

Application for Two Variances, Each Subject to Four Conditions, Respecting One Third Party Electronic Ground Sign - 3003 Danforth Avenue

Date: October 29, 2025

To: Sign Variance Committee

From: Project Director, Business Transformation and Citywide Priorities, Toronto Building

Wards: Beaches-East York (Ward 19)

SUMMARY

JOLT Charge Inc (the "Applicant") has submitted a sign variance application seeking two variances required to allow the Chief Building Official ("CBO") to issue a sign permit to erect and display a double-faced third party electronic ground sign, displaying electronic static copy (the "Proposed Sign"), on the property municipally known as 3003 Danforth Avenue (the "Subject Premises").

The portion of the Subject Premises where the Proposed Sign would be located is designated Commercial Residential ("CR") Sign District, which allows third party signs. However, the CR sign district does not expressly permit electronic ground signs. As such, a variance is required to authorize the installation and display of a sign type not currently permitted under the applicable sign regulations. A second variance is necessary to permit the placement of the Proposed Sign within 100 metres of an existing third party sign, which contravenes the minimum separation distance stipulated in the Sign By-law.

The Proposed Sign would have a maximum height of 2.65 meters from grade. It would contain two rectangular sign faces in a back-to-back configuration, oriented east and west, perpendicular to Danforth Avenue. Each sign face would measure 0.93 metres by 1.65 metres, and sign face area of 1.54 square metres. Further details of the Proposed Sign are provided in Attachment 1.

The Applicant's Submissions indicate that the Proposed Sign would be affixed to a structure that also features an electric vehicle charging station (the "EV charging station"). As Chapter 694 exclusively regulates signs, this report focuses solely on the components associated to the Proposed Sign. All aspects related to the EV charging station, including relevant laws and regulations, are excluded from the scope of this report.

Following a review of the Applicant's submissions and additional information provided by staff, the CBO has determined that there is not a sufficient basis to conclude that the eight required criteria in §694-30A of the Sign By-law have been established with respect to the two variances, subject to four conditions, as described further in Attachment 1 of this report.

RECOMMENDATIONS

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

1. The Sign Variance Committee refuse to grant the requested variance to sections 694-15.A and 694-22.D, each subject to four conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign, as further described in Attachment 1 to this report.

FINANCIAL IMPACT

There are no current or known future year financial impacts arising from the recommendations contained in this report.

DECISION HISTORY

TE7.59 - Danforth Avenue Planning Study - Coxwell Avenue to Victoria Park Avenue - Urban Design Guidelines - Final Report

On its meeting of July 16, 17 and 18, 2019, the City Council adopted the Urban Design Guidelines from the Director, Community Planning, Toronto and East York District and directed City Planning and other appropriate City staff to use them as a tool in the review of development applications and other initiatives on Danforth Avenue (between Coxwell Avenue and Victoria Park Avenue).

(<https://secure.toronto.ca/council/agenda-item.do?item=2019.TE7.59>)

ISSUE BACKGROUND

Required Variances and Conditions

Table 1: Summary of Requested Variances

Section	Requirement	Proposal
694-15.A	Anything not expressly permitted by Chapter 694 is prohibited.	The Proposed Sign is a third party electronic ground sign, which is a sign type not expressly permitted in CR sign districts.
694-22.D	A third party sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected.	The Proposed Sign would be erected approximately 80 metres of one existing third party sign at 3032 Danforth Avenue.

If granted, the requested variances, would be subject to the following conditions:

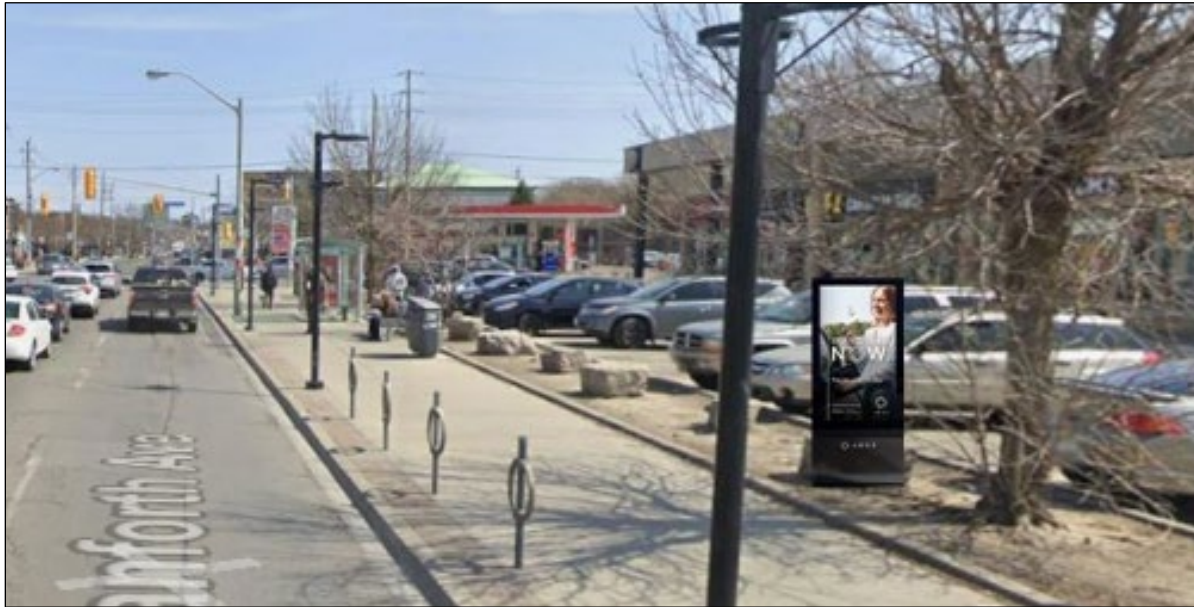
- 1) The Proposed Sign shall conform in all respects to the specifications set out in the Proposed Sign Description, including, but not limited to, the number, configuration and orientation of sign faces, copy displayed, maximum height, maximum sign face area, and location.
- 2) The Proposed Sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, I or OS sign district.
- 3) The sign structure of the Proposed Sign shall not be attached, affixed, combined with, or otherwise associated with, an electric vehicle charging station prior to all applicable approvals having been obtained for the erection, installation, display or utilization of the “electric vehicle charging station” being presented to the CBO; and that no permits for the erection and display of the Proposed Sign, or the modification of the Proposed Sign, shall be issued until such time as sufficient information is provided to the CBO demonstrating that all applicable approvals for the electric vehicle charging station have been obtained.
- 4) Trees on the north frontage of the Subject Premises shall be maintained between the existing first party ground sign and the Proposed Sign, which shall sufficiently block the sign faces from being visible simultaneously from any generally travelled portion of Danforth Avenue to the satisfaction of the Chief Building Official.

