

Application for One Variances, Subject to Seven conditions, Respecting One Third Party Electronic Ground Sign

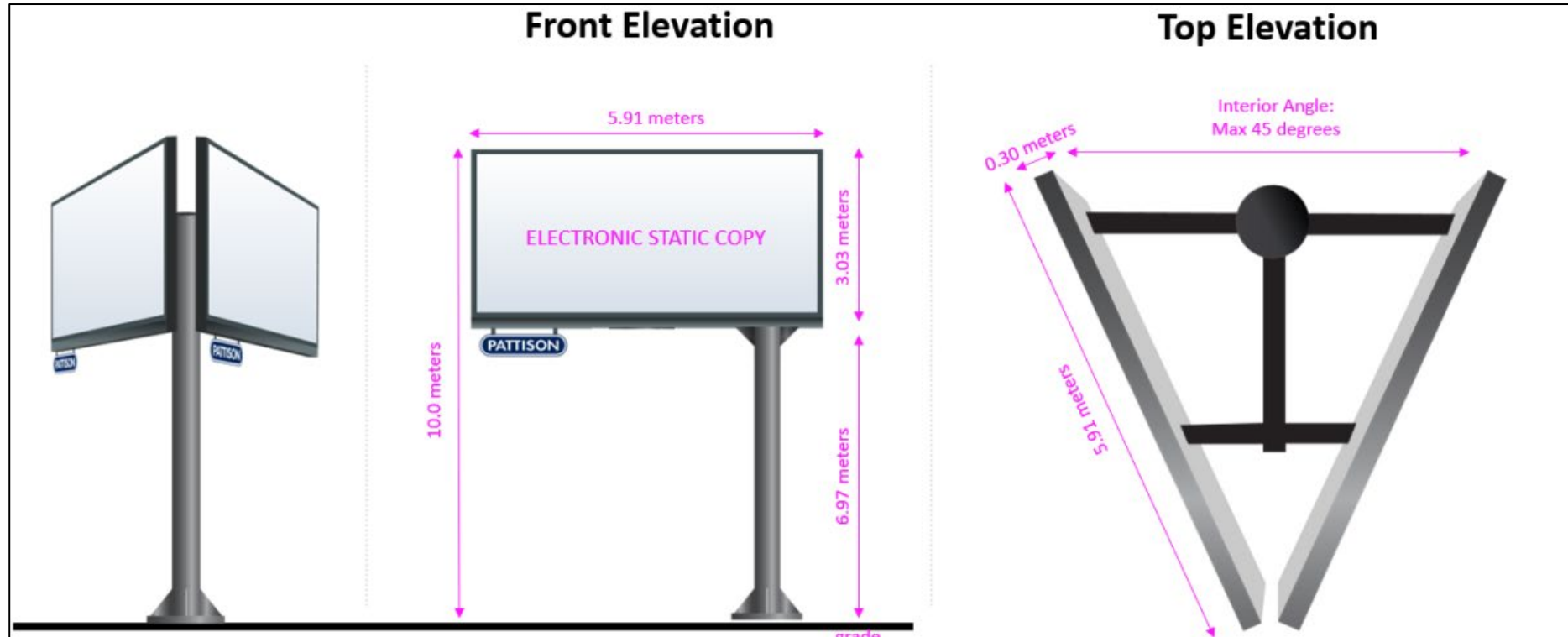
4711 Steeles Avenue East

March 24, 2025

Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two faces, in a “V-shaped” configuration
Sign Location	Northwesterly Frontage along Steeles Ave E
Face Orientation	Northeast and Northwest directions
Sign Face Dimensions (width x length)	3.03 metres vertically x 5.91 metres horizontally
Sign Face Area / height	17.91 square metres / max 10.0 metres

Proposed Sign Details



Sign District Designation



Sign District Map

Requested Variance & Conditions

Sign By-Law Reference	Requirement	Proposal
§ 694-15.A	Anything not expressly permitted by Chapter 694 is prohibited.	Third party electronic ground signs are not expressly permitted in C-Sign Districts.

- Condition 1:** 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.;
- Condition 2:** The sign shall not face any premise in the R, RA, CR or I sign district located within 250 metres, nor any premise in the OS sign district located within 200 metres.
- Condition 3:** The sign shall 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.
- Condition 4:** Light shielding technology shall be installed on the Proposed Sign;
- Condition 5:** The sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise.
- Condition 6:** There shall be no more than one ground sign or electronic ground sign erected on the premises;
- Condition 7:** The sign shall be located, oriented and designed substantially in accordance with the diagrams labeled "Drawings 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.

