide, staff find no correlation with the immediate area.
- Staff believe the replacement of existing signs would not reduce sign clutter in the area.
- As such, the CBO is of the opinion that this criterion has not been established.



Proposed Sign location in relation to Existing Signs

Sign Variance Criteria – Established Criteria

694-30A(8): The Proposed Sign would 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, setback from an intersection, requirement for use of renewable energy, message duration and transition, illumination and time-of-day regulations.
- The application seeks variances to exceed the maximum number of sign faces and maximum sign face area.
 - The Proposed Sign would exceed the 20 m² of sign face area limit in only 10%
 - Despite both existing and proposed conditions have four sign faces, the removal of existing signs would reduce the total number of signs on the Subject Premises.
- Variances are also requested to reduce the separation requirements between existing third-party signs and Proposed Sign
 - Staff believe multiple sign faces may be visible simultaneously
 - The Proposed Sign, even if replacing the existing signs, would not significantly reduce area of advertisement in this stretch of Kipling Avenue.
 - The Proposed Sign, being digital and closer to Kipling Avenue, would have greater visibility and impact.
- As such, CBO is of the opinion that this criteria has not been established.

Conclusion and CBO Recommendation

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

The Sign Variance Committee refuse to grant the variances to sections 694-22E, 694-25C(2)(a), 694-25C(2)(g) and 694-25C(2)(j), each subject to two 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 1987 Kipling Avenue.

QUESTIONS?