Site Attributes and Site Context

The Proposed Sign is an electronic ground sign with two sign faces displaying electronic static copy. The Proposed Sign would be located at the property municipally known as 3003 Danforth Avenue near the northerly frontage of the Subject Premises. It would consist of two rectangular sign faces in a back-to-back configuration, each with a

bisecting line measuring 0.93 metres (horizontal dimension) and centre line measuring 1.65 metres (vertical dimension), with a sign face area not exceeding 1.54 square metres. The sign faces would be oriented approximately east and west, targeting commuters on Danforth Avenue travelling in both directions. The Proposed Sign is described further in Attachment 1.

Figure 1: Mock-up of Proposed Sign on the Subject Premises (from Submissions)



The Subject Premises operates as a retail plaza commonly known as "Shoppers World", comprised of two low-rise buildings with various commercial uses. There are also two static copy first party ground signs identifying the businesses operating on the Subject Premises (the "Existing Signs"). The Proposed Sign would be erected on the same frontage as one of the Existing Signs, around 82 metres to the east.

The Subject Premises is located west of Victoria Park Avenue and south of Danforth Avenue, in Ward 19 - Beaches-East York. Staff have confirmed that the Subject Premises falls into two different Sign Districts: Commercial Residential ("CR") and Employment ("E"). The Proposed Sign would be in the portion of the Subject Premises designated as a CR Sign District, see SignView Map in Figure 2.

Surrounding premises:

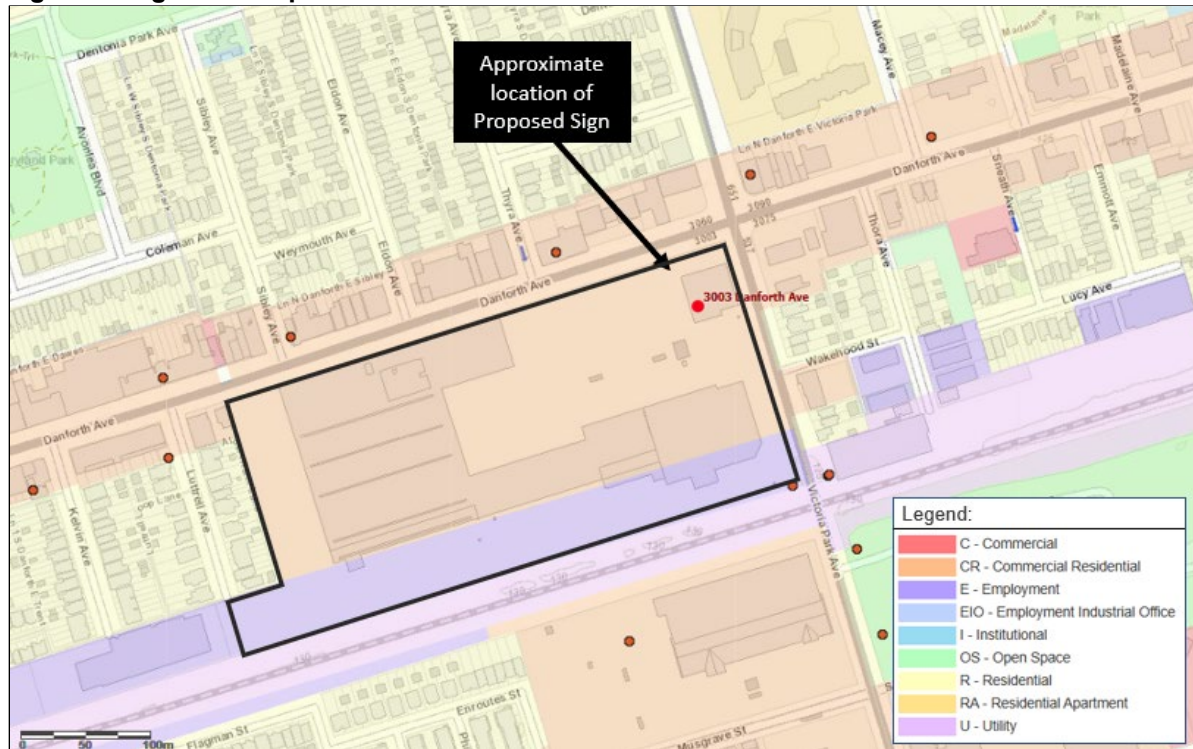
North: CR Sign District, low-rise commercial buildings

East: CR and R (Residential) Sign Districts, gas station and single-family dwellings

South: U (Utility) Sign District, Kingston Subdivision rail corridor

West: CR and R Sign Districts, one storey restaurant and single-family dwellings

Figure 2: SignView Map - 3003 Danforth Avenue



COMMENTS

Applicant Information

The Applicant has stated they have been authorized by RioCan Management Inc., acting as agents of Riokim Holdings (Ontario) Inc. (collectively the "Owner") to apply for two variances, each subject to four conditions, required to allow for a permit to be issued for one third party electronic ground sign with two sign faces, displaying electronic static copy at the Subject Premises.