- Third party signs are a sign class permitted in the C-Commercial 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 compatible with the development of the premises and surrounding area

- The Subject Premises is a C Sign District, permitting third party electronic signs but not electronic ground signs, such as the Proposed Sign.
- Property is a vacant land adjacent to an U Sign District featuring Metrolinx-owned Milliken GO Station and rail corridor. Nearby properties are C Sign Districts with commercial uses.
 - Applicant asserts that such uses are consistent with E Sign Districts.
- OS Sign Districts 205 metres to the west, featuring a medical centre and vacant lands.
 - Lands designated as Employment Areas in the Zoning By-law and Official Plan.
 - "V-shaped" configuration would mitigate potential impacts, directing copy towards vehicles on Steeles Avenue East.
- Uncertainties surrounding the development of the area.
 - Official Plan Amendment re-designating properties to Regeneration Areas, which could contain residential subject to further study. Pending approval from the Ministry.

Sign Variance Criteria – Established Criteria

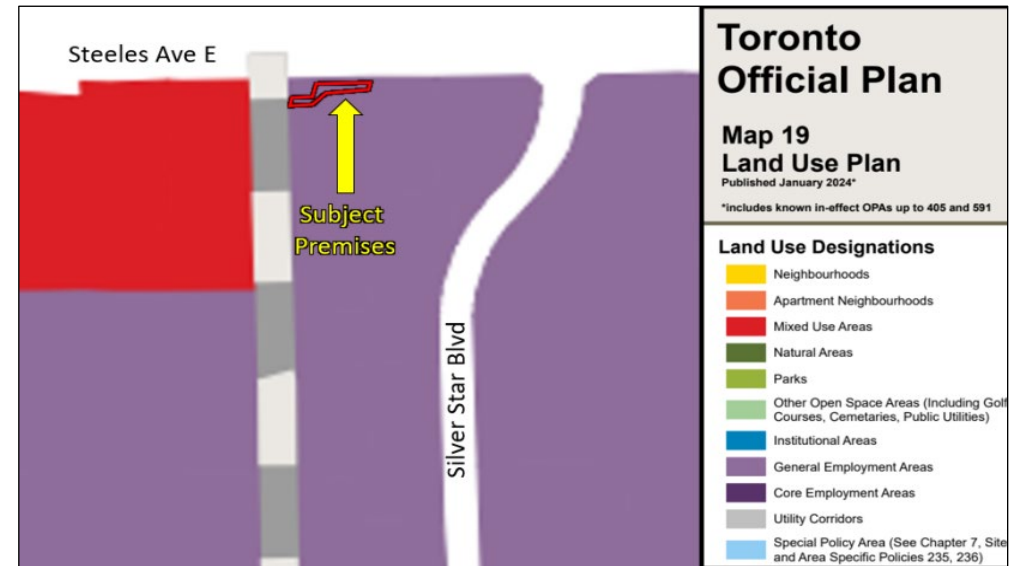
694-30A(2): The Proposed Sign is compatible with the development of the premises and surrounding area

- Lands to the west are Mixed Use and could contain residential use.
 - Applicant contends that the "V-shaped" configuration and brightness condition would mitigate impacts.
- Lands north across Steeles Avenue East are designated Mixed Use High Rise in Markham's Official Plan, with a high-rise mixed-use building application under review.
 - Applicant claims the Proposed Sign, if located on Metrolinx property in Markham, would be exempt from sign permit requirements.
- Staff agree the Proposed Sign does not conflict with current uses and believe future incompatibilities should be addressed by the conditions of maintaining a minimum separation from sensitive sign districts.
- The CBO believes the Applicant's submissions supplemented by staff research sufficiently demonstrated compatibility with existing and future uses, subject to seven conditions.

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 General Employment Areas in the Official Plan.
 - Applicant claims the land use is consistent with Employment Areas designation and would align with E or U Sign Districts.
- Lands to the west are designated Mixed Use Areas, allowing residential uses.
 - Applicant proposes “V-shaped” configuration and brightness condition to minimize impacts.
- OPA 653 (pending approval) may re-designate nearby properties to Regeneration Areas.
 - Conditions for separations from sensitive sign districts would address future land use conflicts.
- CBO is of the opinion that the criterion has been established.