Application Background

The Proposed Sign would be situated along the north frontage of the Subject Premises, perpendicular to Danforth Avenue. It would feature two rectangular sign faces, displaying electronic static copy. Each face would measure 0.93 metres by 1.65 metres, resulting in a sign face area of 1.54 square metres. The sign faces would be directed towards the northeast and southwest, allowing visibility for commuters travelling in both directions along the avenue.

According to the Applicant's Submissions, the Proposed Sign would be affixed to a structure also containing an electric vehicle charging station ("EV charging station"). Given that Chapter 694 only governs signs, the matters subject to this report solely pertain to the Proposed Sign's components. Any matter related to the EV charging

station component of the structure, including applicable laws and regulations, fall outside the purview of this review.

Community Consultation

The CBO has adopted a practice of engaging in an enhanced consultation process concerning variance applications for electronic signs. Notice of the application required by the City's Sign By-law was served to premises within a 250-metre radius of the Subject Premises. Additionally, the Applicant is required to post a notice in a publicly visible location on the Subject Premises where the sign is proposed to be erected, for a minimum of 30 days prior to the Sign Variance's Committee's consideration.

The CBO also offered an additional virtual community consultation session on the evening of November 4, 2025 to provide more information regarding the proposal and collect feedback of area residents and interested parties.

Criteria Established by §694-30A of The Sign By-law

The Sign By-law contains criteria to be used in evaluating variance application for proposed signs. Specifically, §694-30A states that an application for variance may only be granted where it is established that the Proposed Sign meet each of the eight established criteria.

The Sign Variance Committee (the "SVC") is required to conduct an evaluation and determine that party seeking the proposed variances meets all the mandatory criteria, on the basis of the information presented by the parties before the SVC.

The CBO has determined that the information submitted by the Applicant, even supplemented by staff research, has not provide a sufficient basis to conclude that the eight required criteria established in §694-30A of the Sign By-law have been met.

Applying the Established Criteria

Section 694-30A(1): The Proposed Sign belongs to a sign class permitted in the Sign District where the premises is located

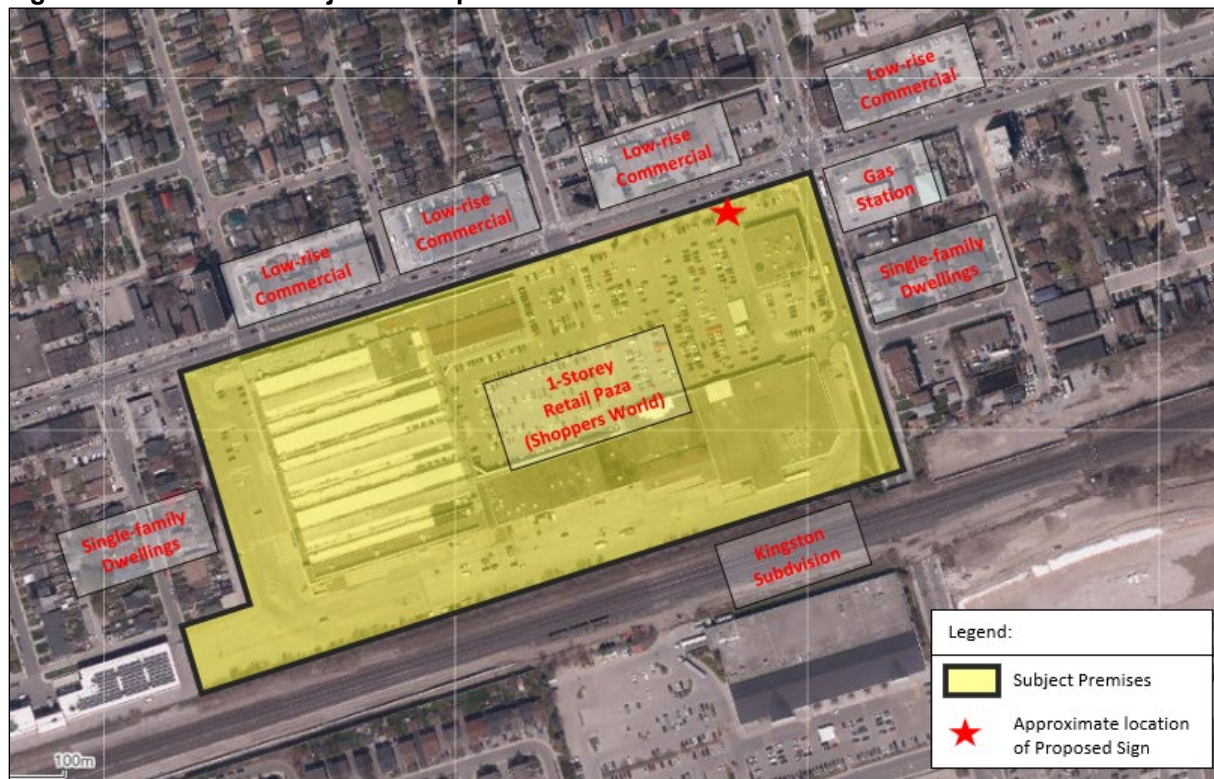
Based on the review of staff, the Subject Premises falls into two different Sign Districts: CR and E. The Proposed Sign would be in a portion of the Subject Premises designated as CR Sign District, where signs belonging to the third party sign class are permitted. The CBO has confirmed that, as per information contained in the Applicant's submission, the Proposed Sign belongs to the third party sign class because it would advertise, promote, or direct attention to businesses, goods, services, matters, or activities that would not be available at, or related to, the premises where the Proposed Sign would be located.

Therefore, the CBO is of the opinion that this criterion has been established.

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

The portion of the Subject Premises where the Proposed Sign would be located is designated as a CR Sign District. Adjacent properties to the north, west, and east are similarly designated as CR Sign Districts. To the south, the Subject Premises includes a parcel designated as an E Sign District, beyond which lies the Kingston Subdivision rail corridor, designated as a U Sign District.

Figure 3: Aerial View - Adjacent Properties Uses



Under the Sign By-law, third-party wall signs are permitted within CR Sign Districts; however, third-party electronic ground signs, such as the Proposed Sign, are not expressly permitted. Consequently, there are no district-specific regulations governing this sign type.

The intent of the Sign By-law provisions for CR Sign Districts is to promote pedestrian-oriented signage that supports the identification of local businesses. Although the Proposed Sign is not intended for local business identification, its physical scale is somewhat consistent with pedestrian-oriented signage.

Permitted third-party signs in CR Sign Districts fall under one of the following defined sign types: wall sign and topiary wall sign. These permitted signs are limited to one sign face, with a maximum sign face area of 3.0 square metres and a maximum height of 3.0 metres. CR Sign Districts further restrict these signs from facing a street and from being positioned within 30 metres of an intersection. The Proposed Sign would comply with these provisions in terms of sign face area, height, and setback from the intersection.

The Applicant contends that the Sign By-law regulations are primarily designed for larger signage formats and references the presence of digital displays in transit shelters of similar dimensions and design throughout the city, including in proximity to residential areas. While these displays are governed under a separate deployment framework, the Applicant argues that their presence indicates a level of functional and visual compatibility with the Proposed Sign in comparable or more sensitive contexts.

Digital displays in transit shelters are approved through alternative measures under the right-of-way street furniture deployment framework. Under these measures, the various impacts of signage—overall structure, function, and the nature of the right-of-way—are considered on a site-by-site basis. The Applicant has provided no evidence to indicate that the Proposed Sign would be consistent with evaluations of similar signage in other locations undertaken using this alternative approval process.

Further, the Applicant notes that although the Subject Premises is designated as a CR Sign District, it currently operates exclusively as a commercial site, and there are no residential uses or active development applications in the immediate vicinity of the Proposed Sign. Staff research confirms that the nearest mixed-use development application is located at 3089 Danforth Avenue, approximately 170 metres east of the Proposed Sign. While it may be debated whether 170 metres constitutes the “immediate vicinity,” it is in close proximity and such spacing between signage and sensitive land uses falls within separation distances under the standard provisions of the Sign By-law.

Although no active development applications are currently open, the long-term development of the Subject Premises and surrounding area is guided by the Danforth Avenue (Coxwell to Victoria Park) Urban Design Guidelines. These guidelines envision Danforth Avenue as a vibrant, walkable corridor supporting mid-rise, mixed-use development. The Danforth–Victoria Park area is identified in these guidelines as an Entry Node with historical and contextual significance, where public realm design should reflect and reinforce this identity. Open spaces, Privately Owned Public Spaces (POPS), and parks are identified as key opportunities for placemaking at these nodes.

The Applicant contends that the Proposed Sign is compatible with the existing land use and argues that, given third-party sign permits are issued for a five-year period, the City would be able to reassess any changes to the area when the sign permit expires. However, this rule does not apply to variances, which are the subject of this application. If granted, variances remain valid for the Proposed Sign’s lifetime and are not subject to expiration.

Despite the Applicant’s claims, staff is of the opinion that the submissions do not sufficiently demonstrate how allowing a sign type not permitted in CR Sign Districts would align with the development of the area, particularly with respect to integration into the public realm and compatibility with anticipated mixed-use development.

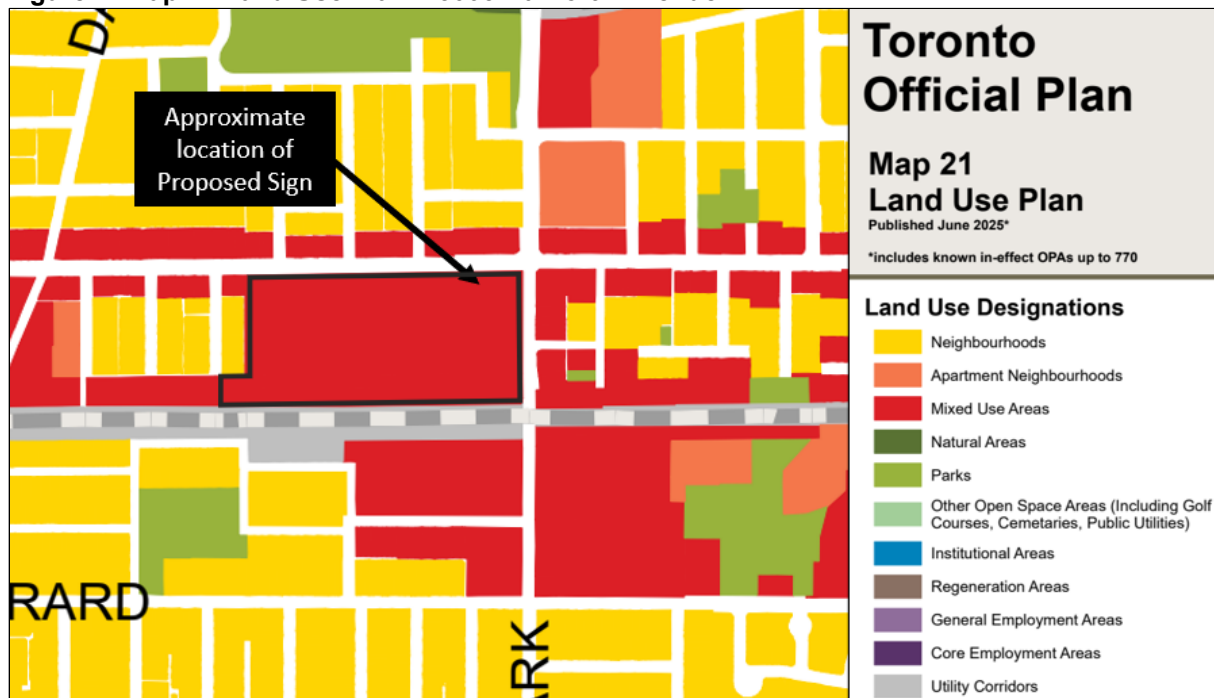
As such, the CBO concludes that this criterion has not been established.