Map 19 Land Use Plan – 4711 Steeles Ave E

Sign Variance Criteria – Established Criteria

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

- OS Sign Districts 205 metres to the west do not feature sensitive uses. Nearest R Sign District is 255 meters southeast, exceeding 250-metre separation requirement.
- Properties to the north are under Markham's jurisdiction. A high-rise mixed-use building application is under review at 4438 Steeles Avenue East.
 - "V-shaped" design to mitigate lighting impacts, directing sign copy towards Steeles Avenue East. Conditions also include shielding technology and reduced brightness.
 - Applicant asserts that the Proposed Sign could be constructed on Metrolinx lands in the Town of Markham without the need for a sign permit.
- Adjacent commercial properties highlighted potential negative impacts on businesses identification and marketing.
 - Staff review indicates that Proposed Sign would not infringe the rights for first party signs on the neighbouring properties.
- Subject to the conditions requested by the Applicant, as well as the design and orientation of the Proposed Sign, the CBO believes that this criterion has been established.

Sign Variance Criteria – Established Criteria

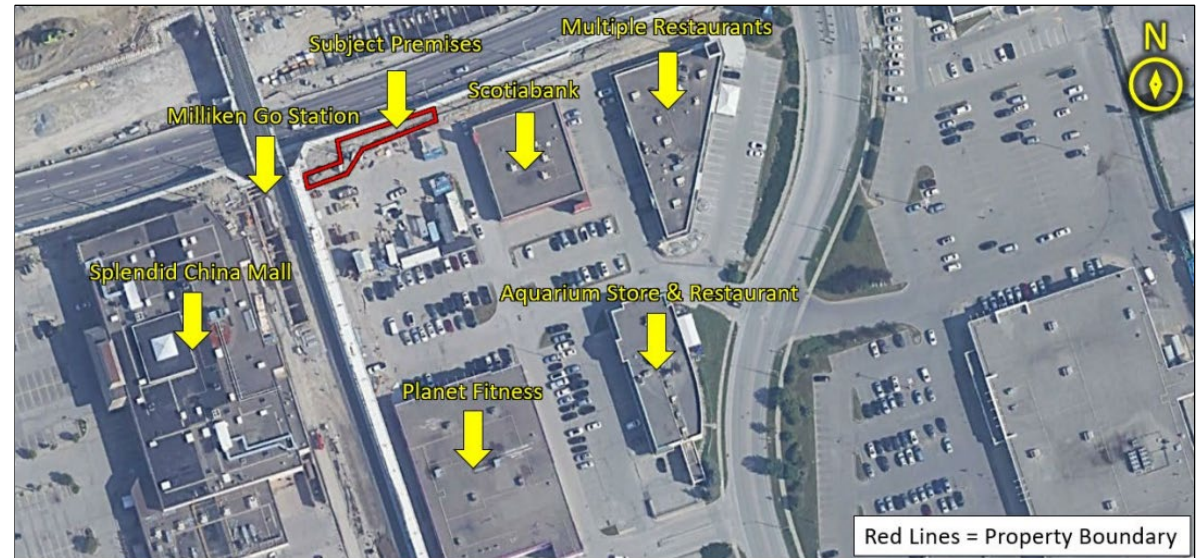
694-30A(5) - The Proposed Sign does not adversely affects public safety, including traffic and pedestrian safety.

- 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.
- Condition for the design and orientation of the proposed Sign impose that the sign faces will maintain a maximum interior angle of 45 degrees to prevent drivers from seeing both faces simultaneously.
- The Proposed Sign shall 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.

- Applicant contends the area, although designated C Sign District, aligns with E or U Sign Districts, suitable for third-party electronic ground signs.
 - As a result, Proposed Sign, generally following provisions for E or U Sign District, would be in keeping with the current character of the area
- Absence of performance standards led to conditions of:
 - Minimum separation from other third party signs to address clutter;
 - Minimum separation from sensitive sign districts, should the use of the area change.
- The CBO believes the criterion has been established, subject to conditions.



Aerial View - Adjacent Properties Uses

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: requirement for use of renewable energy, message duration and transition, illumination and time-of-day regulations.
- Proposed Sign was designed to align with E or U Sign District regulations for height, sign face area, and setback requirements but not configuration and separation distance from sensitive districts.
 - The Proposed Sign faces an OS Sign District 205 meters away, short of the 250-meter requirement. The Applicant demonstrated no sensitive uses in the OS Sign District.
 - The "V-shaped" design aims to reduce impacts on adjacent premises. The maximum 45-degree angle between sign faces minimizes the possibility of drivers seeing both faces simultaneously.
- The Applicant noted the Proposed Sign could be constructed on Metrolinx property in Markham without a permit. Orientation and brightness conditions aim to prevent impacts on mixed-use areas to the west.
- 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 approve the requested variance to section 694-15.A, subject to seven conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign.

QUESTIONS?