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

The Official Plan land use designation for the property at 3003 Danforth Avenue and surrounding lands to the north, east and west is mainly Mixed Use (see Figure 4). Mixed Use Areas are intended to promote a balanced and dynamic community by accommodating diverse needs through a combination of commercial, residential, institutional, and open space uses, similar to the uses currently identified on the area.

Submissions indicate that the Proposed Sign aligns with Sections 2.2.2, 2.3.1, 3.1.1, 3.4, and 4.5.2 of the Official Plan and Urban Design Guidelines as it: enhances the public realm by being contextually appropriate - modest in size and scale - and placed in underutilized lawn space to avoid interference with pedestrian flow; respects neighbourhood character through context-sensitive design; supports economic vitality by providing advertising space for local businesses and events; and mitigates land use conflicts, with no adverse effects on adjacent uses, including nearby open space.

Figure 4: Map 22 Land Use Plan – 3003 Danforth Avenue



The Applicant also notes policies and strategies that would be supported by the installation of an EV charging station, however, the CBO holds the view that even though the EV charging station and the Proposed Sign might share the same structure, the fact that the EV charging station may support Official Plan objectives does not necessarily imply that the Proposed Sign would also support these objectives.

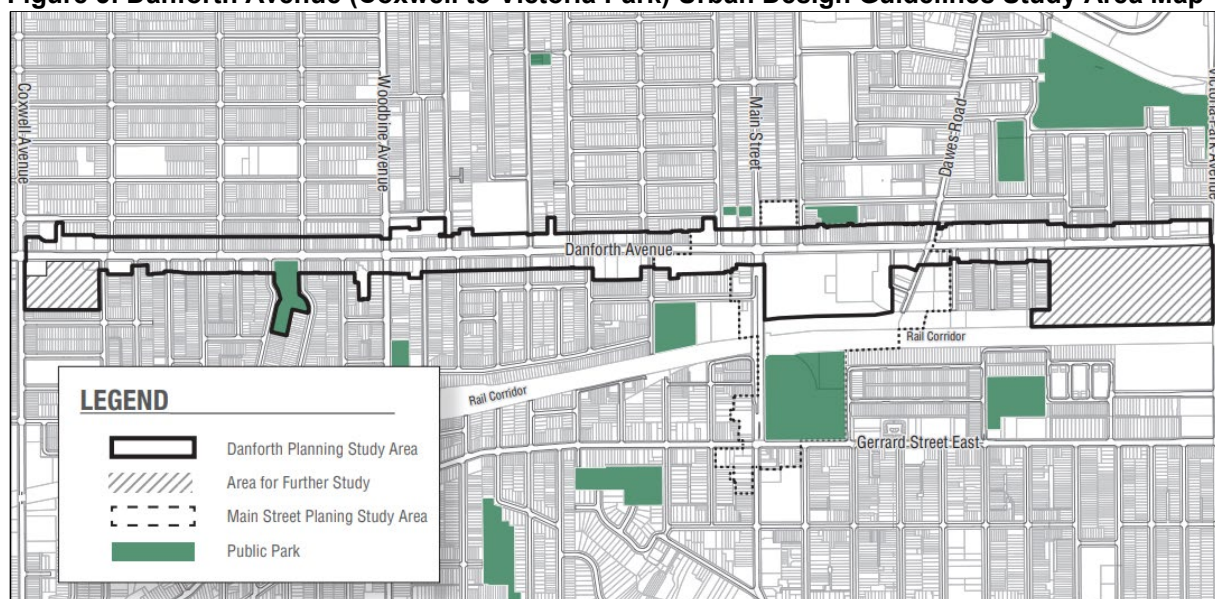
As mentioned previously, this report speaks solely to the matters related to the third party electronic ground sign, which are subject to Chapter 694. Decisions regarding the EV charging station component of the structure fall outside the jurisdiction of the SVC. Also important to note that if granted, the variance would allow the installation of any

third-party electronic ground sign on the Subject Premises, so long as it meets the specified attributes, combined or not with an EV charging station.

Staff has identified that the Subject Premises falls within the area governed by Site and Area Specific Policy 552 (SASP 552). The policy envisions balanced residential and non-residential growth in a mid-rise, mixed-use form that respects the existing main street character. It emphasizes the enhancement of the public realm through complete streets, wider sidewalks, active ground-floor uses, and investments in open spaces, parks, and POPS. As a designated transportation corridor and Focus Area, Danforth Avenue is intended to support safe, walkable, and cyclist-friendly environments, with particular attention to placemaking at the Danforth-Victoria Park Entry Node.

While the Proposed Sign may complement the existing commercial character, the submissions do not demonstrate how a non-permitted sign type aligns with the urban design guidelines and goals of SASP 552.

Figure 5: Danforth Avenue (Coxwell to Victoria Park) Urban Design Guidelines Study Area Map



The Zoning By-Law is the primary way in which the City implement's its Official Plan. The Zoning By-Law governs the built form of the city in a way that is consistent with the Official Plan objectives for properties throughout the city. Non-compliance with the applicable Zoning By-Law could be an indicator that the Proposed Sign does not support the Official Plan objectives for the premises, particularly objectives that are intended to guide built form and the mitigation of impacts through separation distances from adjacent properties or land uses.

Staff investigation confirms that the Subject Premises is located within a Commercial Residential (CR) Zone under Zoning By-law 569-2013. While the site currently functions exclusively as a commercial property, residential uses are permitted as-of-right. This zoning reflects the Official Plan's vision for Danforth Avenue as a mid-rise, mixed-use corridor, reinforced by Site and Area Specific Policy 552 and Urban Design Guidelines. As a result, the area is expected to transition over time toward a more balanced mix of residential and non-residential uses, with an enhanced public realm and active ground-

floor conditions. Introducing a sign type that is not permitted under existing standards could set a precedent inconsistent with this planned evolution.

Although the Proposed Sign partially supports Official Plan objectives by complementing the current commercial character and maintaining a pedestrian scale, the submissions do not provide sufficient analysis to demonstrate compatibility with SASP 552 or the long-term vision for mixed-use intensification. As such, its alignment with broader urban design and growth objectives remains unclear.

As a result, the CBO is of the opinion that this criterion has not been established.

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

While the Subject Premises is located in a largely commercial area, there are single detached dwellings located approximately 95 metres north and 72 metres south, RA and R sign districts, respectively, along Victoria Park Avenue. In sign districts where third party electronic ground signs are permitted, the Sign By-law requires that it shall not face any premises in the CR, I, OS, R or RA sign districts within 250 metres. The Proposed Sign would not meet this requirement.

Figure 6: Dispersion of Light Diagram (from Submissions)



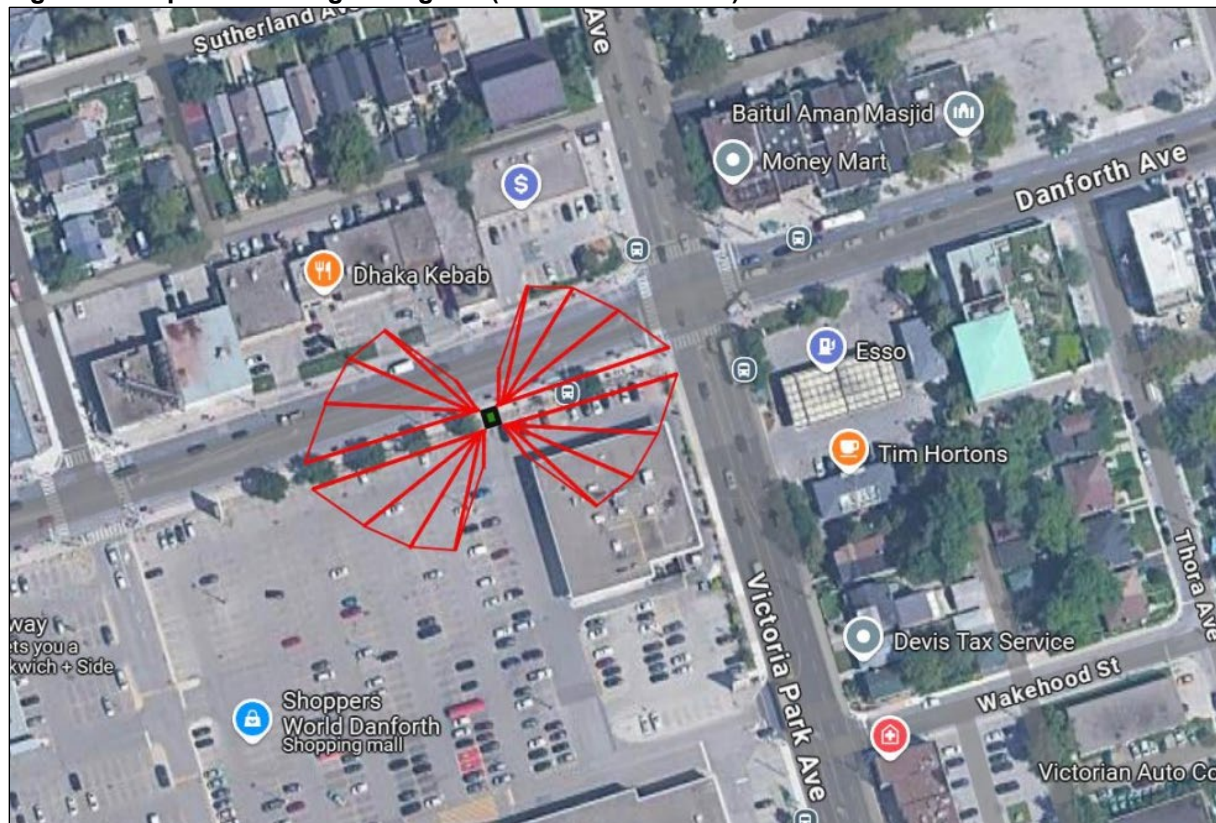
The Applicant contends that the east and west orientation of the Proposed Sign's sign faces ensures it does not directly face these residences. Furthermore, a light shed analysis submitted by the Applicant indicates that the electronic static displays,

operating at the maximum allowable brightness of 300 nits, would have a light reach of approximately 50 metres. Beyond this distance, the emitted light is said to be comparable to the brightness of a full moon, which the Applicant suggests is the threshold at which light becomes negligible.

The Applicant asserts that any amount of light outside the light shed cone represented in Figure 7 will be less than what a full moon emits, and as a result, there would be no light trespass into the existing residential properties along Victoria Park Avenue.

Staff agree that, based on the details provided in the submissions and subject to the 60-metre separation and maximum height conditions, the illumination impacts of the Proposed Sign on the nearby residences should be minimal.

Figure 7: Dispersion of Light Diagram (from Submissions)



Therefore, the CBO is of the opinion that the Applicant's submission materials have provided sufficient information to confirm that the Proposed Sign, subject to the specified conditions, should have no adverse effects on adjacent premises, and that this criterion has been established.

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

The City's Sign By-law regulations are designed to ensure that there are no adverse impacts on public safety for signs which meet the requirements. These regulations are designed to work in conjunction with other regulations which would also apply to signs.

The current criterion is intended to ensure that variances are not granted where they would result in signs that would have adverse impacts on public safety.

The Sign By-law has requirements for signs not to be within a "Visibility Zone" – defined as the area within three metres of the outermost points of a vehicular ingress or egress of a property where it intersects with a street. The Proposed Sign would be situated entirely outside this prohibited zone for signs. Additionally, the Proposed Sign would not be situated in proximity to sidewalks, roadways, or driveways in a manner that could create impact on pedestrian or traffic safety.

Although there are concerns about driver distraction, the City has existing regulations (set back from intersections, distance from street lines, and pedestrian triangles) to adequately address the potential for adverse safety impacts for all signs, including signs displaying electronic static copy. The Proposed Sign would be located more than 30 metres away from the closest traffic controlled intersection and it would not obstruct any sight triangles for vehicular traffic.

With electronic signs that change from one message to the next, shorter message durations may result in drivers being more likely to observe a change in the message being displayed, which may result in a higher likelihood that a driver would glance at it for a longer duration. The Proposed Sign would comply with the Sign By-law provisions for a message duration of 10 seconds between changes in copy. This regulation is intended to perform many functions, including reducing the potential for driver distraction, to a reasonable level.

Based on the review of the available information with respect to the Proposed Sign, the requested deviations from the mandatory requirements of the Sign By-law, and the proposed location within the Subject Premises, staff are of the opinion that there is no reasonable basis for any concern regarding public safety arising from the Proposed Sign. As such, the CBO is of the opinion that this criterion has been established.

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

According to §694-15B of the Sign By-law, the following signs are expressly prohibited:

- (1) A sign erected on a tree or a fence;
- (2) A roof sign, except a first party roof sign included in a Signage Master Plan consisting solely of first party signs, or a roof sign located in the Dundas Square Special Sign District;
- (3) A sign erected on a parked vehicle or trailer where the primary purpose of the vehicle or trailer is the display of the sign;
- (4) A sign erected on a vehicular, railway or pedestrian bridge;
- (5) A sign which obstructs or interferes in any way with the use of any fire escape, fire exit, door, flue, air intake, exhaust, or required parking space or window, but shall not include a window sign permitted by this chapter;
- (6) A sign which interferes with any electrical or telephone wires or associated supports;
- (7) A sign emitting sound or odour;

- (8) A sign discharging any gas, liquid, or solid;
- (9) A sign containing interactive copy.

The Applicant's Submissions indicate that the Proposed Sign would contain elements serving an accessory purpose of an EV charging station. As these elements are considered part of the Proposed Sign's structure, under the Sign By-law the entire structure must comply with §694-15B. The nature of these accessory elements of the sign structure raises potential concerns with respect to subsections §694-15B(6), (7) and (9).

Since the Sign By-law does not regulate EV charging stations, matters related to the EV charging station components fall outside the scope of this review. The CBO's notes that the Applicant's submissions regarding the EV charging station portion of the structure were reviewed solely to determine whether any elements of the charging station would render the Proposed Sign prohibited under Section 694-15B of the Sign By-law. Staff have concluded that no such components are present. However, if any accessory elements of the sign structure interfere with electrical or telephone infrastructure, emit sound, discharge gas, liquid, or solid materials, or include interactive sign content, the Proposed Sign would be deemed prohibited. In such cases, enforcement action would be initiated.

Based on the review of the available information pertaining solely to the Proposed Sign's components, staff is of the opinion that the Applicant's documents and drawings contain sufficient information to confirm that the Proposed Sign does not meet the description of any of the signs which are specifically prohibited by §694-15B.

As such, the CBO is of the opinion that this criterion has been established.

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

The Applicant's submissions indicate that there are nearby transit shelters that display signs of similar same size and format as the Proposed Sign, and as such, the Proposed Sign would blend with the area to compliment and improve the man-made environment. Staff research revealed that signs on nearby transit shelters contain copy of the static type. There were no signs of the electronic type identified the surrounding area. While existing signs can be used to some extent to assess the character of an area, precedent is not a criterion listed in Section 694-30A for granting or refusing a variance.

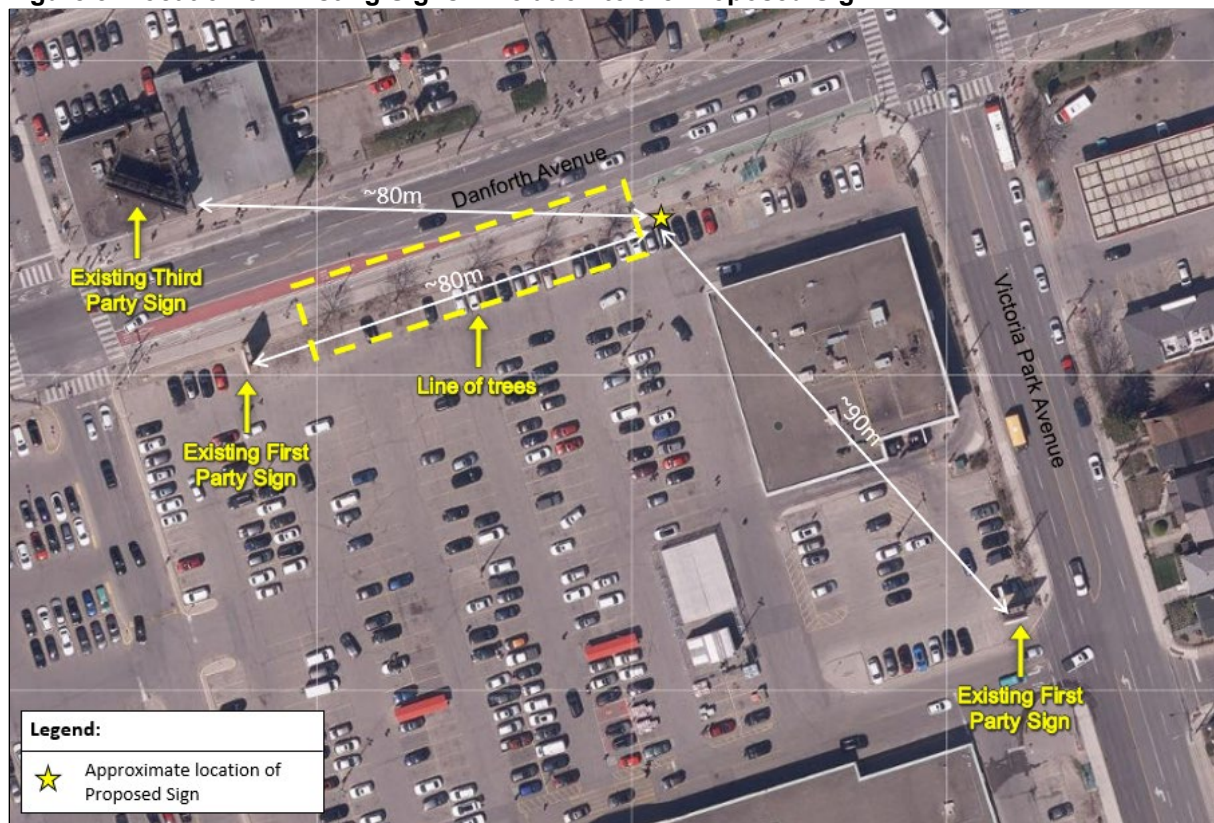
As mentioned previously, there are currently two first party ground signs displaying static copy on the Subject Premises, one on the north frontage, along Danforth Avenue and the one on the east, at Victoria Park frontage (see Figure 8). In Sign Districts where third party electronic ground signs are permitted, the Sign By-law mandates that such signs be the only ground sign on the Subject Premise, among other things, to avoid clutter. Although the Proposed Sign is not in a district where this sign type is permitted, the principle of minimizing clutter remains relevant.

Staff review has determined that the visual and spatial relationship between the Proposed Sign and the existing sign located on the east frontage of the Subject Premises is minimal. The two signs are oriented in different directions and are intended to serve distinct audiences. Additionally, the presence of an intervening building on the Subject Premises further obstructs sightlines, preventing simultaneous visibility of both signs.

Staff review has confirmed that the Proposed Sign would be located on the same frontage as one of the existing signs, approximately 82.0 metres to the west. Under the Sign By-law regulations applicable to CR Sign Districts, two first party ground signs are permitted on the same frontage provided the frontage exceeds 200 metres and the signs are separated by a minimum distance of 100 metres. The Subject Premises has a frontage of approximately 400 metres along Danforth Avenue, thereby meeting the criteria for accommodating two ground signs.

The Applicant asserts that the separation distance between the Proposed Sign and the existing first party ground sign, combined with the presence of large, mature trees along the Danforth frontage, provides sufficient visual buffering to mitigate concerns related to sign clutter. To maintain this visual separation, the Applicant has proposed the preservation of the existing trees on the Subject Premises. This preservation measure has been incorporated as a condition of approval should the requested variance be granted.

Figure 8: Location of Existing Signs in relation to the Proposed Sign



There is also an existing third party roof sign (the "Existing Third Party Sign") located approximately 80 metres west of the Proposed Sign. This placement does not comply

with the 100-metre minimum separation between third party signs stipulated in the Sign By-law.

The Applicant contends that the original intent of the separation provision was to regulate spacing between traditional billboard formats, which typically feature sign faces of approximately 20 square metres. In contrast, the Proposed Sign has a sign face area that is less than 10 percent of a standard billboard. Furthermore, the Proposed Sign and the Existing Third Party Sign would occupy different visual planes. Based on these factors, the Applicant contends that the location of the Proposed Sign should not be considered in conflict with the intent of the separation requirements.

The CBO's opinion that the Applicant's submissions sufficiently demonstrate that the Proposed Sign would not alter the character of the Subject Premises or surrounding area, and this criterion has been established.

Section: 694-30A(8): The Proposed Sign is not contrary to the public interest

Although the Proposed Sign would comply with certain general provisions of the Sign By-law for third-party electronic ground signs—such as renewable energy requirements, message duration and transition controls, and illumination limits—these provisions do not address the fundamental issue of introducing a sign type that is not permitted in a CR Sign District. The absence of district-specific regulations for this sign type creates uncertainty about its appropriateness within the established and planned context of the area.

The Subject Premises is designated as a CR Sign District under Chapter 694, a Mixed Use Area in the Official Plan, and a CR Zone under Zoning By-law 569-2013. These designations collectively reflect a clear policy direction for the corridor: a transition toward a mid-rise, mixed-use form with an enhanced public realm, active ground-floor uses, and placemaking investments. While the Applicant asserts that illumination impacts will be negligible and that the Proposed Sign is compatible with the existing commercial context, these arguments do not address how the sign aligns with the longer term vision for the area. Introducing a non-permitted sign type risks establishing a public realm element that could undermine Official Plan objectives and compromise the urban design strategies intended to guide future development.

The Applicant's submissions lack detailed analysis demonstrating compatibility with Site and Area Specific Policy 552, the Danforth Avenue Urban Design Guidelines, or the broader objectives for mixed-use intensification and public realm enhancement. Without this information, staff cannot confirm that the Proposed Sign would support, rather than conflict with, the public interest. On the contrary, the potential for adverse impacts on the planned evolution of the corridor remains unresolved.

Accordingly, it is the CBO's opinion that the Applicant has not provided sufficient information to demonstrate that the Proposed Sign would not be contrary to the public interest. This criterion has therefore not been established.

CONCLUSION

The Applicant's materials, even supplemented by staff's research and investigation, have not provided sufficient information for the CBO to establish that all eight criteria required to grant an approval for the two variances, each subject to four conditions, have been met.

As such, the CBO is not supportive of the Sign Variance Committee granting the requested variances.

CONTACT

Fernanda Patza, Policy Development Officer, City Wide Priorities, Toronto Building
Email: Fernanda.Patza@toronto.ca; Tel: 416-392-6987

SIGNATURE

Ted Van Vliet
Project Director, Business Transformation and Citywide Priorities
Toronto Building

ATTACHMENTS

Attachment 1 – Description of Sign, Required Variances and Conditions
Attachment 2 – Applicant's Submission Package
Attachment 3 – Letters of Objection